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FRIDAY, MARCH 11, 2016 . ISSUE 2122/2016

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LAUNCHING

on 12 March 2016, Saturday



EUPE
Building Lifestyles, Building Trust

NOVUM

SOUTH BANGSAR

GOING **BEYOND** YOUR EXPECTATIONS

Novum will symbolise all that is 'new' in contemporary living.

Novum is Latin for '**new innovation**'.

This is because Novum will push innovation and creativity in residential development to new limits.

Choose from a range of luxurious urban suites from 1, 2 and 3 bedrooms to dual-keys, each designed to provide spacious comfort and flexibility.

Novum has been designed and planned to represent '**new innovation**' in **three distinctive ways** so you can make the most of all that contemporary urban living has to offer.

And it's a **freehold** investment opportunity, giving you a permanent piece of this exclusive precinct.

This exciting project is being developed in partnership with Asthetik Property Group.

Actual show unit



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OF

NOVUM

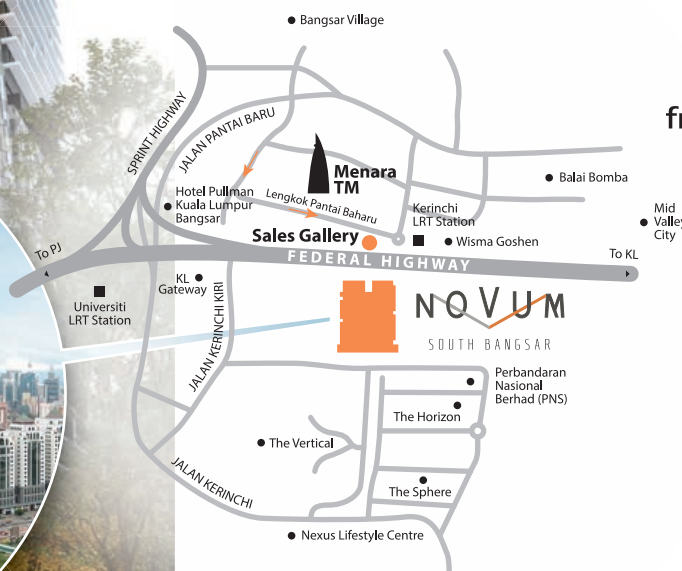
SOUTH BANGSAR

12 March 2016 (Sat)

from 10am @ Novum Sales Gallery

No. 21, Jalan Pantai Jaya
Pantai Baharu
59100, Kuala Lumpur

Bring this ad on Saturday
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(limited to the first 100 walk-ins)



Actual Site:
3°06'49.5"N 101°39'59.6"E
Sales Gallery:
3°06'55.1"N 101°39'59.6"E



Novum is the **NEW BANGSAR**

Novum will redefine South Bangsar, one of Kuala Lumpur's most sought-after hot spots.

Designed with cutting-edge elegance and natural wellbeing in mind, Novum is an iconic new landmark for stylish living.

The building form is sculptured as a series of interlocking structures to create clusters of villages in the sky.

Capturing luxury, privacy, comfort and environmental sustainability, Novum will bring nature and tranquillity to the heart of a concrete world.

Novum is the **NEW LIFESTYLE**

Novum offers the latest in lifestyle facilities to cater for every need from:

- A celebrity kitchen to cook and entertain lavishly
- A sophisticated business centre to work and study
- A 50m lap pool and floating gym
- Lifestyle and serenity spaces that cater for all your wellbeing needs

Every lifestyle area is wired for virtual networking, keeping the world at your fingertips while you enjoy real-life networking with friends and family.

Novum is the **NEW DIGITAL LIFE**

Eupe's New Digital Life (NDL) app will provide a personal gateway that will put Novum residents at the cutting edge of 21st century digital life.

NDL will offer a range of digital connectivity features to make life as easy and convenient as possible.

The NDL app can be downloaded directly to your phone or tablet so Novum residents can:

- Pay utility bills
- Find and contact local shopping and entertainment facilities, as well as make bookings at local restaurants
- Book and pay for Novum facilities like the Celebrity Kitchen
- Order in groceries
- Report and send details (via photo or video) of any maintenance issue and have it fixed ASAP
- Find the fastest way through traffic to your destination

Residents will be able to pay utilities bills and for other Novum services and facilities through a special, privacy-protected Digital Wallet which they top up.



State-of-the-Art
Business Centre



Celebrity Kitchen

Visit the Novum website to discover more about this exciting lifestyle concept at www.novum.com.my
Sign up to receive Eupe's own magazine Property Trust by visiting Eupe's website at www.eupe.com.my

For sales enquiries, please call us at :

+603-2202 2200



Building Lifestyles, Building Trust

A project by :

EUPE BANGSAR SOUTH DEVELOPMENT (JV) SDN BHD (927647-T)

Novum Sales Gallery:

No. 21, Jalan Pantar Jaya, Pantar Baharu, 59100, Kuala Lumpur.

GPS Coordinates:

3°06'55.1"N 101°39'59.6"E

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E. Novum_enq@eupe.com.my

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In partnership with :

ASTHETIK PROPERTY GROUP SDN BHD (1028572-T)

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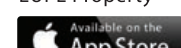
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Developer's license no: 14163-1/11-2017/0958(L) • Validity: 17/11/2015 - 16/11/2017 • Advertising & Sales Permit no: 14163-1/11-2017/0958(P) • Validity: 17/11/2015 - 16/11/2017 • Approving authority: Dewan Bandaraya Kuala Lumpur • Ref no: BP 51 OSC 2014 1883 • Land tenure: Freehold • Total units: 654 units • Built up: 64751 - 1,441sf • Expected date of completion: Nov 2019 • Land Encumbrances: N/A • Selling price: RM 720,000 - RM 1,725,000 • Type of Development: Serviced Apartment

All information contained herein (including specifications, plan measurements and illustrations) are subject to amendments without notification as may be required by the authorities or the developer's consultants and is not intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are artist's impressions only. The descriptions of the specifications of building materials are merely general descriptions and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement

EUPE Property



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eupe sustainability plus

A New Trusted Face in Property Development



WHO IS EUPE?

Eupe is one of northern Malaysia's biggest and most trusted property developers.

Eupe began operations in 1986.

Since then it has built more than 20,000 homes in Kedah and Penang.

Now Eupe is entering a new stage of its history with three major residential projects planned for Kuala Lumpur.

The first is Novum in the prestigious suburb of South Bangsar.

The second is The Weave in Cheras and the third will be in Seputeh.

The name Eupe comes from the combination of two letters 'U' and 'P'.

This was the name of United Plantations - the owner of the land on which Eupe developed its first major township development in Sungai Petani in 1986.

EUPE FAST FACTS DID YOU KNOW??

- Eupe's Sky Residences was the first building in Malaysia to be awarded the globally prestigious LEED* accreditation.
- In March 2014, Eupe staged Planet Eupe Music Fest - one of the biggest concerts ever held in northern Malaysia, featuring Lee Hom and other leading Asian stars
- In 2013, Eupe was nominated as one of Malaysia's top property developers by iProperty.
- In 2014, Eupe was listed as a top Malaysian township developer by a leading national magazine.

* LEED: Leadership in Energy and Environmental Design developed by the U.S. Green Building Council (USGBC)

WHY IS EUPE DIFFERENT FROM OTHER PROPERTY DEVELOPERS?

Many property developers pursue short-term profits at the expense of quality, design and the needs of their customers.

At Eupe we adhere to what we called 'shared value'.

We believe that by taking less in the way of profits, we can give more back to our buyers.

This means more in the way of better design, better facilities and better investment value.

We believe this builds a stronger, successful company with a long-term reputation for high quality, innovation and attention to detail.

Eupe's mission and vision is to set new standards for property development and become the most trusted property developer in Malaysia.



In keeping with its innovative approach to property development, Eupe has developed its *Sustainability Plus* program.

Sustainability Plus aims to meet conventional benchmarks of sustainability and community building in the property sector - then go beyond them.

This means taking an innovative approach to thinking about and planning property development.

Sustainability Plus is based on two important principles.

The first principle is making sure all our projects are planned, designed and built according to 8 key environmental guidelines.

The second is building strong communities through a range of initiatives that fund important community projects and other worthy programs.

To download a copy of Eupe's *Sustainability Plus* brochure, please go to

↓ www.eupe.com.my

STAY CONNECTED WITH EUPE

PROPERTY TRUST

Keep up with all the latest Eupe property and community news by subscribing to our very own magazine Property Trust.

Go to the Eupe website at www.eupe.com.my to get the latest edition of Property Trust as well as subscribe to get future editions sent directly to your inbox.

FACEBOOK

Eupe's Facebook page features posts and photos that showcase the latest and most innovative property designs from here and around the world.

Our page has more than 70,000 followers so join us for the best in property design and innovation news at www.facebook.com/eupecorpbhd

EUPE APP

We also have our very own app. Download it at the app store and get all the latest information about Eupe projects.

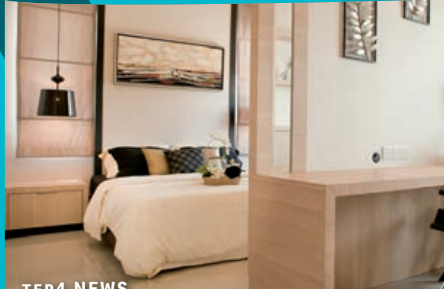
EUPE Property



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TEP4 NEWS
Sunway's first high-rise residential project in Penang in 2017



TEP9 FEATURE
Home ownership: I'm loving (and hating) it!



TEP10 FENG SHUI
Location vs direction



TEP12 HOME IDEAS
Simple wall makeovers



ARE WE THERE YET?

How long before the property market gets better? Find out what the experts say on **TEP 6 and 7.**

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ss15 Courtyard shopping mall hits 80% occupancy rate



The newly-opened ss15 Courtyard shopping mall has achieved an occupancy rate of over 80%.

Mall management director Woo May Foong said the mall does not only cater to the growing needs and demands of a more affluent and sophisticated community but also serves to reinvigorate and redefine the overall neighbourhood shopping and dining experience.

ss15 Courtyard is located in ss15 Subang Jaya. It features 50 specialty stores and F&B outlets, with notable tenants including Loud Speaker, Pet Lovers Centre, Thinker House, Body Tone, Rakuzen, Naj & Belle, Naughty Nuri's, Putien, and Jibby Chow.

"ss15 Courtyard has over 80% occupancy, with retail and F&B outlets and many more brands to be added to this distinctive and upscale mall soon," she added.

Vista Residences @ Genting Highlands 50% taken up

The Vista Residences @ Genting

Highlands serviced apartments soft launched by Kerjaya Prospek Group Bhd in January this year is 50% sold, said executive director Datuk Tee Eng Ho.

The project with a gross development value (GDV) of RM300 million will be developed on a 1.33-acre leasehold site at Genting Permai at the foothill of Genting Highlands.

The project features 378 fully-furnished apartment units with built-ups ranging from 844 sq ft to 3,144 sq ft. Some of the furnishings include kitchen cabinets, ovens, dining tables and chairs, television cabinets, beds and mattress sets.

Currently, the group has a total landbank of 10.1 acres with an estimated total GDV of RM500 million.

Astana Residence records 60% take-up rate



Despite the sluggish market, the Astana Residence twin villa development by Putrajaya Holdings Sdn Bhd — the master developer of Putrajaya — is 60% sold since its launch in October last year.

The developer's marketing general manager Sabariah Ramli told *TheEdgeProperty.com* that the freehold luxury lakefront villa development, situated in Precinct 8, is the first gated-and-guarded landed res-

idential project in Putrajaya. It has an estimated gross development value of RM234.47 million.

Astana Residence comprises 58 units of 2.5, 3 and 3.5-storey villa homes, with built-up sizes ranging from 5,348 sq ft to 6,456 sq ft.

The selling price averages RM680 psf with the lowest price from RM3.68 million. The development is set to be completed in 2018.

Leadmont Group unveiling Holiday Villa investment scheme by end of March

Leadmont Group plans to launch the Holiday Villa@Selayang Star City investment scheme at the end of March, offering an investment opportunity to those interested to tap into the hospitality industry, according to the company.

The company's sales and marketing general manager Ng Chin Yung told *TheEdgeProperty.com*, the hotel investment scheme will be based on a revenue sharing mechanism — in which a certain percentage of the income will be distributed to unit owners.

He noted that the investment is targeting investors who want a hassle-free long-term investment with a minimum investment entry cost starting from RM289,000.

Holiday Villa@Selayang Star City in Selangor which comprises 306 serviced suites, restaurants, and conference and banquet facilities will open its doors by 3Q2017. Leadmont Group is the developer of Selayang Star City

and the operator of the Selayang Star City Mall.

KSK's Kempinski Hotel at 8 Conlay recognised as Entry Point Project

KSK Land Sdn Bhd's Kempinski Hotel at its 8 Conlay development in Kuala Lumpur has been recognised by the Tourism and Culture Ministry (MOTA) as an Entry Point Project (EPP) under the tourism National Key Economic Areas (NKEA) in Malaysia's Economic Transformation Programme (ETP).

8 Conlay is a mixed-use development with a gross development value of RM5.4 billion. It comprises a 68-storey tower with a five-star Kempinski Hotel and Kempinski Residences and also a lifestyle retail component by two YOO-interior designed branded residence towers of 56 and 61 storeys named YOO8 serviced by Kempinski that will be connected via two sky bridges at levels 26 and 44.

Moreover, Kempinski Hotel KL is expected to provide more than 700 new job opportunities while committed investment value, excluding land cost, is expected to be about RM360 million which will contribute to the gross national income.

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trending now

LAUNCHES + EVENTS



If you have any real estate-related events, email us at propertyeditor@bizedge.com. Events listed here will also appear on **TheEdgeProperty.com**.

New Launch of Novum, South Bangsar

Date: March 12 (Sat)
Time: 10am onwards
Venue: Novum Sales Gallery, 21, Jalan Pantai Jaya, Pantai Baharu, KL
Contact: (03) 2202 2200
EUPE Corp launches Novum in South Bangsar featuring lifestyle facilities representing 21st century living. With a range of luxurious 1- to 3-bedroom urban suites, this is a new freehold investment opportunity.

Explore Chinese crafts with a traditional twist

Date: March 12 (Sat)
Time: 11am to 4pm
Venue: IOI Galleria, 1, Laman Puteri 2, Kajang, Bandar Puteri Bangi, Selangor
Contact: (03) 8912 3333
IOI Properties wants young children to expand their horizons by learning basic skills of making Chinese traditional crafts this weekend.

Seroja Hills condo launch

Date: March 12 and



13 (Sat and Sun)
Time: 9am to 6pm
Venue: 22, Jln ST 1C/4, Medan 88, Bdr Baru Salak Tinggi
Contact: (03) 8706 3634
Organiser: Oriental Interest Bhd's Seroja Hills condo is located above the pulse of Sepang, featuring contemporary designs with beautiful views. Units range from RM320,000 to RM344,000 with built-ups from 1,096 sq ft. Special rebates worth RM20,000 for the first 30 units and RM10,000 for the next 50 units will be offered at the launch.

16 Quartz Melawati Open House

Date: March 12 and 13 (Sat and Sun)
Time: 10am to 6pm
Venue: 16 Quartz Melawati project site, off Persiaran Jln



Kontur, Taman Melawati, KL
Contact: (016) 296 6600 (Grace)
Be a part of this two-day open house showcasing 16 Quartz Melawati by Mitraland. This is a project that emphasises a fusion of nature with luxurious living. It comprises 55 units of 3-storey courtyard villas, and 26 units of 3-storey zero lot bungalows.

The Prime, 3 & 4-storey shop offices open for sale



Date: March 12 and 13 (Sat and Sun)
Time: 10am to 5pm

Venue: The Prime Sales Gallery, 2, Jalan PU 7/3, Taman Puchong Utama, Puchong, Selangor
Contact: (03) 8069 9100
The Prime @ LDP by Hillcrest Gardens Sdn Bhd is a new commercial complex located at Taman Puchong Utama along the LDP highway. Shop office units there are now open for sale. This project is on a strategic location that commands significant presence.

Agile school holiday treats

Date: March 12 and 13 (Sat and Sun)
Time: 12pm to 6pm
Venue: Agile Mont'Kiara Property Gallery
Contact: (03) 2144 6789
Organised by Agile Property Malaysia, the event will feature the Family Portrait Competition where one stands a chance to win a 2D1N getaway trip. Held in conjunction with the school holidays, other fun activities include a school bus photo booth, DIY workshop, ceramic egg and photo frame colouring activities and a buffet lunch.

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Sunway's first high-rise residential project in Penang in 2017

Development will be part of the 62.59-acre phase three of mixed-use project Sunway Wellesley

BY NATALIE KHOO

PETALING JAYA: Sunway Property is currently drawing up plans for its first high-rise residential development at its mixed-use development, Sunway Wellesley in Bukit Mertajam in Seberang Perai on the Penang mainland.

"We are still in the midst of planning the details of the development and will share it with the public once we are ready," Sunway Bhd's deputy managing director (property development division) Tan Wee Bee told *TheEdgeProperty.com*.

The project is expected to be launched next year.

Sunway Wellesley will sit on 82 acres of freehold land with a RM800 million gross development value (GDV). It comprises 70% residential development and 30% commercial development.

"Bukit Mertajam is becoming one of Seberang Perai's hotspots, with one of the highest population in the region. The mature area is rapidly becoming a lifestyle hub with excellent facilities and Sunway Wellesley is strategically located in the centre of Bukit Mertajam," Tan added.

The high-rise development will be part of the 62.59-acre phase three of Sunway Wellesley.

Meanwhile, phase one which was launched in 2012 comprises 31 units of 3-storey shop offices with a GDV of RM39 million. The shop offices were handed over last September and have seen about 70% occupancy for the properties facing the road, mostly by electrical shops.

"Our commercial parcel will benefit from the immediate catchment in the existing residential area. As soon as our residential developments are ready, the commercial parcel will benefit our residents as it would be very convenient for the residents to enjoy the operating shop offices for their daily needs," Tan added.

The group is currently constructing phase two of another 11 units of 3-storey shop offices with built-ups of 4,665 sq ft and 4,842 sq ft. They are expected to be completed



SUNWAY PROPERTY

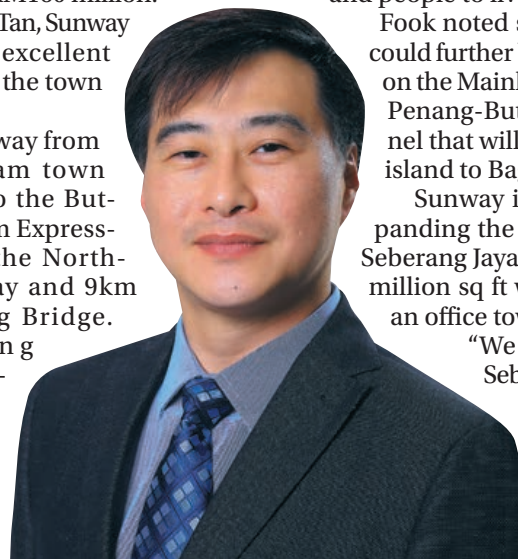
in June this year and have achieved sales of 70% so far.

Besides the shop offices, phase two also consists of 154 units of 3-storey townhouses and 60 units of 3-storey semi-detached houses that were launched in 2014. The lower units of the townhouses have built-ups of 1,636 sq ft and 1,615 sq ft for the intermediate and corner units respectively, while the upper units have built-ups of 1,582 sq ft and 1,572 sq ft for the intermediate and corner units respectively.

Prices for the 3-storey townhouses start from RM498,000 while the 3-storey semi-dees are priced from RM984,000. So far, both the townhouses and semi-dees have been 75% taken up and are expected to be completed next year. Phase two is on a 19.79-acre site with a GDV of RM160 million.

According to Tan, Sunway Wellesley has excellent connectivity to the town centre.

It is 500m away from Bukit Mertajam town centre, 6km to the Butterworth-Kulim Expressway, 7km to the North-South Highway and 9km to the Penang Bridge. Surrounding amenities include Jit Sin Independent High School, KPJ Penang



02

01. Living and dining area of the lower unit of the townhouse (lower unit).

02. Tan: Sunway Wellesley has excellent connectivity to the town centre.

Specialist Hospital and Bukit Mertajam Railway Station.

Associate director of Henry Butcher Malaysia for Seberang Perai, Fook Tone Huat in a recent article on Penang Mainland in *TheEdgeProperty.com* said major town centres such as Batu Kawan, Simpang Ampat, Bukit Mertajam and Seberang Jaya have seen significant urbanisation with the new townships drawing more property buyers and people to live there.

Fook noted some of the catalysts that could further boost the real estate sector on the Mainland include the proposed Penang-Butterworth Undersea Tunnel that will link Gurney Drive on the island to Bagan Ajam in Butterworth.

Sunway is also in the midst of expanding the Sunway Carnival Mall in Seberang Jaya from 769,000 sq ft to 1.29 million sq ft with future provisions for an office tower of over 400,000 sq ft.

"We are building a 180-bed Seberang Jaya Medical Centre and expanding the current Sunway hotel," Tan added.

AUCTION

Sold

Auction date: Feb 24, 2016
Property type: 3-bedroom condominium
Address: No 1-15-02, Perdana Emerald Condominium, Lot 6, Jalan PJU 8/3, Bandar Damansara Perdana, 47820 Petaling Jaya
Tenure: Leasehold
Reserve price: RM688,500
Transacted price: RM688,500
Built-up area: 2,028 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Auction date: Feb 25, 2016
Property type: 2-storey semi-detached house
Address: No. 16, Jalan Bukit Kempas Utama, Taman Bukit Kempas, 81200 Johor Bahru
Tenure: Freehold
Reserve price: RM390,000
Transacted price: RM525,000
Built-up area: 4,079 sq ft
Auctioneer: Property Auction House
Contact: (07) 333 6226

Auction date: Feb 25, 2016
Property type: 3-bedroom apartment
Address: No. 1, Jalan 3/93A, Warisan CityView, Jalan Cheras, 56100 Cheras
Tenure: Leasehold
Reserve price: RM380,000
Transacted price: RM380,000
Built-up area: 910 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Up for bid

Auction date: March 15, 2016
Property type: 3-bedroom apartment
Address: No. A-22-07, You Residences, Jalan You City, 43200 Cheras, Selangor
Tenure: Freehold
Reserve price: RM631,800
Built-up area: 1,453 sq ft
Auctioneer: Property Auction House
Contact: (03) 2070 2226

Auction date: March 16, 2016
Property type: 2-storey terraced house
Address: No 1, Jalan Wangsa 1/5, Taman Wangsa Permai, 52200 Kuala Lumpur
Tenure: Leasehold
Reserve price: RM765,000
Built-up area: 3,348 sq ft
Auctioneer: Ehsan Auctioneers Sdn Bhd
Contact: (03) 2161 6649

Auction date: March 19, 2016
Property type: 3-storey semi-detached house
Address: No 20, Jalan Rosa, Idamansara, Changkat Semantan, Bukit Damansara, 50490 Kuala Lumpur
Tenure: Freehold
Reserve price: RM3,353,400
Built-up area: 3,735 sq ft
Auctioneer: Ng Chan Mau & Co
Contact: (03) 2162 3333

EcoWorld's Karisma apartments 85% sold

BY TAN AI LENG

SEMENYIH: About 85% of Karisma apartments at Eco Majestic township—a project by Eco World Development Group Bhd (EcoWorld)—were taken up since its launch on Feb 21 this year, according to the developer.

Eco Majestic general manager Evon Yap Yoke Ching told *TheEdgeProperty.com*, 600 buyers had attended the unit selection exercise which was held on March 6, 2016 at the Eco Majestic sales gallery to choose their preferred units.

"The unit selection exercise started at

8am and ended at 3pm, and was divided into four sessions. The higher floors, fifth floor onwards, are more popular and were all snapped up by the buyers as they prefer better garden views of Eco Majestic," she said.

The freehold Karisma project comprises 750 units of 3-bedroom and 2-bathroom apartments with a built-up size of 800 sq ft. The apartments are priced at about RM260,000 each and come with two parking bays. Construction began early this year and is estimated to be completed by 2018.

According to Yap, most of the buyers were young professionals; however, the

developer also noticed that there were more young graduates buying Karisma as their first home.

Karisma had drawn 10,000 visitors to their sales gallery on its launch day, with some buyers even queueing up from 2am at the sales gallery.

"Besides the attractive pricing, most buyers are attracted to the overall concept of Eco Majestic and the wholesome lifestyle it offers and especially the connectivity of infrastructure available. Furthermore, they are very aware of the project's investment potential as it is located in the up-and-coming Semenyih corridor," said Yap.

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Marec'16 to address revolution in real estate services

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11 - 12 March 2016 (Fri & Sat)
Connexion@Nexus, Bangsar South, Kuala Lumpur

ELEVATE TO DIFFERENTIATE

Today, around 300 real estate practitioners will congregate at Nexus, Bangsar South for the fraternity's two-day Malaysian Annual Real Estate Convention 2016 (Marec'16) which is hosted by the Malaysian Institute of Estate Agents (MIEA). MIEA is a non-profit organisation representing estate agents and real estate negotiators in Malaysia.

Themed "Elevate to Differentiate", the convention seizes the opportunity to shine the limelight on the best in the industry. The event includes 12 powerful sessions featuring distinguished top coaches, award-winning real estate practitioners and leading professionals in the marketplace.

This year's sessions will cover the economic and property market outlook, industry trends and insights, and informative topics that are set to transform the real estate game. Also, the convention offers networking and partnering opportunities with big players in the industry who will be exhibiting at the convention, including *TheEdgeProperty.com*, Maybank, Regus, Propertyguru, Mudah.my, REMAX, Ho Chin Soon Research and WCT Bhd. A dedicated time to network with industry peers is also available with the networking cocktail reception sponsored by Propertyguru Malaysia.

The fraternity faces challenges from the global economic slowdown and most recently, the threat of disintermediation posed by digital platforms. "We do not believe these threats will stunt the growth of the industry. However, we need to manage the threats and seize the hidden opportunities before we become irrelevant.

"These threats make us think about how we should train our negotiators, what tools and knowledge to equip them with and how to add value to the services we deliver. Hence, my organising team worked hard to ensure that this year's convention offers cutting edge solutions that will elevate the industry and propel the profession to the next level," said Amanda Goh, Marec'16 organising chairwoman. "We are thrilled that top coaches including Colin Tan, Jeevan Sahadevan and Dr Frank J Peter will be addressing strategies and skills to increase productivity and achieve better performance."

Marec'16 has designed interactive forums to address the challenges confronting the



Lim believes that the auction is no longer just for distressed properties.



Tan will explore the keys to the success of a shopping mall in this digital age.

industry. The forums will display in-depth conversations and personal perspectives from some local rising stars and top guns of the real estate industry who pave the way for the next generation of real estate solutions.

Marec'16 also highlights the growing potential in the changes of real estate sales and practices.

Fuelled by the hike in property prices, the auction market continues to be popular and may be the preferred sale method in the near future. "Auctions are no longer for just distressed properties. With the right knowledge and skills, non-distressed properties in the secondary market can be sold with style through auctions," said MIEA state branch chairman Lim Boon Ping of Kim Realty who has won several top sales auction awards from various local banks. He will be presenting a paper on the growing trend and opportunities of selling properties via auction.

Like many other sectors, shopping malls and the retail sector are not spared from the threat of technology advancement. In one of the convention's educational sessions, the honorary secretary of Malaysian Shopping

LATEST PROGRAMME

DAY 1 - FRIDAY 11TH MARCH 2016

- 8.00 Registration and Networking
- 9.00 Opening Remarks by Emcee
- 9.05 Welcome Remarks
by Ms. Amanda Goh,
- Convention Chairlady, MAREC'16
- 9.15 Address by Mr. Erick Kho, President, MIEA
- 9.30 Address by Guest of Honor, Datuk Sr Faizan Bin Abdul Rahman, President, BOVAEA
- 9.50 Opening Ceremony
- 10.00 Morning Tea & Press Conference
- 10.30 **Global and Malaysian Economic Outlook 2016**
by Mr Nor Zahidi Alias
- Malaysian Rating Corporation Berhad (MARC)
- 11.30 **Seeking the Right Investment in Challenging Times - Opportunities in Adversity**
By Mr Siva Shanker
- Axis REIT Managers Berhad
- 12.30 Lunch
- 14.15 **Psychological and Professional Requirements to Success In Real Estate**
By Mr. Colin Tan
- ColinTan Group of Companies
- 15.15 **Secrets of Super Power Agents**
By Ms. Shermine Lim,
- CBD Properties Sdn Bhd
Mr. Gerard Chan,
- Three Acres Real Estate Sdn Bhd
Mr. Wong Yau Long,
- Cornerstone Realty
Mr. Chris Tee,
- Property Hub Sdn Bhd
Mr. Colin Wong,
- H.Simon Real Estate
Mr Nick Lu,
- CBD Properties Sdn Bhd
- 16.00 Afternoon Tea
- 16.30 **Next Generation Leadership Forum**

MODERATOR:
Mr. Stephen Tew,
- Hectares & Stratas Sdn Bhd

PANELISTS:
Mr. Raphael Wong,
- Real Estate Finders (MY) Sdn Bhd
Mr. Ben Lee,
- Three Acres Real Estate Sdn Bhd
Mr. Teh Young Khean,
- Knight Frank Malaysia
- 17.15 Networking Cocktail

DAY 2 - SATURDAY 12TH MARCH 2016

- 8.00 Registration and Networking
- 9.00 **Positioning Malaysia In The International Real Estate Market : The Roles Of Real Estate Agents**
by Ms. Veena Loh,
- Malaysia Property Incorporated
- 9.45 **Industry Trends and Insights – Retail Sector**
By Mr. Tan Joon Kai
- Fair Star Shopping Sdn Bhd / PPK Malaysia
- 10.30 Morning Tea
- 11.00 **Selling Properties via Auction**
By Mr. Lim Boon Ping
- Kim Realty
- 11.45 **Using Social Media to Boost Real Estate Sales**
By Dr. Frank J. Peter, Ph.D.,
- FJP Marketing Sdn Bhd
- 12.30 Lunch
- 14.00 **How To Close Sales FASTER Than You Ever Thought Possible**
By Mr. Jeevan Sahadevan
- Leveragelab Sdn Bhd
- 15.00 **Head Down Under: How To Generate Unstoppable Confidence And Beat The Odds**
By Mr. Gary Dean-Atkins
- MindMaxPlus
- 16.00 Afternoon Tea
- 16.30 **Million Dollar Round Table Forum**

MODERATOR:
Mr. Nixon Paul
- Carey Real Estate Sdn Bhd

PANELISTS:
Mr. Eric Lim
- Hartamas Real Estate Sdn Bhd
Dato' Adrian Wang
- CBD Properties Sdn Bhd
Mr. Alex Ting
- Kozin Real Estate
Mr. Wan Choy Heng
- Property Hub Sdn Bhd
- 17.30 Lucky Draw & Closing Ceremony

The organiser reserves the right to make changes to the event programme. If necessary, changes may be made to its content, before or during the event, insofar as these changes do not substantially diminish the described benefits of the event for the participants. Kindly refer to MIEA website for updates.

Malls Association, Tan Joon Kai of Fair Star Shopping Sdn Bhd explores the keys to the success of a shopping mall in this digital age, including the art and science of securing the right branding and tenant re-mix for the mall's target market. Real estate professionals need to be equipped with such knowledge to assist their retailer clients to remain relevant to the local community and overcome the impact of digital threats.

A revolution is brewing in the real estate industry. We will soon see new trends being

set, higher creativity in digital marketing and branding, intelligent communications with clients, and the use of state-of-the-art technology in service delivery. Those who fail to ride this wave will be displaced.

Marec'16 sets out to offer its delegates an invaluable experience of true learning. Registration for Marec'17 is now open too.

For more information, please contact MIEA on (03) 7960 2577 or email secretariat@miea.com.my.

COVER STORY



Nor Zahidi: The second half of the year will see improvements in the economy

Soam: Developers are slowing down new launches and this will balance up supply and demand

Fateh: We are not asking for DIBS to be given to all homebuyers, but to those who genuinely want to own their own house for the first time

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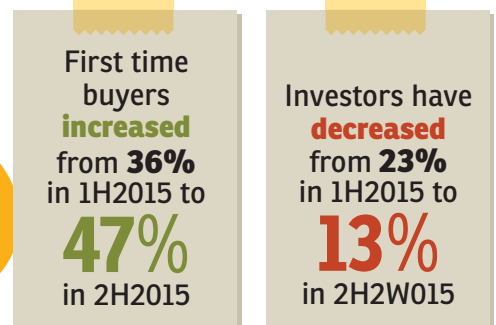
TREADING CAUTIOUSLY while remaining optimistic

Mixed views on when the economy and the property market will improve

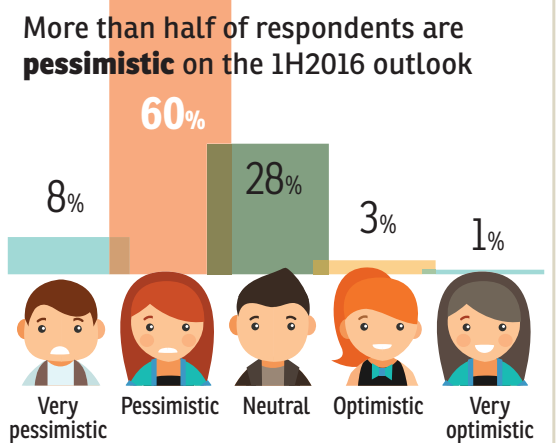


Tap here for more stories on the survey at TheEdgeProperty.com

BUYERS' PROFILE



REAL ESTATE INDUSTRY OUTLOOK



STORIES BY RACHEL CHEW

2015 was indeed a challenging year for the market due to several internal and external issues, such as the implementation of the Goods and Services Tax (GST), the weakened ringgit, political uncertainty, and property market cooling measures, resulting in poor consumer sentiment.

These issues had affected the property market and had impacted the revenue growth of property developers. Many developers expect this trend to continue in 2016 at least for the first half of the year.

According to the Property Industry Survey 2H2015 by the Real Estate and Housing Developers' Association Malaysia (Rehda), 60% of 159 Rehda members across Peninsular Malaysia were pessimistic while 28%



Rehda members at the forum

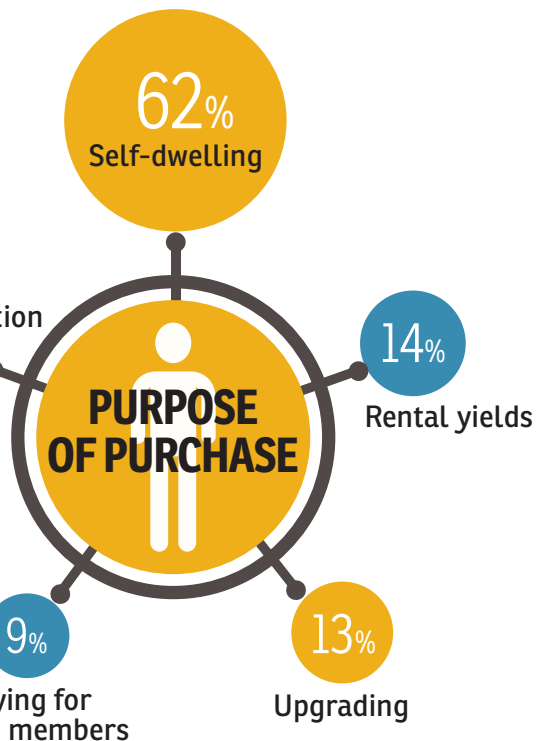
were neutral about the property industry's outlook for 1H2016.

However, they were more optimistic and hopeful about the second half of the year with the figure of those pessimistic lowering to only 40%. The industry in general is trying to remain positive about the future but neither do they want to get their hopes up too high. The survey findings were presented on March 9 at a media briefing.

Indeed, views are mixed about when the market will recover. At the Rehda property forum titled "Property Market 2016 : What to Expect?" following the media briefing, one thing was clear - nothing's really clear. It all depends on the economy. While on one hand some expect signs of recovery for the local economy by year-end, there are also concerns over uncertainties in the global economy.



Hamirullah: Mortgage loan growth last year was 11% while three years ago it was 13.5%. It is just a slight drop.



Most of the buyers are purchasing for self-dwelling (non-investor/speculator)

The forum speakers were: Khazanah Research Institute managing director Datuk Charon Wardini; Savills (Malaysia) Sdn Bhd executive chairman Christopher Boyd; Malaysian Institute of Estate Agents (MIEA) president Erick Kho; Maybank Malaysia head of community financial services Datuk Hamirullah Boorhan and Malaysian Rating Corp Bhd chief economist Nor Zahidi Alias.

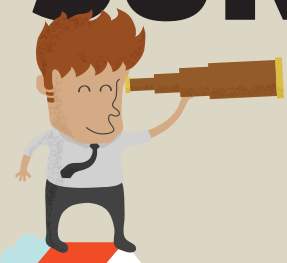
Nor Zahidi was among the more optimistic as he shared that the Malaysian economy already seems to be recovering from the impact of GST implementation a year ago.

"63% of our economic growth last year was driven by consumer spending. We saw spending increase before the implementation of GST. I am expecting spending early this year to be less than last year," he said. However, he expects the second half of the year to see improvements in the economy as

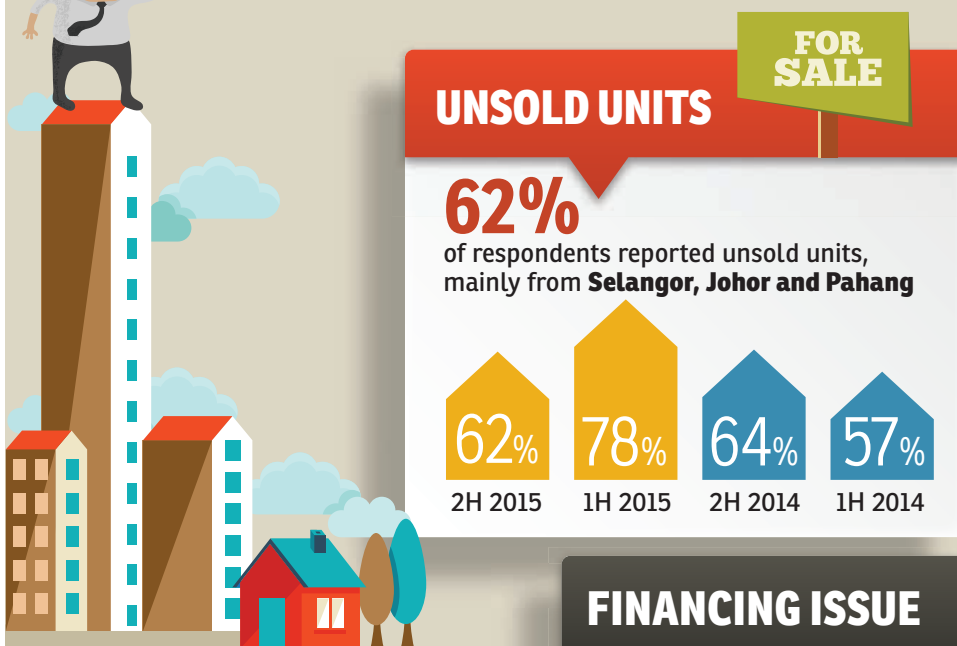
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TheEdgeProperty.com

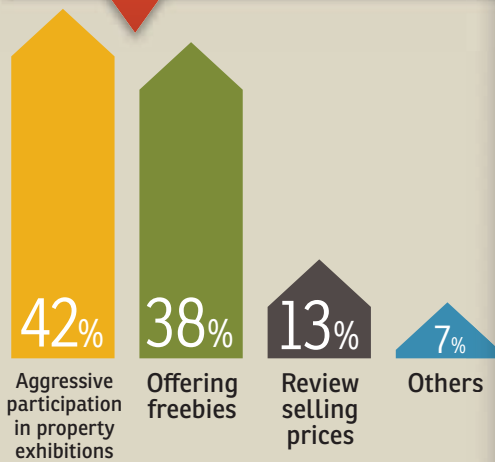
The Rehda Property Industry SURVEY 2H2015



Survey was to gauge market performance for 2H2015 and the outlook for 1H2016. It involved 159 respondents comprising Rehda members in Peninsular Malaysia.

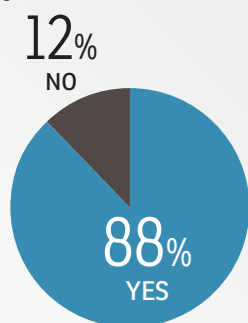


MEASURES BY COMPANY TO BOOST SALES



EXPERIENCING SLOWDOWN

Property sales continue to slow down



(% of respondents)

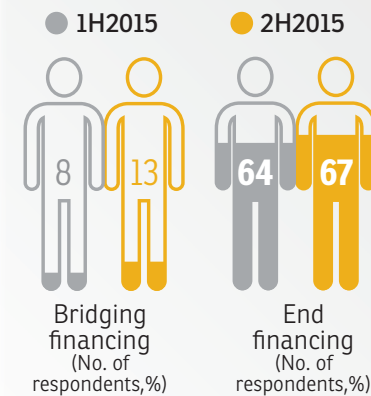
COOLING MEASURES IMPACTING PROPERTY INDUSTRY

(According to rank)

- Responsible lending guidelines
- High real property gain tax
- Maximum loan tenure cap (35 years)
- 70% loan-to-value-ratio

FINANCING ISSUE

End financing remains a problem and main concern of developers

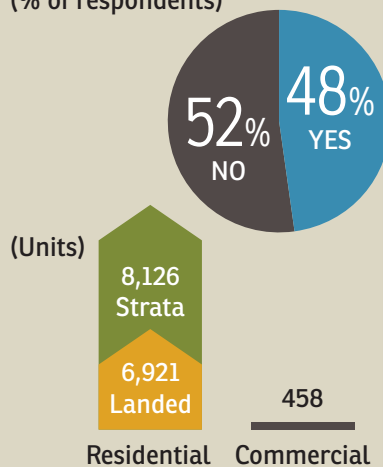


Reasons

- Credit history/CTOSS/CRISS
- Ineligibility of buyers income
- Lower margin of financing
- Bank requesting more documents
- Limited quota for low cost/affordable housing

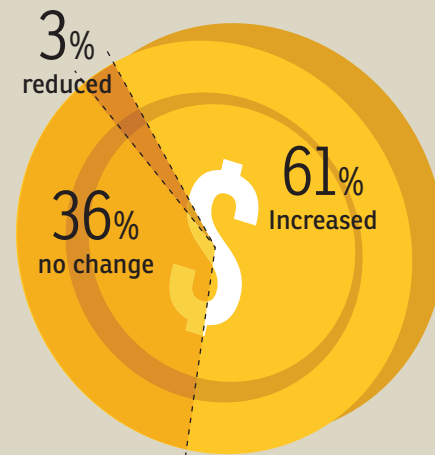
FUTURE LAUNCHES 1H2016

Almost equal number of respondents with and without launches (% of respondents)



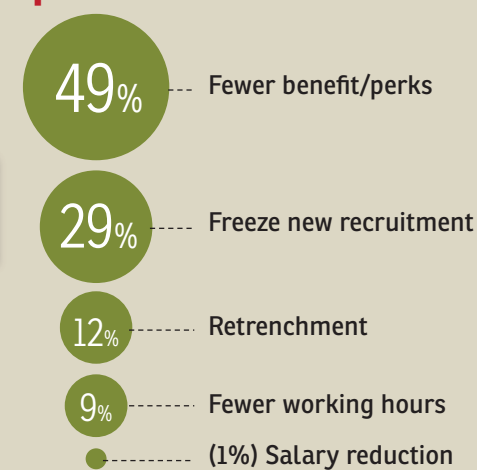
COST OF DOING BUSINESS 1H2015 VS 2H2015

Cost has increased up to 10%

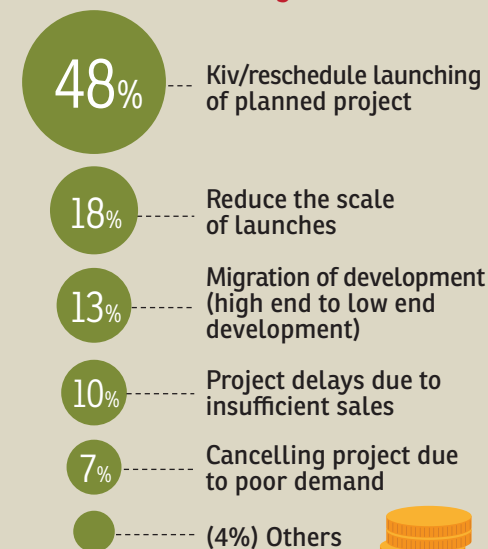


COST CUTTING MEASURES

Operations

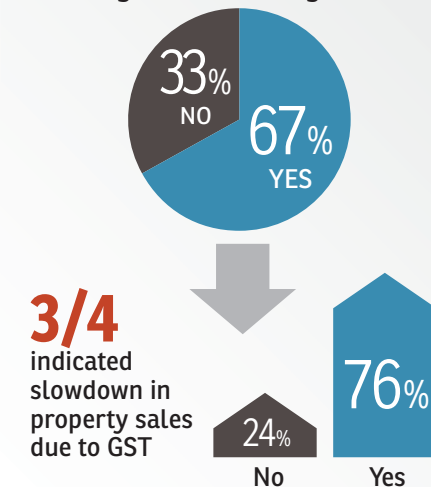


Production/delivery



IMPACT OF GST

2/3 of respondents indicated that GST has caused property prices to rise due to higher cost of doing business





Charon: I can't see any difference (on the property market) between October last year and this year

Kho: Right now, we feel the market is going to the bottom and we don't see prices going down further

Boyd: The most affected segment is the high-rise residential market



'We are hoping for a better year in 2016 although things could be uncertain'

FROM PREVIOUS PAGE

oil prices recover and also due to measures to stimulate consumer spending.

According to the majority of survey respondents, end financing and loan rejection pose the biggest challenge for the property industry.

Maybank Malaysia's Hamirullah said, "Mortgage loan growth last year was 11% while three years ago it was 13% to 13.5%. It is just a slight drop. However, if we measure this based on loan origination, we will see a downward trend of loan growth ever since the implementation of GST and announcement of cooling measures". He expects moderate loan growth this year due to better economic performance.

Buyers' market

Meanwhile, MIEA president and CEO of Mapleland Properties Kho believes the secondary property market is reaching its bottom and this could offer opportunities for secondary market players.

"We notice that quite a lot of people are looking to buy a property now and they are asking when is the best time to buy. I would say that there are always opportunities to buy anytime. But right now, we feel the market is



(From left): Rehda vice-president Datuk Wan Hashimi Albakri, past president Datuk Ng Seing Liang, Fateh, Soam, vice-president Datuk Anthony Cho at the survey media briefing.

going to the bottom and we don't see prices going down further," Kho remarked.

"My view is, by the end of the year, prices will start moving up."

Also commenting on the current property market, moderator and Rehda deputy president who is also IJM Corp Bhd CEO and managing director Datuk Soam Heng Choon said it is a buyers' market now in both the secondary and primary markets.

"Developers are slowing down new launches and this will balance up supply and demand. They are clearing existing stock and waiting for a good time to launch," Soam noted.

The performance of 2H2016 is dependent on the performance of 1H2016, he added voicing the sentiments of the majority of developers in the survey.

"We are hoping for a better year in 2016

although things could be uncertain. We are cautiously optimistic about the industry's outlook in 2016," Soam concluded.

Not so optimistic that the general economy or the property market will see recovery this year was Khazanah Research Institute's Charon who believes the global economy will remain uncertain and may even deteriorate in the next 12 months.

"It (buying property) is all about sentiment. For me, I can't see any difference between October last year and this year," Charon noted.

Property consultant Boyd shares Charon's views that a rebound is unlikely this year while pointing out that the high-rise residential sector will bear the highest risk among all property segments.

"The most affected segment is the high-rise residential market especially the high-end high-rise residential segment in Kuala Lumpur City Centre. The tenant market has slowed down due to the drop in oil prices," Boyd said, adding that this has affected rental yield for the sector.

However, he believes the long-term outlook for high-rise homes is fine as it is supported by Malaysia's low interest rates and young population.

Bring back DIBS for first-time homebuyers



The Real Estate and Housing Developers' Association Malaysia (Rehda) Property Industry Survey 2H2016 revealed that 62% of respondents think that the developers interest bearing scheme (DIBS) should be reinstated for properties below RM500,000 purchased by first-time buyers.

This was among Rehda members' suggestions on measures to stimulate the current soft property market.

Some 65% of respondents opined that DIBS will improve their sales performance. "We are not asking for

DIBS to be given to all homebuyers, but to those who genuinely want to own their own house for the first time. This will ensure that there is no speculation in property prices, yet the right people will benefit from them," said Rehda president Datuk Seri Fateh Iskandar Mohamed Mansor (pictured) during a media briefing on the survey results on March 9.

He said Rehda has written to the government to reinstate DIBS for new home buyers of affordable housing only.

"I think they (the government) are evaluating the suggestion, we

have not been given a final answer yet. The good thing is we are engaging with them quite often, we hope we will find a solution soon," he said.

He added that the rising cost of doing business is posing a challenge to developers in building more affordable homes.

"I have to admit that some material prices have gone down, such as cement and steel bars. However, labour cost has increased tremendously. A day's wage of a skilled worker has risen from RM90 to RM250 to RM300 today," he noted.

The survey shows that devel-

opers launched more affordable properties in 2H2015 but they found it challenging with the increased overall cost of doing business, regulatory burden, higher land price, among others.

For similar reasons, property prices of future launches are expected to be maintained.

Cooling measures by Bank Negara and the government are not helping either as end-financing issues continue to affect sales. The survey revealed that the highest loan rejections were for property priced in the range of RM250,001 to RM700,000.

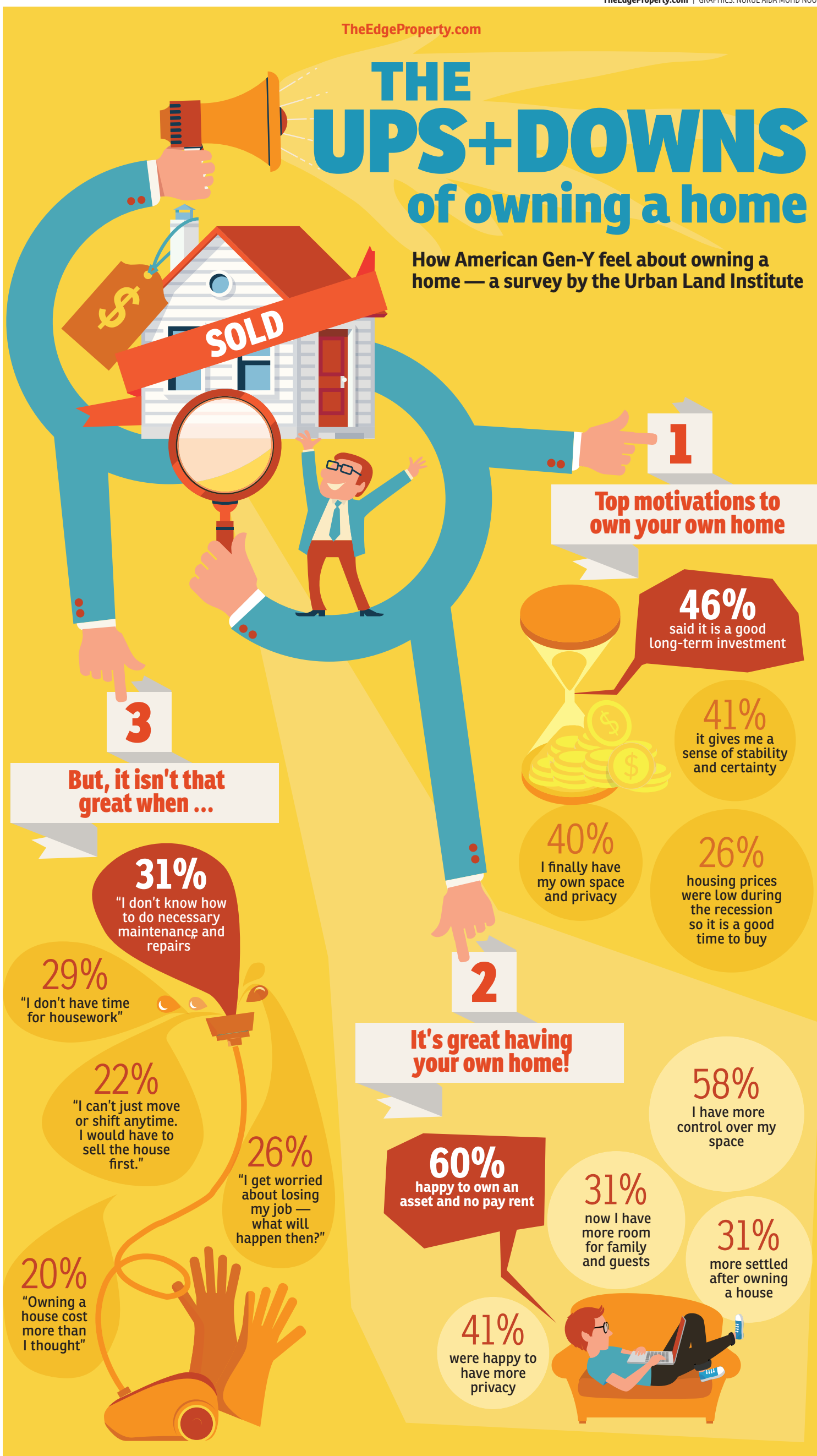


TheEdgeProperty.com | GRAPHICS: NURUL AIDA MOHD NOOR

TheEdgeProperty.com

THE UPS+DOWNS of owning a home

How American Gen-Y feel about owning a home — a survey by the Urban Land Institute



Home ownership: I'm loving (and hating) it!

BY TAN AI LENG

Even though many of the American Gen-Y considered owning a house as one of their ultimate life goals, many of them do not enjoy being a homeowner, a recent survey on American Gen-Y homeowners showed.

As many as 20% of the 1,270 Gen Y respondents (aged 20 to 38 years) admitted that being a homeowner costs more than they initially thought. What annoyed them were the hidden expenses beyond the monthly instalments, such as repairs/renovations and maintenance charges.

This survey was conducted in 2014, by Urban Land Institute (ULI) — a non-profit research and education organisation headquartered in Washington, US.

According to the survey, 31% of the respondents realised that they did not know nor enjoyed the necessary maintenance and repair work and cost incurred when they started to own a house.

Meanwhile, another 29% of them concurred that what bothered them the most was a lack of time for house work.

After becoming homeowners, many of the respondents saw financial stability as their main concern. About 26% of the respondents worry over the possibility of losing their jobs and not being able to service their mortgages.

Besides this, 22% agreed that owning a house affected their mobility as houses are not easy to sell and they cannot just move to another place without prior financial planning.

Nevertheless, despite those things they disliked about homeownership, a substantial 62% of the respondents felt very satisfied being a homeowner, 36% were satisfied while only 2% of the respondents were not happy to be homeowners.

Location vs direction

People are easily confused and distracted by the little details that they miss the bigger picture



BY DATUK JOEY YAP

Feng shui consultants are often bombarded with questions about whether a person's house is facing a favourable direction or where they should place their aquarium or which direction should their bed face?

All these are valid feng shui questions. Unfortunately, there is no right way to approach the subject.

People often get their priorities wrong. Due to the amount of information on feng shui available nowadays, people are easily confused and distracted by the little details that they miss the bigger picture.

The issue can be summed up in this age-old question of location versus direction; which is more important?

To answer this question, we first have to understand the fundamental concept of a property's location and direction.

When we talk about location, it generally refers to the place where the property is situated and its overall environment.

Meanwhile, the direction refers to the directional points of a property in accordance to its layout. When we evaluate the feng shui of a property as a whole, we need to prioritise which of these we should look at first before moving on to the other. Logically, this would imply location comes first and this is the most important step that most people tend to overlook in terms of feng shui.

Location first

Before we look at the layout of a property, we should in fact look at its surroundings. In ancient times, when feng shui was very much about where to place a grave, the first thing a feng shui master would do was to look for a good location. This process could sometimes take years as the feng shui master has to explore the land on foot in order to seek out superior formations.

Thankfully, with a little help from modern technology, feng shui consultants nowadays no longer have to spend years to do this, although onsite assessment is still required. The first thing



we have to look out for are mountains. Mountains are considered the source of Qi — the beneficial energies we want to harness in order to benefit our household or business premises. The next thing to look for would be water — and this encompasses natural water features such as streams, rivers, ponds and lakes. Water serves as the conduit in which Qi is carried, so to spot one in the landscape is usually a good sign.

Of course, there are many other factors to take into account, such as the shape and characteristics of the mountains, or the nature of the water — is it sentimental, aggressive or stagnant? Additional features also need to be considered but the fact is, the external environment is highly important.

Think of it as your resource, and your property is the device you use to harness this resource. If the resources are poor or do not exist, then it wouldn't matter where your property sits or faces because there is simply no resource to harness. Having said that, you should always set realistic expectations as there is no location in which the feng shui quotient is 100% positive.

Once we have the location identified, then we can begin to look at directions. As mentioned previ-

ously, your property is equivalent to a device which you use to harness the resources around you. We can fine tune this device in order to maximise its potential in harnessing the resources available, and the direction is the key to unlocking this potential.

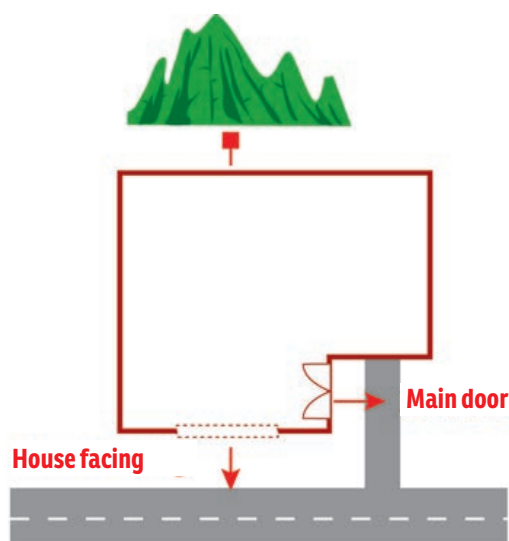
Function of direction

There are many ways in which we utilise directions in feng shui. The most basic function it serves is in giving you information on where problems will arise and how they will arise. Sometimes, you can even determine when they will arise. For example, if you have an unfavourable feature that produces Sha Qi in the West, you will know that this will affect the youngest daughter in the house — as the West, based on the Trigrams, represents the youngest daughter. In such a scenario, we can come up with some remedial measure. If there isn't a youngest daughter in the house, then there is no cause for concern.

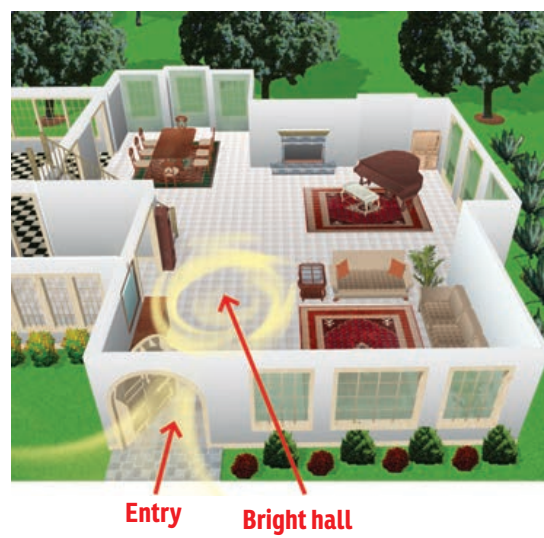
Directions also serve to demarcate the property into various sectors which can be used as reference points for the implementation of various feng shui formulae such as Flying Stars and 8 Mansions.

Always remember to take stock of the surroundings in your location first, before worrying about the minor details involving directions. This offers a very valuable insight as to how feng shui is evaluated by a professional consultant. There are many other things that a professional feng shui assessment will take into consideration to come up with a conclusion. Hence, while this may help you at least get a basic understanding on how to approach feng shui, you may want to seek professional opinion in order get a full picture.

Datuk Joey Yap is the world's leading Chinese Metaphysics consultant and bestselling author of more than 160 books which have sold over four million copies worldwide. He is chief consultant of the Joey Yap Consulting Group and founder of Mastery Academy Of Chinese Metaphysics. His nearly two decades of professional consultancy includes working with Microsoft, Sime Darby, UEM, Prudential and Citibank. He has students in more than 30 countries.



The door facing and the house facing (facade) in this example are not the same direction. In such cases, you always base the direction on the direction the house faces, not the door.



Qi needs to collect inside the house hence the need for a Bright Hall within the immediate interior of the property.

If you have any feng shui-related questions for Yap, please go to the Tips section of TheEdgeProperty.com



Giving new meaning to earth architecture

Dispelling perception that homes made from earth are ugly and not durable

BY EWE SHUFEI

In Ghana and other West African countries, mud houses or dwellings made from earth are common, especially among the low income group. The cost of modern building materials makes more modern dwellings out of reach for poor families unlike the cheap and local alternative laterite or red earth.

To dispel the perception that homes made from earth are ugly and not durable, non-profit organisation Nka Foundation came up with the Earth Architecture Competition. The competition aims to encourage designers, architects and builders to use their creativity to come up with innovative designs for modest, affordable homes that can be built locally using earth construction techniques.

The top three winners of the 3rd Earth Architecture Competition, which was open to architects and designers all over the world, were announced

at the end of last year. The theme was Designing for the Arts where the challenge was to design a house measuring around 2,400 sq ft which could sleep eight to 10 people for use in one area of the creative arts such as musicians, theatre artists, potters and painters. The construction must use local materials and labour not exceeding US\$7,000 (RM29,324).

The contest ran from Aug 1 to Oct 31, 2015. The first prize was a sum of US\$1,500, while the runner-up was rewarded with US\$1,000 and the third-place winner won US\$500.

The Nka Foundation (derived from an Igbo or African word for artistry which literally translates into "...of art") is a non-profit organisation in the US which serves underserved communities mostly in Africa through arts and design education.



The winners of the Designing for the Arts: 3rd Earth Architecture Competition were:



1

Abode+Abode

Designed by the team of Chowdhury Mohammad Junayed, Sheikh Ahsan Ullah Mojumder and Erum Ahmed of the Sheikh Ahsan Ullah Mojumder & Associates in Bangladesh, the idea proposes a modular design which focuses on flexibility in housing multifarious genres of art across a global spectrum, so that the space can be adjusted according to changing necessities. Comprising materials such as bamboo for its structure, flooring, and window and door panels, as well as mud cobs for the wall, the total cost came up to about US\$6,950.

With a shaded green court covering the major part of the site, the building boasts a reverse-pitched roof to channel and collect rainwater, while service blocks are located on the east and west end to strengthen the building's north-south orientation. Activity and living spaces are aligned along the courtyard, while private living spaces are at the southern end.



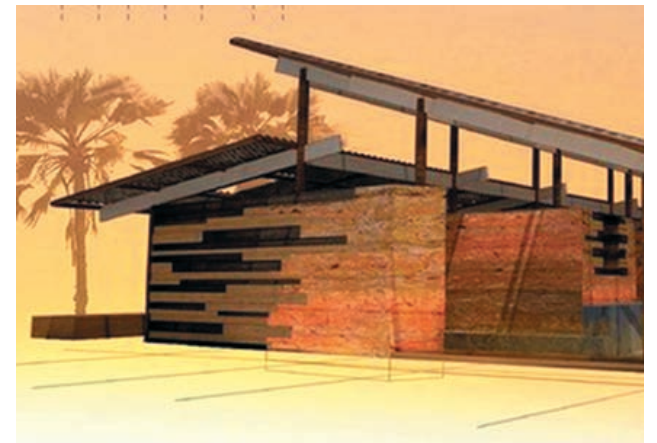
2

eARHouse

Designed by Lorenzo Conti in Italy. "Housing for the arts involves not just dwelling matters, but also cultural and educational aspects," Lorenzo Conti's design team remarked in their design statement in the entry submission.

Their design emphasises the integration of local and guest artists in a wholistic cultural immersion, where each of the eight rooms in the house is connected around a small patio for social activities.

Culturally-local elements are also retained in this submission through local Ashanti architecture, as well as a traditional courtyard house with a private, shaded outdoor area, vents and open gables for proper ventilation. The earth walls would also retain thermal inertia with less temperature variation, while the corrugated zinc-sheet roof is waterproof and lightweight.



3

The Weft Wall

Designed by the team of Eddie Winn and Samantha McPadden from the US, the Weft Wall is situated on the edge of the Ashanti arts district to better connect neighbouring weaving villages.

The project's main spine is a weft wall that weaves in and out of the structure of the roof, lightly structured and resting above the wall to create a structural rhythm for it. The South-West side of the wall is lowered and consists of art components, spaces for spinning and roving, dying of fibers, weaving and an exhibition space.

The North-East side of the wall houses the private areas: bedrooms with storage niches within rammed earth as well as screened openings into lowered art spaces; restrooms and shower areas with an entry through a small common area; and a linear outdoor kitchen and storage area.



Simple wall MAKEOVERS

Quick and easy pick-me-ups for the walls

BY TAN AI LENG

You can give your home interior a fresh look just by dressing up the walls. You don't need anything elaborate just simple tools, existing accessories, and inexpensive DIY labour.

Here are some ideas on how you can easily transform a "blah" space into a "wow" while adding some of your personality into it at the same time.

1

Colour tapes

Colour tapes are inexpensive and are easily available in most stationery shops. One way to decorate an interior using these tapes is to draw your favourite shapes and designs on the wall (preferably shapes and designs based on straight lines), and then stick the tape above these lines.

Benefit: It's tape. So, even if you intend to draw a straight line but are not able to do so due to shaky hands, the tape can help keep the lines straight. Secondly, if you are unhappy with it and want to redesign it, simply remove the tape. Significantly less hassle than using paint.



2

Affix a black board on the wall

A plain-coloured wall may create a spacious feel but may sometimes seem a tad boring. Repainting the wall may be too much work. One easy way to inject some interest on the wall is to place not just one but a couple of black boards of different sizes on it. This adds new elements to the wall without a messy makeover.

The black board can be the family memo or message board or an invitation to the creative ones in the family to express their thoughts.

Benefit: Good for covering stains or cracks immediately. Much easier than repainting the wall.



3

Some origami may help

Paper lanterns are affordable and lend a quirky vibe to a space. Add some originality with origami works of pretty butterflies or birds on the lanterns as well as on the walls.

Benefit: Home owners can change the origami pieces whenever they want especially when they need to create a festive ambience.



4

Light up the room

Instead of buying a bulky Christmas tree for instance, how about making one by just affixing a string of light bulbs on the wall and putting on some Christmas decoration. This also saves space especially if you live in a tiny apartment.

Benefit: One can arrange the festive LED lights, neon lights or light bulbs into all sorts of designs, including a string of inspiring words.



5

Good ol' photographs

Most of us have a number of photographs which have been left unseen for years. Why not print them out and place them on the walls to create your own special wall of memories? You don't have to arrange them the way grandma did though.

Benefit: Another great and quick way to cover up stains, cracks and holes in the wall.



6

Decorative plates

Too many plates lying around?

No worries. Just use some glue to affix the extra plates to decorate the walls. Plain-coloured ones can also be a canvas for some creative painting or stick some decor on them and make them a special collection of art work.

Benefit: Instead of keeping the extra unused plate sets in the cupboard, one can now show their collections off.

