



# BLACK BOX ON WHITEFIELD ROAD

India's first integrated lifestyle destination VR Bengaluru is providing a sensational experience to the consumers in the truest sense of the term. This all in one lifestyle centre by Virtuous Retail has all the potential of becoming the talk of the town very soon

By Parama Sen



1. Black facade front view 2. Mario Reyes performing at the launch 3. Performance of Gypsy Sound Revolution 4. Art Capsule at VR Bengaluru 5. Perspective view of the striking facade 6. Gypsy Sound Revolution & Raghav Sachar are putting the stage on fire 7. VR Bengaluru has some very interesting game options for children 8. Elektrovertz at VR Bengaluru 9. View of the retail Arcade Atrium

It was a Saturday night, the auspicious night of Budhha Purnima, the sky was lighted with soft hues of the extraordinary Blue Moon and Bengaluru was warming up with foot tapping music at the grand opening of VR Lifestyle centre at the Whitefield Road.

Gypsy All Stars presented a musical treat by the legends, performing a mellifluous collaboration bridging western music with traditional Rajasthani folk music. On the other hand, Shillong Chamber Choir enthralled guests with their western chorals. Apart from this, internationally acclaimed DJs - Electrovertz and Dualist Inquiry also entertained everybody with foot tapping numbers.

But truly speaking, it was not the performances, but the centre, where these were happening, was actually the centre of attraction.



### A future perfect lifestyle destination

Shopping centres of today should be the shopping resort of tomorrow. This is the thought of the day now. It seems that, VR Bengaluru has already incorporated the shopping resort concept or should we say move a little ahead of that. The Black Box on Whitefield Road (a name inspired by its striking black facade,), the nickname with which the Bengaluru people have termed the newest sensation of the city, is country's first integrated lifestyle destination, which brings together approximately 500,000 sq. ft of premium retail space, along with a 54-key boutique hotel & residences and a 60,000 sq. ft. collaborative working space. If anybody would like to spend a day with his/her family within the city but in a truly relaxed manner, he/she just has to come to VR Bengaluru and can have a unique shopping experience with the all encompassing brand mix, have fine dining experience at the premium restaurants, pamper himself/herself at the luxury spa, have fun at the piazza, watch latest blockbusters at comforting gold class environment and so on and so forth.

### The enviable mix of retail, food, entertainment, wellness options

VR Bengaluru is uniquely designed to attract the city's cosmopolitan and upwardly mobile consumers, firmly

establishing Whitefield as the most preferred location in one of Asia's fastest growing and most attractive real estate markets. It is offering an unmatched blend of experiences to choose from, which include:

- The retail arcade at VR Bengaluru, home to an enviable range of premium global and Indian brands, many of which are debuting in the city for the first time and have set up flagship stores at the Centre
- A nine-screen multiplex including an IMAX and India's biggest Gold Class cinema providing a multi-sensory experience
- Several pubs like The Whitefield Arms, cafes & restaurants and an upscale food court for dining options
- State-of-the-art fitness and wellness options
- The Sky Deck on the rooftop with a pool and a bar & lounge, ALT alongside a unique banqueting space equipped with India's largest LED screen

### Seamless design provides for effortless experience

The innovative design ethos of VR Bengaluru enables its customers to move seamlessly and comfortably through the entire centre. The centre has a separate entry for pedestrians and separate for the vehicles. 3 levels of basement

### USP of VR Bengaluru

VR Bengaluru is designed with an aim to create an urban oasis for families and safe spaces for children. It is highly pedestrianised with an entry Piazza and lush green landscapes, art installations, outdoor events & promotional spaces, formal as well as Al-fresco dining experiences at the street level.

'Master Retailer' approach with a dual focus on retailers and consumer communities allows VR Bengaluru to provide unique experiences that are also locally relevant & a specially curated retail mix, award winning chefs, locally popular restaurants invited to setup QSR formats at Food Box; artisan and farmers' markets with representation from the region; a unique annual art collective with participation from artists from the city.

It has all the modern conveniences at one place & collaborative workspaces, boutique hotel & residences, health & wellness facilities, dining and entertainment, along with an enviable portfolio of leading global & Indian brands.

“Communities and cities are living, breathing entities. The phrase ‘VR’ in our centres like VR Surat and VR Bengaluru is a play on ‘We Are’, because we want this to be a reflection of our community. VR Bengaluru celebrates the rich heritage of Whitefield giving people a platform to indulge in their love for music, art and shopping. At Virtuous Retail, we have been able to move the needle on what retail developments can be, and should be, anywhere in the world while making them future-proof.”

– Siddharth Yog,  
Chairman, Virtuous Retail

parking allow more than 1,000 cars and 600 two wheelers to be parked at pick hours. The landscaped and pedestrianized outdoors of the centre is as eye-catching as the inside. The Garden City, which is located outside the main facade, will host all the community events such as art, music & food festivals as well as activities for children. So unlike other shopping centres, here if someone wants to enjoy the events only, he/she doesn't have to enter the main centre, which is very much convenient for them. Retail spaces, offices, hotels, multiplexes, skydeck...every facility of the centre is designed and placed in such a way that all of them ensures privacy from the other, but can be reached almost effortlessly.

#### One of a kind Retail mix

Be it resort or centre or just a mall, the first word of the phrase will always be ‘shopping’. It is the interesting mix of the retailers that attracts the consumers to any shopping centre. VR Bengaluru has offered a brand mix, which can ensure optimum shopping satisfaction for its consumers. BCBGeneration, Cole Haan, Dune, Forever 21, H&M, Hunkemoller, Muji, Adidas Home Court, Adidas Originals Neighborhood, Pantaloons, Raymond - Ready to wear, Superdry,



10. Performance of Shillong Chamber Choir 11. Tribe Fitness community Zumba 12. Teenagers shopping at F21 13. Synergy art installation at VR Bengaluru 14. Kids having a great time at Fun City

Splash, Fun City, L'Occitane and many more national and international players are bringing in their latest for this shopping centre. It has dedicated retail zones for men, women and kids. Some of the brands like, Muji, Cole Haan, BCBGeneration have begun their journey to India through VR Bengaluru.

#### Some fun for everyone

Whether you are a fitness freak or a movie buff, a foodie or an out and out family person, who loves to hang out with whole family during weekends, VR has some fun element for everybody. Be it PVR gold class movie experience or The Magic Garden, a truly international standard sculpted soft foam play area for younger children to safely play in, or an upscale food court and bouquet of restaurant and cafes like Alt, The Whitefield Arms, The Whitefield Arms Café, Café Noir, The Beer Café, The Irish House, Toscano, Salt, offering varied cuisines...one can never get bored at VR for sure!

#### New landmark of the city

VR Bengaluru is designed as a vibrant multi-use community centre. Not only it is a world class shopping centre which offers hitherto unavailable global brands, it also hosts community art festivals and programmes for artists to showcase their work in an engaging environment, which encourage civic pride and enhance city's brand image. Some of the art installations at VR Bengaluru, including the Visual History Timeline of Bengaluru history and the lloveBLR installation are the hot-spots where the most “selfies” are taken in Bangalore currently. The Waverly Hotel & Residences also draws its inspiration from the local history including Sir Winston Churchill's visits to the Waverly Inn at Whitefield during his days as an Army officer posted in Bangalore. Rumour has it that he courted Ms. Rose Hamilton, the inn-keeper's daughter. So if it becomes one of the newest landmarks of the skytech city, nobody should be surprised. **IR**