



THE SHAPERS AND MAKERS!



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THIS IS WHERE YOU BELONG.





STANDING IN IS THE NEW IDEA OF STANDING OUT AT URBAN LAKES!

At Urban Lakes, you'll find a story in every storey!

Recreating the concept of living in a serene timeless space, the free and fluid Classical façade design of the buildings will add an alluring aura, while the building proportions developed to human scale will blend in with the surroundings and yet stand out, comprising the cornerstone of harmonious living.

Promoting the idea that 'less is more', the facade has been designed such that each of the apartment typologies has several façade typologies, hence translating into a façade scheme that provides variation and vibrancy, classical balance and proportion. The front skin of the facades has grooves and is painted, while patio facades have been juxtaposed with walls only in raw concrete.

The landscaped green open spaces, the gentle terrain and the generous shade of the trees will create a meandering carpet of lush and diverse flora and an infinite experience of discovery for you.

So when you realise how perfect everything is, you will tilt your head back to gaze at the sky and count the stars!





TWO NAMES THAT ARE HERE
WITH ONE LANDMARK.





PIONEERS IN AFFORDABLE HOUSING

For over 30 years, the Sugam Group has been creating homes within budgets, integrating sheer imagination with the foresight to build landmarks. Having won more than 30 National Awards, it's no wonder that the Group has earned the title of **Pioneers of Affordable Housing in Eastern India.**

With over three decades of presence in the real estate development sector, Sugam has completed 25+ projects, covering 3 million sq.ft. of space with 7,000+ trusted residents.

Some of its most popular projects include

- Sugam Sudhir
- Sugam Park (Narendrapur)
- Sugam Business Park (Sector V)
- Sugam Park, Asansol
- Sugam Paragon
- Sugam Serenity
- Morya
- Sugam Sabuj
- Fort Terrazzo



**CREDAI BENGAL
REALTY AWARDS, 2019**

Sugam Sudhir
Best Completed Mid Segment
Housing Project'



**CREDAI BENGAL
REALTY AWARDS, 2019**

Sugam Serenity
Best Completed Budget
Housing Project



**GLOBAL REAL ESTATE
AWARDS 2018**

Morya
Best Upcoming Residential
Project of the Year



**11 TH ANNUAL
ESTATE AWARDS 2019**

Park
Affordable Housing
of the Year (East)



**CREDAI BENGAL
REALTY AWARDS, 2017**

Habitat
Best Mid-Segment
Project of the Year



Sugam Habitat



Sugam Park



A NAME THAT HAS STOOD TALL FOR OVER 30 YEARS



Diamond Group, with over 3 decades of rich experience, believes in creating homes integrated with nature and the environment. With 6+ million sq.ft. of landmark residential (completed) and commercial projects, the Group has become synonymous with trust and quality.

A few of its major projects include

- Diamond City North
- Morya
- Landmark
- Diamond Heritage
- Diamond City South
- Diamond Plaza (mall and multiplex)
- Diamond Logistics Hub, Dankuni



Diamond City West



The 42



URBAN LAKES IS ALL ABOUT LIVING NEXT DOOR TO NATURE

Urban Lakes is as timeless as the lakes it co-habits, and it could easily be looked upon as acres of land where architecture, design and responsibility have blended together harmoniously with the environment.

The way a piece of land is shaped contributes to shaping the way people live on it, and as an architect, we have to be very mindful when we do our planning. It's the way we look at the details that make the property work.

An important part of planning is to listen to what the land has to tell us. At Urban Lakes, we are blessed with gentle terrains and three beautiful natural lakes. So we are able to work with nature to design a living space with the three lakes at the epicenter of activities for residents.

Because Urban Lakes has been bestowed with abundant natural features, we've been able to give residents a breathtaking view of the lakes from nearly every apartment, thus portraying the fact that they're not alone but rather a part of a wider community.

Many old trees on the land have been retained. One of the fascinating features is a giant old Banyan tree that has also been kept as it is. When

we work with the land in this way there's a respect for what was there before us, and by maintaining the character of the site we are able to give a deeply intrinsic personality to the project.

The common ground for everyone at Urban Lakes is essentially the community. The community is about relationships, it is about where people know one another, where they live and play together, and where they look out for one another. In fostering such neighbourliness, recreation was a top priority, and the club exists because of it.

The club at Urban Lakes is sprawled across 30,000 sft of land with sports, both indoors and outdoors and myriad entertainment, leisure and fun activities across its three tiers. Hence, it should come as no surprise that residents may end up with the feeling to not set foot out of the property.

Ultimately, a happy community makes a good development work - and that's precisely what's important to us.

- **Ricardo Bofill, RBTA**



PRINCIPAL ARCHITECT

RICARDO BOFILL

TALLER DE ARQUITECTURA



RBTA is a Spanish architectural design firm with close to 60 years of experience. The firm is renowned for developing dynamic spaces based on the centrality of the human scale in their purpose, function and movement. It applies its visionary humanism and cultural intelligence to diverse places around the world. Through refined technical expertise and mature cultural sensitivity, the multidisciplinary team of RBTA specialists develops a liquid vocabulary for the built environment in an ever-changing world.

RBTA's legendary approach to design commences with a site visit to immerse in the spirit of the place, to understand the narrative components of the site, the local ecology, climatic conditions, existing planning situation, legal and construction laws, traffic, as well as the social, cultural, historical conditions, while being open to the needs and sensitivities of local communities. The firm places unequivocal importance to the client / architect relationship as one of the key pillars to successfully capture the true meaning of the place.

Further, step by step, workshop after workshop, from concept design to schematic stage, from tenders to good-for-construction package, to finally quality supervision of construction, RBTA provides the backbone to ensure the mission to build a landmark is finally achieved.

The firm's experience of over 50 years showcases its capacity to handle sophisticated and ambitious urban projects and architectural designs, thus contributing to the improvement of the quality of life of users.

RBTA has offices in Europe, Africa, Asia and America.



NOTABLE PROJECTS INCLUDE :

More than one thousand projects in forty countries, over the last 50 years carry the distinctive traits of RBTA's approach, rethinking cityscapes and social maps while preserving local cultures and identities. RBTA is the creative force of tailor-made public and private living spaces, receptive towards the individuality of each cultural and social context. They create dynamic spaces founded on the centrality of the humanscale in its purposes, functions, movement.



Olympic Swimming Pool
Montpellier, France



Casablanca Twin Center,
Casablanca, Morocco



Axa Offices,
Paris, France



Ananda Villa,
Miami, USA



Cartier Headquarters,
Paris, France



W Hotel Barcelona,
Barcelona, Spain



Terminal 1
Barcelona Airport,
Barcelona, Spain



The connected city,
Dallas, Tx, USA



Forum Karlin,
Prague, Czech Republic



Nou Camp Nou,
Barcelona, Spain



EXECUTIVE ARCHITECT SOUGATA MITRA

Among the eminent architectural firms in the city is Shelter in Kolkata. Armed with an in-depth knowledge and extensive expertise in the realm of architecture and design, this architect and the firm is known for transforming basic brick and mortar into extraordinary spaces. This professional enterprise visualizes, ideates and implements residential, commercial and/or industrial projects that redefine a particular area and architectural landscape at large. It has the know-how to cater to a diverse set of industries spanning hospitality, education, healthcare, IT, and retail. Each architectural project this firm undertakes employs a dedication to design excellence, efficient delivery and sophistication in building technology. Making almost every architectural and design dream a possibility is a team of skilled and competent architects, interior designers, civil engineers, urban/town planners, landscape artists, CAD operators, interior decorators and 3D and graphic designers. It also keeps with the emerging trends in the architecture and design space.

CHIEF CONSULTANT(S)

MN CONSULTANTS STRUCTURAL CONSULTANTS

MN Consultants is a pioneering structural engineering firm. Based in Kolkata, the outfit is renowned across India, and possesses an experience of almost four decades in the business. The company's portfolio spans mass housing projects, high-rises, hotels, hospitals, convention centres and commercial establishments. The entity is known for its robust quality and balance.

SQUARE EXECUTIVE DESIGN STUDIO

SQUARE is a design studio founded by Ar. Ranit Maiti and Ar. Subhrajit G. Mitra, who have collective experience of 20+ years. SQUARE has won numerous awards and accolades, including IIID, AICA, IA& B, Konstruct, CREDAI, NDTV Design Architecture award and many others in the field of architecture and interior design. The firm promotes creativity and cross-disciplinary interactions to foster innovative solutions.

AXIOM CONSULTING MEP CONSULTANTS

Axiom Consulting, our MEPF consultant, has 11+ years of experience in helping clients in design and planning of HVAC, plumbing, fire-fighting, electrical & LV components of the development. The firm is known for its cutting-edge and cost-efficient solutions.

MAYA LANDSCAPE EXECUTIVE LANDSCAPE CONSULTANTS

Maya Landscape was established in 2002, well before the importance of landscape architecture took root in the building and construction industry. The firm's reputation is such that its milestones are considered as reference points for other landscaping projects in the industry.

