



IT'S RAINNING CELEBS: A heavy contingent of police and private security guards maintained a strict vigil to prevent star-struck fans from getting overly enthusiastic and breaching the cordon sanitaire. We don't want to be a name-



dropper, but we just can't help ourselves. After all, eager fans braved sudden squall and wind blowing @ 120km/hr to get an eyeful of the bold and the beautiful set. Right from Samajwadi Party leader Amar Singh, who earlier lighted the



diya, to Shah Rukh Khan to leggy lissome Malaika Arora-Khan to pretty Yana Gupta to the melodious Kunal Ganjawala and Ustad Rahat Fateh Ali Khan to hold your breath, DJ Suketu, were all there to wish the Shipra Mall all the best!

Clearly Different

Even in these over-saturated, information-laden and culturally supersized times, some people still manage to surprise. Mohit Singh of the Shipra Group is one such individual

A common complaint about the heavy handed marketing of modern culture is that it is constantly replicating whatever is popular at the time, rather than trying to second guess the future. The end result is a world of diminishing returns and weak facsimiles of an original idea. But somehow, certain figures still cut through with work that genuinely astounds you. Mohit Singh is one such individual. Under his guidance, the Shipra Group achieved the singular recognition of building Shipra Sun City, probably the largest, privately managed gated community. He has now repeated the surprise with the Shipra Mall that's sure to attain mainstream popularity.

To the average Joe, going to a mall is supposed to be about shopping in some comfort_ heated in winter, cooled in the brutal summer heat. But there

could well be a third angle to it, too, as in the case of Shipra Mall. All those among us who have seen it coming up, can't deny the fact that the Shipra Mall's architecture is its USP. "I was shooting at Hindon for *Veer Zaava* and when I passed this way, I couldn't help asking about this coliseum-like structure that was coming up on the road to Ghaziabad," says Shah Rukh Khan paying glowing tributes to the mall. "Someone told me it was a mall, but that time it didn't strike me. Now when I'm standing here today, I could only say, amazing!"

Agrees Mohit, who says they intended to create an exciting, unique and fun place for the people to shop, dine and be entertained. So they got into a huddle to think outside the box and came up with the idea of a mall built on the Classic Roman style of architecture. And as all of us have seen, this is not a copy of



any other project. It showcases an avant-garde approach that the architectural establishment views with disdain, if not fear and loathing. To its critics, it represents a giant step backward. To its adherents, it is nothing less than the solution to all of the problems created by modernism

We're talking, if you haven't already guessed, about a 3,000-year tradition that ranges from Greek temples and Italian villas to Georgian mansions and Federalist-style townhouses.

Classicism, ladies and gentlemen, is back. Strictly speaking, "Classical architecture" refers to architecture inspired by the great Greek and Roman buildings of antiquity.

For some New Classicists, style is of paramount concern, for others, it is less of an issue. "Classicism is more about a certain frame of mind than a style of architecture," argues Mohit. For him, "Nature is the ultimate paradigm and example. Therefore, just as

there is harmony in nature, all the elements of a building should fit together and every building or town should fit with its surroundings." He says he had seen some pictures in a book and decided the mall is going to be inspired by the Roman classic style. Not that his sole idea was to be different from other builders

"But I knew what I was doing," he admits. And he wasn't scared of going against the trend of a mass of iron girders and glass building. ●

SHIPRA

SUN CITY news

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PRIVATE CIRCULATION FOR RESIDENTS OF SHIPRA SUN CITY

6 REASONS FOR YOU TO BE AT THE SHIPRA MALL NOW!

- MOHIT SINGH, MD, The Shipra Group

- 1 Easy Access:** Unlike Gurgaon malls, the Shipra Mall doesn't get lost in a maze. Driving down NH 24, or coming from Noida, you can't miss the striking, stylish structure that adds yet another skyline feature to the already impressive development at Indrapuram
- 2 Parking Wise:** Wheel in your vehicle in the sprawling parking space that can accommodate 1,000-plus cars and walk straight into the mall whose sheer size _ 4,50,000 sq ft of shopping arena with twin atriums _ makes it the biggest in the whole of NCR. The beauty of the parking is that it's on the same ground level as the mall
- 3 Shopping Solution:** When it comes to shopping, atmosphere counts and Shipra Mall has plenty. Besides top brands and plush stores, it offers unique shopping experience, thanks to the 'zoning' of stores, which means you get similar merchandise on the same floor. So that you don't have to walk up and down floors looking for variety in salwar kameez. Also, huge store space means you get variety to your heart's content
- 4 JAM Session:** Giant screen, world-class acoustics and comfortable seating makes JAM a treat you can't afford to miss! Moreover, with the ticket counter and the auditoriums being on the same floor make sure you don't have to make a dash for the other floor to catch your favourite flick. Also, don't forget to check out the platinum lounge that'll change the way you've been watching films till now
- 5 Bite Right:** Certainly, a trip to the mall usually means passing the food court, with its aromas seducing you to stop for just a little something. There is always a wide selection of value-for-money stalls and you can select food from as many as you like. The Shipra Mall houses a food court so aptly named Bite Inn, spread over an area of 15,000 sq ft, and t dishes out sumptuous fare hard to resist.
- 6 Kids' Own:** Aptly named U as in universal, the 17,000 sq ft of kids zone is being designed keeping in mind the needs of the young starting from a 2-year-old toddler to the 16-year-old and also the young at heart. Trained staff make sure there is no dearth of activities that not only engage the young and the restless, but also enhance their IQ with the element of entertainment thrown in.

Mall Dhamaal!

You'll find fabulous fashion, exceptional eateries, delightful diversions and superb shops that will alter the way you shop for ever. And yes, JAM is the new name for film-watching

JUST WHEN YOU thought Indrapuram was, like, so ten years ago compared to Noida and Gurgaon, it pulls a fast one on you, tones up, and opens this new commercial complex called Shipra Mall. To cop last year's Paris Hilton-induced catchphrase, "That's hot." But enough about that Botoxed part of world. In case you're anything like us and find three-legged kittens, gap-toothed models and slight-to-moderate degrees of imperfection endearing, we grant you permission to go all cross-eyed any minute now. (Hyperventilate if you must.)

For dedicated followers of fashion, designer label junkies, or anyone who just can't resist a fantastic bargain, it's as exciting as when Columbus pointed at land and said: "Isn't that America over there?" Welcome then, to the Shipra Mall, NCR's largest and most exclusive outlet centre. And with Shoppers Stop, Globus, Food Bazaar, Fashion Station...it is the Holy Grail of brand shopping. This fashionable centre, designed for the ultimate shopper, offers exceptional eateries and delightful diversions. Come explore two full blocks and three exciting levels that feature more than numerous shopping, dining and entertainment options.

You'll have a great day of shopping with top stores selling all the with-it stuff that A-listers flaunt. Still looking for that special gift?

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SHHHShipra...said King Khan: Shah Rukh Khan congratulates Mohit Singh, MD, Shipra Group, on building such a fabulous Shipra Mall



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>> JAM of a movie

Kaal

Ajay Devgan, Vivek Oberoi, John Abraham, Lara Dutta
Who wins: cute creations or fab bods?

Karan Johar's slick and spooky thriller *Kaal* hit the marquee on JAM's birthday with an impressive line up that includes Ajay Devgan, Vivek Oberoi, John Abraham, Lara Dutta and Esha Deol. A guest appearance by King Khan with Malaika ensured a massive opening for the film, but as Karan Johar stresses: "The stars can't help if you don't have a story to tell. I believe *Kaal* scores strongly in that department."

'Kaal' shows debutant director Soham's 'Bhoot' as well as the 'Kabhi Khushi Kabhi Gham' hangover. He happens to have directed Ram Gopal Varma and Karan Johar in their respective films. The sound is so typically 'Bhoot'. Not surprising for it is

Dwarak Warriar at work here too. The look of the film and that of the cast has also been given a lot of attention to, so typically Karan Johar. Debutant director Soham deserves credit for attempting something daringly different.

Conservationist Krish (John Abraham) and wife Riya (Esha Deol) are entrusted with the job of finding out the reason behind the mysterious deaths caused by man-eating tigers in Orbit Park. Dev (Vivek Oberoi) and his girlfriend Ishika (Lara Dutta) set out on an adventure trip with friends Shahid (Kushal Punjabi), and Vishal (Vishal Malhotra). As fate would have it, instead of the farmhouse that they were headed for, they reach Orbit

Park. This is despite being warned against venturing into the jungle. Circumstances lead the two groups to meet and stay together. There is a bit of animosity between the guys, especially Dev and Krish, but the girls bond pretty okay. Fear, panic and trauma grip the gang as various incidents unfold on screen.

They come across Kali (Ajay Devgan), who takes on the task of helping them escape from the deadly jungle. There are shades of classic Hollywood flicks in the film and cinematography by Santosh Thundiyil is excellent. The last 20 minutes of the film in which the mystery unfolds is very interesting and pacy. That makes for a JAM of a movie!

>>> If the critics have anything to say about it (and they always seem to), the movie to see now is *Kaal*. Not because it features King Khan's *Kaal Dhamaal* item number with the sultry Malaika, or the man-of-the-moment Ajay Devgan and the brooding John Abraham, but it's showing at JAM.

>> And the show must carry on...



Waqt: The Race Against Time

Amitabh Bachchan, Akshay, Priyanka Chopra

It's the story of a man, Ishwar Chandra (Amitabh Bachchan), owner of a toy manufacturing company. He is also extremely generous and lives with his wife Sumi (Shefali Shah) and son, Aditya (Akshay Kumar).

Ishwar's life seems picture perfect. He has little time on hand owing to a terminal illness. His pampered son refuses to shoulder responsibilities and dreams of becoming a huge film star. Obviously his father provides for him. Aditya is in love with Pooja (Priyanka Chopra), the daughter of Nattubhai (Boman Irani). The two get married without bothering to take consent or even inform their parents. Ishwar hopes that the marriage will make Aditya a more responsible man, but he is disappointed. One day suddenly Ishwar decides to throw Aditya out of the house. Pooja follows. He starts working as a stuntman and is also preparing for a star hunt contest. The rift between the father and son widens. The climax reminds one of *Jhankar Beats* where the pregnant wife delivers and the final round of the contest takes a backseat. There is a melodramatic father-son reunion. All's well that ends well.



Lucky: No Time For Love

Salman Khan, Sneha Ullal, Mithun Chakraborty

The story of *Lucky* is set against the romantic backdrop of St. Petersburg. It is a tale of love that brings together two people who were destined to meet. *Lucky* (Sneha Ullal) is a dreamer. She strongly believes that if you search for the

bottom of your heart, you will find not just the rainbow, but also the pot of gold at the end of it. One morning *Lucky* is riding on her cycle to school, praying that she clears her test, scheduled on that date. But her journey to school becomes her desperate journey for survival. There is an attempted rape and she hides in a car. True to Hindi film style, the car belongs to the smart, charming, and debonair Aditya (Salman Khan). There is a sudden break of riots and the two are trapped in the jungle. Aditya and *Lucky* have nothing in common. She's extremely naïve and Adi is the 'been-there-done-it' sort. They are bound together by just one common goal - to reach home safely. A strange friendship develops between the two. And now begins an unforgettable journey filled with violence and tragedy. The friendship blossoms into love and the two reach home safely and we rightly assume, are to be married soon.

>> Book your seats now...

Jo Bole So Nihal

Sunny Deol, Kamaal Khan, Thomas Umer Tevana

Action man Sunny Deol will be in a new avatar this time round in his *Jo Bole So Nihal*. He will play a *sardar* that he has played earlier too in *Border* and *Gadar*. Both proved blockbusters and we wish this one, too, hits the bull's-eye. Reason: He acts as a *sardar* who is also a policeman. Well, well! The police is usually shown as an adversary in movies, but the *Jatt puttara* will make the Punjab Police proud in this movie. Anyway, Deol's previous outing with director Rahul Rawail have been crowd-pullers like *Betaab*, *Arjun* and *Arjun Pandit*. Sunny plays Nihhaal Singh, an honest and immensely lovable constable, whose life changes forever, thanks to his familiarity with Romeo (Kamaal Khan), a mercenary who moves from country to country spreading a chain of terror. He uses Nihhaal's innocence to make his escape. And Nihhaal is marked a traitor,



suspended from his job and faces the wrath of his village. Meanwhile, Romeo lands up in New York and the FBI is desperately looking for him because intelligence reports warn of the possibility of an organisation hiring his services to assassinate the US President. The problem is that none other than Nihhaal knows what he looks like. So, the FBI takes him to New York. On reaching the US, Nihhaal agrees to identify Romeo but on one condition - he will take him back to his hometown in Punjab to clear his name. Obviously, the FBI refuses and hence starts the roller-coaster ride to laughter and action.



JAMming @ the mall

As Shakespeare knew, a summer's day can't be counted on. Especially this summer, some rough wind may blow up a big cloud to rain on your outdoors pleasures. But at the movies, it's always temperate which is the least you'd expect for the better part of a 10-spot. Since the opening of the Shipra Mall's three-screen multiplex named Just About Movies, our reporters have been spending all their nights and salary at the movies. Here's their review no, not of the movies silly _ of Just About Movies.



More reasons to JAM

1. The baffle wall has been designed keeping the parameters of THX, with sound of Martin Audio, London, that leaves you spellbound
2. World famous Ecophone has provided the acoustics that transact a person to listen that one little drop of water that falls from the lovers' eye
3. The projectors are from Strong International, US, to deliver projection that mesmerises your vision
4. The special carpeting is from the US that takes care of the free-floating fine elements of dust in the atmosphere
5. The air-conditioning with ozonizers keeps freshness alive throughout the movie
6. The Platinum Lounge seats and area is designed keeping in mind the element of Zen.

Taking in four feature films in as many days over the space of as many days tends to blur images together, due in part to severely dilated pupils. But it was worth it to compile SSCN's review of films now showing at JAM. Enough with the previews. Let's JAM.

In addition to being technologically advanced, JAM can easily be billed as having the most spectacular lobby among all cinemas in NCR. The small lobby offers a swanky lounge with white leather upholstered sofas facing a statue of Budha at peace with himself and little Swarovski lamps suspended from the ceiling. In complying

with the strict new sound system standard, JAM has splurged on much more comfortable seats than any cineplex that you've been to lately.

Near-perfect stadium seating makes sure the back rows are not hidden under the projection booth and get very good sound. A well-sloped floor limits the danger of getting someone's head in your face to moderate, low if you're tall. Since the ticket counters are on the same floor as the theatres, it's an easy theatre to get in and out of. It's a haven for both dates on a tight schedule and moviegoers with slow reflexes. The walls are draped in black and studded with stylish theatre lights. The theatres boast state-of-the-art sound systems and top-of-the-line projection with bowed screens. Groovy. Reclining high-back seats reach far enough to catch a tall person's head and wide enough to let you spread out. The chance of cranial infringement is none. Service is swift and friendly. The



Khan on my cam: Kids put their mobiles to better use by clicking Shah Rukh when he came for the Mall opening

chance of getting a head in the face is nil. But if you are still paranoid, try the platinum lounge at the back of the auditorium with large leather adjustable seats. Here, wait staff first breeze by during the previews to take your order and check back regularly as in a normal restaurant, dropping off your bill as the end credits roll. Nice service, though people stubbornly opposed to any type of non-cinematic dialogue during a movie might do best to stay home. But yes, food tastes good so you might go out and enjoy!

Mall Dhamaal!

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Stop by one of the anchor stores Shoppers Stop, Globus, Food Junction for a great selection of quality merchandise. Ready for a break? Try a burger or you might want to sit down and enjoy great food and a relaxed atmosphere. If you are in a hurry, consider visiting one of your favorite fast food restaurants located at Bite Inn, the food court. There is something for the entire family, including U, the kids' zone, so come and enjoy a day of fabulous shopping at Shipra Mall. Shoes...fine jewelry... designer apparel...You love it? The mall's got it. No shortage of ink has been spilled over the greatest mall of all, and here's more. The Shipra Mall adds yet another skyline feature to the already impressive development at Indirapuram. Modern but inviting, rooted in mixing very contemporary pieces with more classic ones, the Shipra Mall is the new hotspot to be seen at. A recent influx of the

hip and trendy has brought a mix of funky new shops, restaurants, coffee shops, live street entertainment, and edgy style to the classic architecture along this portion of Indirapuram. "In terms of the amenities and in terms of the design, we were really not afraid to spend money to create the quality experience that we wanted," says Mohit Singh, MD, Shipra Group, who already has Centrestage at Sector 18, Noida, to its name. "In terms of the kind of experience that we are bringing - I think we will be able to be the destination entertainment location." Singh says, "I think we took everything that we did and just really made it better."