**SVATMA –The Concept**

SVATMA –The name of the property is chosen to echo the brands identity SVA (ones' own) Atma (soul) - literally translates as ONES' OWN SOUL. The very personal journey of an individual seeking the true artistry of the spirit within, is the concept that drives the brand SVATMA .

LOGO- The SVATMA logo is a icon of a pair of Swans (Annam) . Visualized and sketched by the founder and refined by a artist of the Thanjavur School its symbolism is profound. The pair of swans looking intently at each other, depicts reflection on ones own soul and is symbolic moment  of self realization and the bejeweled crest represents the halo of a Aura .

**THE SVATMA EXPERIENCE**

The SVATMA experience is designed as a voyage of discovery of the mind indulging in the luxury of leisure , dabbling with the arts ,in a beautiful home environment . At every spot SVATMA has a personality and there are unique spots  to match every mood of every person .

A feel of rich fullness and wholesomeness is what you experience in all the comforts provided under one roof. The SVATMA is all about self- surrender to the abundant charms of ancient Tamilnadu- its arts, architecture, culinary heritage and culture.

There are eight different Svatma experience modules on offer for guests to choose from and for long stay guests these may be developed into packages on special request.

1. Culinary class in the special guest experience kitchen with personal training session on simple vegetarian local cuisine for nutrition and good health.
2. Bronze casting demonstration of the famous cire perdue or lost wax technique by master craftsmen.
3. Chanting of Veda by priests with the inherent meanings explained, training to chant Gayathri Mantra & Shanti Mantra.
4. Chamber concert by Vocalist percussionist, flautists in carnatic tradition with a discussion on mood evoked by Raga renditions.
5. Lecture Demonstration on Tanjavur style of Dance or Bharatanatyam by proficient dancers.
6. Visit to Temple site with an academic expert on restoration architecture and iconography.
7. Demonstration of handloom weaving and wearing techniques.
8. Tanjavur painting technique with gem stones inlay demonstration.

**THE BRAND IDENTITY & SERVICE CULTURE –**

SVATMA's brand identity is built on the solid foundation of classicism which  connects Tamil culture, literature , art and architecture and philosophy together, like a symphony played in unison.

The identification is with quintessential charm - a virtual microcosm of the regions artistry.

SVATMA's vision is  to impart spiritual strength, to revive , to reconnect and restore. Authentic by design and choice it reflects the owners pride in perfection .

It aims at creating a revived interest in the learning and practicing of the arts and crafts as well the appreciation for the living monumental architecture and the iconography of the region amongst the staff and guests they seek to serve..

By understanding and intensely analyzing the visual and cultural fabric of the project location Tanjavur – a world heritage destination , in conjunction with the philosophical and mythological significance, the guests will leave with a memorable and addictive experience they seek to revisit .

SVATMA is a culmination of the  founding family's culture . It  is an essential part of a  active and involved lifestyle with classical arts. The family recognizes that foreign tourists are largely knowledgeable and attentive . They are genuinely art aware and critical and it takes pride in the design of  spaces and experiences  for them .

 We want them to feel "When I am at SVATMA I feel on top of the world". One cannot fully express how seamlessly the worlds merge and how intrinsic is the influence of art and spiritual  pursuit on the mind.

SVATMA staff reflect  the nuances the  promoters have defined. They are inspired  by a  commitment to creating an institution and presenting ancient tamil culture and its innovative ideas which essentially were far ahead of its times.

**Ownership - Sreshta Leisure Pvt Ltd**

Sreshta Leisure is a private enterprise wholly owned by a family. SRESHTA by Sumanth &Co is the high end Luxury residential property brand. They have emerged as the premium developer of highest quality in Chennai the bustling metropolitan capital of Tamil Nadu.

TRANSFORM  is the design company founded  by Krithika Subrahmanian . It is a thriving hotbed of creative design works in architecture, urban scape, interior design, restoration and graphics. CODE is a venture specialising  in design -build projects and DECODE is a Design -Art collaborative  studio.

 Sumanth and Krithika have conceived these as a group of companies delivering high quality design projects to the Indian market - essential  and seminal work ,indescribably off the page is the vision of the founders .

**Founders of Svatma**

The Promoters of Svatma are a quintessential Tamil couple   ,born into large Mylapore Brahmin families with strong Hindu and theosophist leanings . The Masonic lodge and ritualistic Hinduism were all heartily embraced by her highly pluralistic grandparents . His parents were wonderfully entrepreneurial  people who allowed the spirits to soar  while disciplining thoughts and making him focused yet keeping him simply happy . She started training in classical Tanjavur style of Bharatanatyam dance at age seven . Dance she believes ,is a  form of self expression granted to her by divine providence . He is a pianist of exemplary classical western tutelage and both are deeply committed to chanting of Vedas , and spiritual practices.

**Corporate Social Responsibility**

Several charitable Trusts  founded by the family  are focussed on presenting the classical Indian performing arts to contemporary audience enhanced by dynamism . They support several Vedic schools, temples , artists , educate and provide healthcare for the underpreveileged . It is a revelation how the performing and visual arts can create magic in the lives of people at all levels of society . This couple is reflective of the current scenario in our times where ancient tradition and technology in  design and sensibilities of different centuries can merge seamlessly.

The creation  of SVATMA has been a long term aspiration of the developers who are motivated and culturally inclined since early childhood . .

**Fact sheet**

**Room Inventory**

* 7 Luxurious Heritage Rooms that are part of a hundred year old residence with elegant hallways, verandahs, and lounges.
* 27 Millenium Rooms contemporary Indian Décor.
* 4 Mandapam Rooms

**Svatma Culinary Experience**It is wholly vegetarian in culinary offering and classical, holistic  refined to the hilt.

There are three unique food and beverage areas planned to make the culinary tradition enjoyable and exciting for Guests

**Aharam**
A fine dining restaurant offers the traditional meals  -

Breakfast - 6 am to 10 am -  wholesome South Indian and continental breakfast fare planned by a nutritionist .

Lunch - 1 pm to 3 pm - Pandhi Sapadu - a South Indian style fixed plan meal served in the unique seating row style like the traditional feasts following ceremonies .

Dinner - 7 pm to 10 pm -  A la carte fusion food menu of Tamil origin  with a quirky international twist curated personally by the founders- plated and served as micro meals.

 This restaurant has a formal ambience with a special feature of a Guests kitchen - a space created especially for the chef to treat guests seeking culinary lesson to  display of traditional food preparation.

**Palaharam**
A casual dining space in the shaded verandah  of the Heritage building , it is the space to hang out , relax , catch up with friends , strangers , with oneself .

Open 11 am to 1 pm and 4 pm to 6 pm

Reviving the Romance with the famous South Indian Handpoured Filter coffee and spicy tea .

Food serving includes traditional finger foods , nutritious Snacks like Sundal healthy traditional drinks like Panagam  unique to Tamil Nadu.

**Nila -**

Open for dinner 7 pm to 10 pm by appointment with the moon .

The Roof top Restaurant on the new buildings terrace is a revival of the traditional moonlit dinner of Thanjavur .

The unique ' Nilasapadu ' cuisine is presented to guests at their table in picnic baskets packed  in antique tiffin boxes and eco friendly plates and saucers made with pressed Palm leaf .

It is unique and memorable and has a bar serving a collection of fine non alcoholic wines.

**Spa and Wellness Experience**

**Arogyam**  -

The Gym and Yoga facility provides facilities for fitness with trainer as required

**Soukyam**-

A wellness spa provides specially created  spa experiences by well trained therapists. There are three private rooms with attached baths provided with a signature range of luxurious spa products .

The luxurious couples massage room - ensuite bath with a built in stone couples Jaccuzi .

A relaxation lounge with head , foot and shoulder massage facilities is also available for short therapies to unwind .

All spa products are  non allergenic and animal safe. The unique Swimming Pool walled in a courtyard  is fitted with seated Jacuzzi and loungers in  pool  for Relaxation .

**Banquet and Meeting Space**

**Divyam**

A 250 seater banquet  hall with a colonial ambience  surrounded by gardens and patios for semi outdoor ambience.

**Gautama -**

This is the grand  hall of the heritage building that can cater   to accommodate a group of 30 for small gatherings or private chamber concert or sit down dinners as desired .

This hall is offered only with the booking of all seven rooms of the Heritage block .

**Library / Literature**

Today every soul is basically a researcher. A wide variety of books from the founders personal collection of literature ,technical studies  , scriptures in Sanskrit, art and culture themed as well as travelogues are available to browse in the library of the heritage building.  The well stocked library will draw out the scholar in every person . People actively interested in art /avid collectors  , following ancient  fashion and design trends from world over will find the collection engaging .

**Spirituality**

A deep belief in the power of goodness has moulded the promoters faith in Spiritual practices like chanting and the quest for inner oneness with a very personal god. Religion and spirituality are personal and guests may be initiated and tutored on request in various Vedic texts , Stotrams , Ritualistic Hindu worship or such exclusive experiences they wish to have.

**Shopping Boutique** **Sri -**

Sri reflects the promoters interest in revival of crafts and reinvention of  the use of several antiques and crafts as decor accessories.

These are curated hence produced for customers presented  via catalogues  on order Accessories, Artifacts’ and souvenirs to take back memories of high quality, eco sensitive, ethnic with a modern twist to suit contemporary palett

**Founders Vision**

**By Krithika Subrahmanian**

The need to travel and absorb various cultures and their expression as built space has enriched and enlivened the design process for me . Being part of a 50 year old property development business in the family , I live and breathe design and construction

I have trained and performed a highly classical form of Indian dance since age seven . The 33 years in this rigorous practice of stylised dancing has honed my sensitivity to detail and nuances of aesthetics . I owe my innate sense  of proportion, balance, rhythm and geometry to this training.

I have always been inclined to study the history of architecture in depth at every oppurtunity that presented itself. The research and development aspect of my design practice has been a constant effort and a very fulfilling one. It is gratifying to see the application of such research in my current project work and the positive effect it has on the outcome in terms of spatial geometry or proportioning.

It is this symbiotic process that led me to the decision to design this space . Rich with the experience of having designed and executed over 1200 projects over 19 years of practice ,it is my time with my inner psyche to delve into the wealth of vernacular architectural traditions and analyse what gave energy to to these built forms . The conceptualising of these monumental structures could never have been a chance idea.the technique of pro portioning and fractal geometry in plan is most definitely a synthesis of various practices and knowledge banks.

My exposure to the classical arts ,ancient texts in Sanskrit language and access to scholars of repute in allied fields of Vedic knowledge, Vastu and energy sciences like Pranic healing and reiki and my own study of these being in depth , I will be able glean the common ideologies from various treatises and practical applications to evolve a blue print for the geometric ,spatial and energy orientations of ancient architectural spaces .

My aim is to provide a common platform of expression of all these ideas in one space that can eventually become a venue documenting the cultural fabric  for future generations.

The belief that a well researched project will be a joyous reunion with my inner self . It is my main motivation in undertaking this  at a time when my practice is thriving with projects in metros in India. I have been collecting information and visiting sites and studying books towards this objective since over seven years.

Design of Archival museums, Resorts and such projects TamilNadu enabled visits to unique monuments and heritage  sites over the past decade. I have invested in culture tourism out of passion and have enjoyed restoring a heritage structure in Thanjavur barely within  2 km from the World heritage structure - The Bruhadeeswara temple .

The area is rich with heritage and  many outstanding monuments are proximal .

My hotel SVATMA aims to create a base for  researchers and culturally inclined travel addicts like myself  in reaching the ancient architectural monuments of the district while enjoying the luxury of international standards .

I plan to devote my time to research and writing predominantly in the future and developing such luxury projects . I aim to make  Tamil Nadu a destination of choice for the discerning  . The aim was to arrive at this stage in my life when I could devote myself to reach my culture to others for their benefit . I wish  to communicate my research findings to the world  while I remain in India for most part where my research is based .