

CMC'S 9TH AVENUE GALLERY IS A STONE LOVER'S PARADISE

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India's leading Stones Company – Classic Marble Company (CMC) has created a paradigm shift in showroom experiences for visiting customers. Launched as the 9th Avenue, the showroom offers visitors the experience of walking through an art gallery. Escorted by select stonologists of the world, visitors are given a tour of the sprawling Gallery in Silvassa. The entire area, including the outdoor and indoor spaces is embellished with art and décor. Some, in the form of sculptures but most of it are the rarest of the rare stones mined from some of the world's finest quarries. Today CMC's 9th Avenue offers not only a bespoke experience to visitors but also products that are rare, limited, and suggests mark of distinction for its owners.



“We wanted CMC's legacy and its commitment to quality speak for itself. 9th Avenue was conceived with this in mind. The people living in a house make it a home and design of that home speaks of its inhabitant's world. 9th Avenue is an end-to-end experience that is meant to appeal to the human senses. With our team of Stonologists providing guests with information about the stones including their origins and composition, the experience in its entirety makes a world of a difference in the way one experiences the designs of nature in stones,” says Amit Shah, Managing Director, CMC.

CMC's manufacturing facility in Silvassa is home to innovation. Aided by superior technology and indigenous craft, the 9th Avenue is a showcasing of the crème de la crème of world marble. “9th Avenue is a confluence of stones that have found their way from diverse originations to our Gallery. When clients arrive at the location, they are welcomed with a bird's eye view of the entire premises as they land on the rotunda. This gives them an indication of the magnitude of what they are about to witness when their on-ground tour begins. The golf cart tours them through the alleys as they muse through the various sections created for experiential shopping. “Through these elaborate details, the impact we hope to suggest is that of sheer opulence and variety that could almost overwhelm. We trust that through the architecture and the experience, customers will be able to relate to our unwavering promise to offer them with only the best,” concludes Shah.