



Press Release

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Ishanya launches first-of-its-kind spectacular "Laser Sound and Water Works Show" -- Fantasia Magic

Pune: May, 03rd08: ISHANYA, India's largest Design Centre and Specialty Mall for Interiors and Exteriors, today launched India's first **Laser Sound & Water works show**. The show -- a blend of laser, water, animation, film, flames and lighting -- depicts the story of "good winning over evil". The show, magically transports the audience into another dimension, it is a modern symphony filled with outer space battles, magical mermaids, and wizards.

The Ishanya laser and waterworks, "**Fantasia Magic**", was inaugurated by child artist Darsheel Safary of Taare Zameen Par fame. Hosting the show was none other than the gorgeous **Malaika Arora Khan** who herself was smitten by the water works. The show is written and produced by Tara W Smith of London and LSE of Belgium famous for creating magic at cities like Las Vegas, Dubai and Sentosa Island in Singapore.

Speaking excitedly on the launch of the show, Darsheel said "The Ishanya laser and water works show – Fantasia Magic -- is simply great! I loved it! The music, lights and water fountains make the story of "Micky" even more interesting. Bahut mazaa aaya!! I will tell all my friends to see it".

Speaking about Ishanya and the laser and waterworks show, Malaika Arora Khan said, "I am very happy to be here at the Ishanya amphitheatre. It is a wonderful place for art and culture and even corporate events. The laser and waterworks show is simply out of this world. It's a must see for anyone. Ishanya is all about the marvellous possibilities of technology, and its fusion with imagination."

Further speaking on the occasion, **Mrs Parul Mehta, Director, Ishanya** said "This first of its kind laser & water works show is nothing like what India has seen before. This kind of show is only seen at Disney or Sentosa Island Singapore. Making it happen was altogether a great experience. It enhances creativity and awakens the child in every one of us. The launch of this creative animation show is sure to attract large audiences not only from Pune and Mumbai but all parts of India."

The audience for the show is the family whose profile fits in perfectly well with the Ishanya customer she added. "The show will along with our art galleries, exhibition spaces, and seminar hall add perfectly to the quality footfalls that Ishanya is already getting and enhance business opportunities for our occupants," Mrs. Mehta said.



The show echoes the journey of the protagonist, a young lad in his early teens, fighting to save the world from an Evil Wizard out to destroy the world. The Evil Wizard "Zarkon" has infiltrated the world's computer systems and is stealing children's imagination as they play at their computers. A magical creature, "Fozzo" from cyberspace assists the lad through a series of adventures to save the world. The laser show will be open to public three days a week – Thursdays, Fridays and Sundays — with three shows on every show day. Price of tickets is Rs 225/-.

"**Fantasia Magic**" is filled with enchanting characters that stir excitement in the minds of its audiences.

Main Characters are:

- * Fozzo: A being from internet possessing magical power
- * Zarkon: Evil Wizard who has gained access to the world's computer systems and is stealing children's imagination as they play at their computers
- * Micky: Young Lad - A cyber traveler in search of Zarkon
- * Lena: Micky's fellow cyber traveler in search of Zarkon

About Ishanya:

Ishanya is India's largest Design Centre and Specialty Mall, located in Pune. Ishanya houses 52 product categories with 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. 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 space open. Besides retail Ishanya houses one of India's finest amphitheatres, two art galleries, exhibition spaces, a seminar hall, mock up and simulation spaces, a creativity centre, a knowledge and research centre, etc.

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