

In Gurugram, India, DLF unveils The Camellias Club

A multi-sensory, futuristic triumph of architecture and design



Tuesday, 19th October, 2021: Today, India's largest real estate development, management and hospitality services enterprise, DLF, officially unveils the keenly awaited hub of entertainment and holistic well-being, The Camellias Club. This huge expanse of thoughtfully planned and designed facilities, placed in a stunning water body, is undoubtedly the most imaginative bi-level social and relaxation space created anywhere in the world. Interestingly, it has been created for a relatively small community of only 429 apartments in nine residential towers at DLF's most coveted development - The Camellias.

The Camellias is India's first residential development to be awarded the LEED Platinum Certification by the US Green Building Council for its sustainability and energy conservation efforts. The Camellias exemplifies the values of well-being, sustainability and community living, which are even more relevant now, in the backdrop of the global pandemic.

The Camellias Club is the culmination of the unique innovative vision of six of the most celebrated design professionals from across the world who worked in complete synchrony to create this awe-inspiring space. The concept, design, ambience and services on offer far surpass that of any five-star luxury resort across the world. Of equal importance are the environmentally friendly values at the core of the entire development.

From the outset, the team had resolved to incorporate the best eco-friendly, sustainable practices while designing the enclave. After all, DLF is the only Indian real estate company to be listed in the Dow Jones Sustainability Index. Some of the measures adopted include transplanting over 100 fully mature trees which were being felled in other parts of the city – they are thriving in their new home. The sewage treatment plant produces water clean enough for horticulture. The gardens and green areas are irrigated by treated water alone, not a drop of fresh water is used.

Aakash Ohri, Group Executive Director and Chief Business Officer at DLF Home Developers Ltd. said, “The Camellias Club sprawls across a gigantic 160,000 sq ft of space, and we have put together amenities and services that outclass most such clubs anywhere in the world. Fine dining, sports, fitness, relaxation, entertainment and more – our residents will feel no need to venture out of the enclave except for education or business. Their lives will not be restricted to their apartments, as the clubhouse will become a second home for them, an extension of their residences. It has been designed for today’s globe-trotting, aware, discerning families and there is something for every age group.”

The clubhouse project team was led by Shawn Sullivan, Partner and Studio Leader at the Rockwell Group of New York City for the architectural and interior design; with Arnold Chan of Isometrix Lighting + Design of London for the lighting design; Jay Wright, CEO of The Wright Fit for the fitness centre; Ingo Schweder, founder of GOCO Hospitality for the spa design; and Gerdo Aquino, Co-CEO, SWA Group, the landscape architecture firm. This team worked in close consonance with the principal architect of The Camellias, Hafeez Contractor.

The Camellias Club is separated from the residential towers by the sprawling fan-shaped reflecting pools of the Water Garden that stretch across 1.3 acres. When lit at night, they resemble an inverted starry sky. When seen from any of the residences, the seven landscaped roofs of the clubhouse, shaped to signify the petals of a camellia flower, seem to float in the air. Walkways crisscross the Water Garden, providing easy access and a unique interaction with the water for residents.

The feeling of fluidity and calm are enhanced by the use of beautifully designed materials and organic elements everywhere, like white grain marble with a gentle watercolour effect. Custom-designed furniture ensures comfort blended with a contemporary, avant-garde look.

Visitors entering the lobby will be welcomed by a truly dramatic spiral staircase crafted in metallic bronze and shimmering white marble steps. Soothing the visitors’ eyes is a cool green interior courtyard that opens to the sky.

The Camellias Club is a multi-sensory world of health, fitness, gastronomy, entertainment and more, built around seven energy zones.

The active energy zone houses the 12,000 sq ft fitness centre that includes the gymnasium, the boxing ring, the rock-climbing wall and the indoor all-weather athletic turf field. The gym features the full range of the most advanced equipment sourced from the US, including inclined treadmills, skill bikes, TRX facilities and more. This is the first project of this scale undertaken outside the US by the acclaimed specialist team at Wright Fit.

The outdoor fitness facilities include an all-weather sports field, a mini soccer field, tennis and squash courts and a plastic-free organic children's play area.

The relaxed energy zone has the yoga studio, the meditation garden and the Pilates studio. A health café and juice bar is on hand for quick refreshment.

The competitive energy zone offers the bar and game room, the four-lane bowling alley, the Karaoke lounge and the sports bar.

The creative energy zone is where the performance hall is located – a private 65-seat state-of-the-art movie theatre that can also be used for live performances of music, dance, theatre, talks.

The renewed energy zone houses the 30,000 sq ft spa with features like the vitality pool, the flotation pool, the salt room, the Turkish hammam, a Rhassoul room and much more. The therapy rooms open out to sunken gardens. This zone also includes the salon and barber shop.

The social energy zone is an eclectic collection of ten food and beverage outlets that include a bar, restaurants, cafes, a French-style boulangerie and brasserie, a cigar den, private dining rooms, a chef's studio and a 400-person ballroom.

The regenerative energy zone encompasses a children's play pool, a 25 m long pool which includes a lounge pool and a separate 50 m long Olympic-size pool for serious swimmers. For cold weather swimming, there is an indoor heated 25 m long pool.

Apart from the energy zones, The Camellias Club also offers a business centre for the use of the residents, an amenity of particular use in today's WFH scenario. Facilities that will soon open include a multi-brand retail space, a children's crèche, medical facilities, an art gallery and gourmet grocery store.

Residents can stroll over the ramps that take them to the seven landscaped roofs or walk across to the cool shady grove of lime and lemon trees. A sculpture and art garden will soon host exhibitions and an amphitheatre seating up to 280 people will be a fabulous venue for the performing arts.

The Camellias Club is unquestionably the first of its kind in the world in terms of scale, amenities, facilities and service. The 230+ member team that runs this space has been drawn from the most respected global names in the luxury hospitality sector. After



having worked at acclaimed properties across the globe, they have been carefully selected, brought together and trained to offer a level of expert and intuitive service unmatched in any club in the world.

The Camellias Club is a distinctive world in itself.

The Camellias

Nestled within DLF5 Golf Links, The Camellias is the latest residential offering in the company's acclaimed portfolio of super luxury residences that will redefine life at the topmost rungs of the luxury ladder. It builds on the unqualified success of The Magnolias and takes the experience many levels higher.

The Camellias assimilates stunning architecture, breath-taking landscape design and the most evolved and sophisticated technologies, sustainable practices, facilities, amenities and service. The residences overlook 200 acres of the fresh green DLF Golf & Country Club, extending towards the horizon with 1,000 acres of the Aravali forests.

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The spectacular views take in the lush internal central landscape, manicured greens, two golf courses and the linear park winding around the DLF Golf & Country Club on one side and the glittering city skyline on the other.

With 9 towers containing 429 units with one unit per floor, the sizes of the residences range from 7,350 sq ft to 16,290 sq ft approximately. It also houses some of the largest and most luxurious penthouses in the country, with 12 penthouses of 13,000 sq ft and 2 penthouses of 16,000 square feet.

About DLF Ltd.

DLF is India's leading real estate developer and has more than seven decades of track record of sustained growth, customer satisfaction, and innovation. DLF has developed 153 real estate projects and developed an area of approximately 330 million square feet. DLF Group has 215 msf (approx.) of development potential across residential and commercial segment. The group has an annuity portfolio of over 35 msf (approx.). DLF is primarily engaged in the business of development and sale of residential properties (the "Development Business") and the development and leasing of commercial and retail properties (the "Annuity Business").

DLF Limited, has been recognised as an index component of the Dow Jones Sustainability Indices (DJSI) in Emerging markets category. This recognition demonstrates DLF's track record for its governance, social and environmental initiatives. While DLF is the only real estate company from India to be included in the DJSI index, it joins the ranks of just 11 companies from India to be recognised for the benchmark for Corporate Sustainability, it also received 16 Sword of Honour awards – by British Safety Council 2020 – the highest number received by any company globally in a single year.

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