

# Phoenix Marketcity Pune Celebrates 'Saga of Ancient Feathers' Festive Decor

Category: Business

written by | October 29, 2024

[Phoenix Marketcity, Pune](#) has kicked off Diwali celebrations with the stunning celebration of '**Saga of Ancient Feathers**' an awe-inspiring celebration of tradition, literature, and artistic expression. The celebration showcases a series of extraordinary installations, blending cultural heritage with modern aesthetics, and has transformed the mall into a vibrant haven for shoppers, visitors, and art enthusiasts alike.

## **Phoenix Marketcity Pune 'Saga of Ancient Feathers' Festive Decor**

### **A Feast for the Senses: The Installations**

The centerpiece of this magnificent decor is '**The Timeless Quill**', a towering 35-foot sculpture. Featuring two intricately designed vintage quills adorned with delicate carvings and mirror mosaics, the installation stands as a symbol of creativity and the power of words. The luminous sculpture casts poetic inscriptions into the air, captivating visitors with its ethereal glow and Diwali-inspired symbolism designed & conceptualized by Elementa Designs.

Welcoming guests at the main entrance is the stunning **Feathered Radiance**, a 100-foot archway adorned with dynamic LED lights and embellished with meticulously crafted feathers conceptualized by Surreal Design Studio. This radiant entrance creates a dazzling first impression, setting the tone for a magical shopping experience. At the north entrance, art and literature converge with **Feathers on the Scroll**, featuring four elegant Shola wood feathers perched atop a giant scroll,

signifying the enduring legacy of written words and artistic expression. Designed by Baisakhi Flowers.

The mall's faade comes alive with The Flying Feathers, a breathtaking display of over 100 illuminated feathers. Each feather symbolizes freedom, artistic brilliance, and the celebration of creativity – a visual delight for all who pass by.

### **Star-Studded Event**

The grand celebration event was graced by popular faces Mrunal Kulkarni, Ishita Raj, and Srishti Munka, who added star power to the occasion. The event drew a vibrant mix of excited shoppers, prominent media personalities, and influential figures, amplifying the festive atmosphere and spotlighting the cultural significance of the decor, making it a truly memorable affair.

### **A Tribute to Tradition and Modern Art**

This year's festive decor at Phoenix Marketcity, Pune is a perfect blend of cultural heritage and contemporary art. Each installation serves as a tribute to tradition through a modern lens, inviting visitors to experience the grandeur and creativity that defines this year's celebrations.

**Mr. Anshuman Bharadwaj, Centre Director, Phoenix Marketcity Pune** said, "*The Saga of Ancient Feathers is more than just festive decor-it is a creative tribute to tradition, literature, and the spirit of Diwali. Each installation is designed to inspire and transport visitors into a world where heritage meets modernity. We are thrilled to offer this unique experience to our patrons, making Phoenix Marketcity Pune the ultimate festive destination this season.*"

### **Exciting Phoenix Festival Gratifications Await**

As part of the Diwali celebrations, Phoenix Marketcity Pune is also thrilled to announce the **Phoenix Festival**, where shoppers

have the chance to win exciting gratifications worth up to **â©15 million**. From luxury car, Hi-end Bike to dream vacations, there are grand rewards awaiting lucky winners. Every shopping experience this festive season comes with the added thrill of winning big-so dont miss the opportunity to shop and win!