

FAST FACT

■ ARCHITECTS PLAY A LARGE ROLE IN INFLUENCING CONSUMER CHOICES

UNDER THE 'ARCHLIGHTS'

An exclusive initiative from *Times Property* focuses on the pioneering work of Architect **REZA KABUL** in a career that spans 25 years

Join us as we capture acclaimed architect Reza Kabul's 25-year journey in our exclusive *Times Property Archlights* issue dated Thursday, 17 February, 2011. This exclusive initiative by *Times Property*, conceptualised and executed by Young Media and editorially supported by *Trends* magazine, would be circulated to the readers of *The Times of India* in Mumbai.

"Architecture, or building a structure, is much like raising a child," says architect Reza Kabul. "A structure needs as much nurturing, care and direction as a growing child does." It's this dedication to the craft that makes Kabul one of the industry's most sought-after architects. Be it a commercial development such as the Bharat Diamond Bourse or a residential tower, such as Shreepati Arcade, Kabul has created many pioneering buildings.

Whether it's laying the edifice of a new building or refurbishment of an existing structure, developers and builders rope in Kabul for his ability to infuse life in every project. As his clients and associates compliment his workmanship, Kabul recalls his journey over the last 25 years with humility and grace. Through Reza's creations and the projects executed by him for clients this issue would give our readers an insight into the trends which are shaping modern skylines.

"*Trends* is happy to join in the celebrations of 25 years of Reza Kabul's work. It is visionary and very relevant at the same time. A persistent underline of excellence sets him apart from all his contemporaries," says Preeti Singh, editor, *Trends*.

Wilfred Fernandes, Founder & Director & Anup Kotekar, Co-promoter & Director, Young Media, sum up the *Archlights* concept. "The architects, though they may be backroom artists, their name and its halo effect definitely plays a large role in influencing consumer choice. Our thought behind this concept is to highlight the work and bring the craftsmanship of the architect to the fore...and what better way than showcasing the work of the man who has contributed to shaping Mumbai's skyline for over two decades - Reza Kabul!"



>> AR. REZA KABUL