



# Four wins for Central Residence sequel

**WORLD-CLASS:** Four awards for The Court@Central Residence catapults Yuk Tung into new heights of recognition at the international level

“We have very high chances of winning at the world stage at the International Property Awards,” declares Tan You Hock, the Managing Director of HR Group, when asked about chances of winning the world title in London end of this year after its The Court@Central Residence took home the coveted Five Star Best Architecture Multiple Residence Malaysia Award plus the Best Architecture Multiple Residence Asia Pacific Award beating scores of other competitors. “This is because our design is very unique. The only country that can beat us is China as they are doing all kinds of unique designs but their price is very high,” Tan continues.

What stands out with this recognition is the fact that the award-winning architectural design is completely a local effort, with Tan, an engineer-turned-developer and his hard-working team giving invaluable input from the initial design stage all the way to implementation. Put simply, the design is clever, considerate and comfortable, which is what house buyers really want based on feedback the company has received. “It’s not just the aesthetics of the design but the practicality that impressed and convinced the buyers,” the MD points out. And it is precisely its refreshingly innovative design infused with practicality and sustainability that won the judges over, a majority of whom have international credentials.

HR Group is the management company for Yuk Tung Group which developed the award-winning Central Residence@ Suria SG. Besi, Kuala Lumpur.

## Superbly accessible

The Court Service Apartment, which is the sequel to SOHO@Central Residence, also scores highly for its strategic location at the fringe of KL’s Golden Triangle, next to the Sungei Besi old airport which is earmarked

for redevelopment into a high-tech commercial hub. More importantly, it’s just a 10-minute drive to KLCC with no traffic lights along the way!

“We were inspired by the idea of building a high-rise residential apartment of KLCC state-of-the-art standard but at a competitive price,” Tan reveals, adding that the company has plans to put in place a dedicated shuttle bus service that plies between the apartment and the city centre.



*Cozy poolside lounge.*

## Vertical oasis

The Court@Central Residence is the second tower of the three-block freehold development spanning 4.16 acres along Jalan Sungei Besi. Priced at RM600 psf, The Court, aimed at small families with units ranging from 845 - 1,122 sq ft, boasts stunning views of the KL city skyline and is a veritable oasis in the middle of the city.

Every fourth level has a double volume high Sky Garden filled with luxuriant foliage, water features and lounge settee. Additionally, the fenestrated façade imparts a feeling of privacy because no two living rooms face each other as some are protruded outwards while some are set in.

The recreational area has a yacht-



*One-of-a-kind well-equipped music room.*

like deck surrounded by trees, turf and shrubbery making this a marvel in vertical landscaping. Apart from the usual facilities like swimming pool, gym, sauna and steam room, the apartment stands apart from other high-rise residences in having a fully equipped cosy music room and theatre.

Meanwhile, the beautifully decked out Roof Garden beckons residents for a relaxing time out after work with its nature-inspired pavilions and al-fresco lounges. Spaciousness pervades the entire development including the interior which can only be described as inviting with its ingenious layout. Also weaved into the integrated development is a commercial hub

comprising shop-offices that feature a host of conveniences.

Not surprisingly, the masterfully conceived The Court@Central Residence, which also aims for Green Building Index certification upon completion, picked up four awards at the recent Asia Pacific Property Awards 2013 in Kuala Lumpur.

## Benchmark in innovation

In terms of innovation, The Court sets the benchmark for many multiple residential high-rises not only in KL but possibly the entire region. Its elegant design that incorporates superb landscaping, dedicated spaces, artful interior and city living concept has catapulted it into a world-class structure on par with the world’s best. As the sequel to Central SOHO, the award-winning first tower at Central Residence, The Court yet again reaffirms Yuk Tung Group as a developer of international repute.

Indeed, its reputation has preceded it overseas as demand from foreign buyers is unrelenting. “We have many overseas queries. In fact, we just sold 50 SOHOs in Hong Kong recently. However, most of our buyers are locals and we have had average bookings of 30 units per week,” Tan notes.

## Upcoming launches

For the last four years, the company has won numerous awards. Central



*Tan ... “We are sourcing for strategic partnerships.”*

Residence has won a total of seven awards within two consecutive years with Central SOHO, the first tower, winning three awards in 2012, and The Court Service Apartment winning four awards recently. It also won the New Straits Times Property Best Rising Developer 2010 Award three years ago.

It doesn’t stop there of course. The group plans to launch the third and final tower of Central Residence, the 168-unit Centrina in the third quarter of this year as well as another high-rise residence in Jalan Ipoh, KL at the end of 2013.

For its signature future project, Royce Residence@Jalan Yap Kwan Seng, KLCC, Tan says they are looking for the right partner to co-develop it into a serviced residence. Serviced residence is after all the company’s specialty.

Of note also is their long-term project, an 80-acre waterfront area in Port Dickson which is earmarked for a mixed-use resort development comprising a hotel, theme park, restaurants, bungalows, central park, service apartments and commercial facilities/retail businesses. As the landowner, Yuk Tung is still sourcing for international players for a strategic partnership.

Tan believes the property market in Malaysia has great potential especially in well-touristed areas as “our tourism industry is doing very well due to favourable conditions”. “Malaysia is affordable, presentable, friendly, multicultural, stable with good infrastructure and there are no natural disasters. That’s why all the foreign hotel chains are coming in. We can see overseas demand increasing especially from Japan, South Korea, China, India and the Middle East,” Tan observes, further noting that the action is all in Asia now. That Asia is a rising star amid a rather challenging global economic outlook is a reality that no one can ignore anymore.