

WESTERN INDIA'S FIRST "AMPHITHEATRE" OPENS AT ISHANYA

Press Release

India's largest Design Centre and Specialty Mall for Interiors and Exteriors, ISHANYA in Pune, today opened its state of the art amphitheatre. Dr Mrinalini Sarabai, the renowned danseuse, inaugurated the magnificent amphitheatre, Western India's first.

The 500-seater amphitheatre overlooking a large water body (Kund) is the only one with a distinctive wooden stage area, rehearsal rooms and green rooms, with complete support functions to enable use for versatile purposes like for business launches in the day and performing arts in the night.

Dr. Mrinalini Sarabhai said, "I am very glad that an Amphitheatre is being opened and hope that it will be used for live performances of dance, drama and music. Wishing all the best to this unique endeavor and to all lovers of art in Pune. I'm confident that it will bring about a renewed vigour in India's Art and cultural scene".

In keeping with Ishanya's ethos, to be at the confluence of art, design and retail, the IACC gives connoisseurs of art and design a platform to come together. The IACC will focus on organising creative and interactive events, screening films and documentaries besides hosting special shows for music, theatre and all performing arts.

Commenting on the launch, Parul Mehta, Director, Ishanya said, "With the launch of Ishanya's amphitheatre, we hope to inspire the performing arts and cultural scene in India to evolve and reach greater heights. Ishanya is not just India's largest Design Centre and Specialty Mall. It is a destination representing the best of creativity and design".

I.S. Narula, President & CEO, Value Added Retail Estate (VARE) & Retail Business, Deepak Fertilisers & Petrochemicals Corp Ltd said, "Incredible amount of detail has been incorporated to design and create the Ishanya Amphitheatre and we are confident to change the way people perceive entertainment. We can expect the Simulation Centre, Knowledge Centre, Art Galleries and Seminar Centre to open shortly."

Ishanya has already seen 300,000 footfalls over the last 100 days and with a further 25 additional stores poised to open in April-end this year, Ishanya will soon have about 35 stores and nearly 300,000 sq.ft. open. Ishanya will eventually house over 5000 brands and 100 stores when fully open. Ishanya is emerging as a pan-India platform for architects, designers, manufacturers, consumers and also the arts and culture community.