



Art-in-life and healthy lifestyle principles of Traditional Ayurvedic medicine are signature elements of the Indian Living Spa. The Harmony Project's South Asian resorts and urban residences reflect the commitment to the discovery and authentic expression of the Living Museum, indigenous knowledge, lifestyle and health.

This dynamic luxury-lodging model is scalable to minimize equity risk and allows for self-generated unit-level growth according to market conditions. A multi-phase strategy is planned, starting with a luxury facility of 20 keys, signature Indian



THE INDIAN LIVING SPA

Living Spa and Raj Cuisine health restaurant. Based on the success of the first, multiple projects will follow elsewhere in South Asia with up to 10 more locations; each has experientially designed luxury accommodations, extensive activity and adventure opportunities. Real estate sales in the urban areas may even exist.

Features

1. Indigenous culture (past & present);
2. lifestyle and art in life;
3. the wellness principles of Ayurvedic Medicine;
4. recreation and adventure, and;

5. an active responsibility to community and environment.

Key Selling Points

- Living Museum: Indian Living Spa at each location with health dining rooms.
- The Bridge: Cultural Safari
- Lifestyle: Renovated or newly made traditional extended family compound with each apartment and public space filled with indigenous furniture & decorative arts.
- Locations include urban business extended stay traveler, antiquity/ cultural leisure traveler and national game parks.

Location

The inaugural site shall cater to the business traveler in an urban center such as Hyderabad, Bangalore or similar. With the huge demand for such accommodations, the Harmony Project will launch its Trio of Success business model in a destination with proven demand. The experiential concept appeals to both leisure and business travelers. Future locations will include historical destinations such as New



Delhi, Mumbai, Kerala, Agra, Goa, hill stations and game parks.

Resort Concept

A superior way of life is approached when a complete integration of a region's art, lifestyle, philosophy, wellness and community are introduced to the traveler in ways that revolve around the self-sustaining aspect of two entities: the Indian Living Spa and the Living-Museum. Each location will offer signature adventure and activities.

An enriched and healthy lifestyle system survives four millennia only to be buried by a hyper-changing contemporary South Asia. Modernity's crush of antiquity has left the South Asian traveler seeking both refuge and understanding. Harmony Project India provides a multiple opportunities for a personalized experience: *a lifestyle of Ayurveda, meditation and Yoga, art in life, culture as entertainment, and adventure as routine.* Once enlightened, many will choose to adopt the enriched and healthy lifestyle to attain individual and sustained harmony. Each destination serves as a bridge to interpret and experience the culture or environment of the local.



Physical Scope

INDIAN LIVING SPA ~ A respite from the rigors of Indian travel is offered in the spa where indigenous Ayurvedic & Allopathic medicine and healthcare is practiced.

- Treatment rooms and venues avail consultation, hydrotherapy, massage, a cardiovascular circuit, recovery, Yoga and meditation;
- In-room, garden and forest treatments;
- Wellness-dining (food as medicine);
- Pharmacy and preparation boutique (lotions & potions);
- 'All The Tea In India'.

LIVING-MUSEUM ~ Artisan workshops and studios of carvers, carpenters, ceramists, metal smiths, jewelers, tailors,



embroiders, sculptors, painters and others are all associated at many of the destinations. Residents and visitors access the studios within the extended community.

A SENSE OF HISTORY ~ Where possible, palaces, old estates and gardens will be amalgamated and renovated, or used to inspire new structures and facilities. Classical gardens with pavilions, audience

halls, courtyards, receiving hall, gardens and verandas are performing and visual art venues offering a Sense of Place. Where such dwellings or venues do not exist, simple tent-like dwellings or villas will be clustered to emphasize the natural surroundings, such as in a game park or old garden.

RESIDENCES ~ Individual apartments, each comprising multiple rooms for sleeping, living, dining and gardens are created. In urban locations, extended stay features (such as kitchens and office space) are considered. Family apartments are found above artisan studio shops.

Cultural Style

THE ACADEMY coordinates in-residence programs for artisans, performers, physicians, lecturers and researchers. Ayurvedic Culinary classes featuring wellness recipes, preparation and ingredient selection are offered for guests in the Indian Living Spa. (Harmony Project India's continuing education in hospitality, visual & performing arts, and wellness are also a significant component.)

INDIAN LIVING SPA ~ The dining rooms, spa, forests, gardens or personal villa are the base for traditional Ayurvedic

medicine, meditation and the philosophical approach to renewal and wellness. Signature spa programs feature indigenous treatments. An "open kitchen" Ayurvedic pharmacy for phyto medicine is set near an "open kitchen" macrobiotic foods demonstration kitchen. The 'food as medicine' wellness cuisine is influenced by



Imperial Raj styles, flavors and design. The 'Spa Food' paradigm is definitively challenged with this new approach. Consultation with the Ayurvedic healer is followed by treatments, menu design and take-home lifestyle.

Indian Resource for Life.

A superior existence is attainable with art in life. The enriched and healthy lifestyle systems of five millennia offer attainability. life-changing and life-enrichment are the benefits of this resource: a harmonious balance of art, culture, beauty, wellness, lifestyle, recreation and responsibility to community and the environment.

CULTURAL CONCIERGE & CULTURAL SAFARI

Within a designated venue at each destination the Cultural Concierge coordinates regional awards and symposia on indigenous visual and performing art. Interpretative Cultural Safari or self-guided village and city tours of the Living-Museum are daily events.

The experienced bridge is a proven link for attainment. It will transform one's travel and lifestyle by awakening then quenching a sense of purpose. Luxurious facilities as a living museum comprising art, lodging,

wellness, and dining will be located in gateway and key historic South Asian destinations: each uniquely capturing a sense of place and history.



Project Designers and Partners

A company is established in India made up of seasoned luxury hospitality leaders and talent with regional experience, jointly owned by the Harmony Project LLC. A team of CEO, CFO, development and facility construction & design specialists launch the effort in two phases.

1. Management contracts are instituted on existing hotels, or hotels coming on line for the business market. The team is established and the Trio of Success principles are tuned to South Asia.

2. Concurrently, new-build or conversion sites are located and construction is planned and commenced.

Target Market

- Luxury leisure or business traveler
- Adventure traveler
- Antiquity and cultural tourist
- Extended South Asian itinerary holder desiring a:
 - midpoint respite (ideal for a destination location).
 - preliminary stop or concluding respite (ideal for a gateway location)
- Extension tour option for cultural, safari or business itinerary
- Frequent traveler of India now looking for 'something else'. A graduate of the ubiquitous cultural icons.
- Seeker of established alternative medicine.
- University alumna and professorial lead continuing education tour
- World art collector
- Indian Nationals. There is a growing sophistication of India and returning NRI (non resident Indian) nationals that are looking to be 'more Indian', appreciate fine art, and are graduating from luxury materialism to cultured and lifestyle materialism.