



PRIDE OF PICASSO

Premier De Muara's maiden property development on Jalan Ampang, Kuala Lumpur will usher in a canvas of creative possibilities marked by deft strokes of architecture and design inspiration.

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DRAWING inspiration from the artistic legacy of world famous Spanish artist Pablo Picasso, the Picasso Residence is envisioned to become a new masterpiece development to grace the area off Jalan Ampang in Kuala Lumpur.

The leasehold development with a GDV (gross development value) of RM600 mil will be unveiled on a fresh canvas of creative possibilities spread across over 3.93 acres (1.59 ha) of land.

Scheduled to be officially launched in Q2 2015 (second quarter of 2015) by an experienced management team, Picasso Residence will be developed by Premier De Muara Sdn Bhd, a subsidiary of PRG Holdings Bhd (formerly known as Furniweb Industrial Products Bhd).

Like the painstaking strokes of thought that goes into a masterpiece, Premier De Muara chief executive officer (property and construction) Steven Hooi Kok Hoe said that many man hours were invested by its key management team and architect towards the conceptualisation of the Picasso Residence development in terms of the various components of the facade.

"The concept behind Picasso Residence's modern building design is inspired by the imagination of the influential artist Pablo Picasso. It will be a structurally contemporary design masterpiece with the facade decorated in various shapes which will be enhanced and upgraded with green-compliant features and proper selection of green-certified materials where possible.

The development will take into account considerations like the wind orientation while avoiding the glare of the sun, with water features that will be included on the podium level for a temperature cooling down effect. There will also be green features implemented such as rainwater harvesting, the use of energy saving lighting and motion sensors at common areas, etc.

"We are putting in a lot of effort to ensure that the artistic facade will be tastefully designed in various shapes in order to transform the building into the Picasso

Residence. This development will mark the first property project for the group. While we were previously into manufacturing, the mandate to move into property development and construction was approved by our shareholders in 2014."

Touches of brilliance will accompany and complement the maiden Picasso Residence development that will comprise the unique Type D dual-key units with built-ups of 2,407 sq ft and 2,480 sq ft respectively. Each dual-key unit will be given three car parks.

The dual-key units will enable purchasers to have two units under one strata title. All units will feature private lift lobbies that will take one directly to one's unit.

Those opting for the smaller Type A units with a built-up area spanning 1,013 sq ft will be given one car park bay per unit. There will be 134 Type A units.

All 134 of the larger sized Type B units with a built-up area of 1,375 sq ft will be allocated with two car parks per unit.

Each of Type C's 136 units will come with a built-up area of 1,668 sq ft and will be provided with two car parks respectively.

The maintenance fee will be priced at 40 sen per sq ft inclusive of sinking fund.

Drawing a comparison with other surrounding developments, he vouched for the competitive pricing of the units ranging between M980,000 and RM2,827,400 or from as low as RM950 per sq ft. According to him, other surrounding developments are priced anywhere from approximately RM1,100 per sq ft to RM1,200 per sq ft.

Abundant facilities and amenities

"The unique selling point of Picasso Residence will lie with its abundant water features that will occupy over 60% of the development. A high ceiling measuring 11 ft will also grace the double volume lobby area complemented by a double volume car park," he said.

Greenery will cover 30% to 35% of the project's footprint while the podium level on the fourth floor where the clubhouse is situated will be complemented by a 50 metre (164 ft) swimming pool and wading pool.

There will be two sunken gazebos

allowing residents to appreciate the panoramic view of the Kuala Lumpur skyline on this facility area. The scenery can also be enjoyed from the vantage point of the sunken gymnasium, another novel feature of Picasso Residence.

The night scene is further played out with the glittering vista of the city come evening time.

Residents will also be able to make use of the many facilities available including an open library and multifunction rooms as well as the community gathering hall.

The semi-furnished and studio units will be fitted with air-conditioner units in all the rooms and halls complemented by a kitchen cabinet, hob and hood, built-in oven and an island unit besides a microwave, washing as well as dryer.

"The unique selling point of the dual-key unit is that while the second unit normally consists of only a bedroom in other developments, our units will be fully fitted with a kitchen as well. The layout of each unit will be functional and well thought-out. The smaller units are ideal for couples while the larger units will be perfect for expatriates and families with children as well as investors," he summed.

A comprehensive three-tier security will ensure safety within the development. Each unit will also be equipped with a Smart Home System backed by alarm features and panic button capabilities.

The 38-storey Tower A and Tower B will feature a low density count of eight units and six units per level respectively to ensure greater security and privacy.

Tower A will have a total of 270 units while Tower B will feature 202 units. Each unit will come with its own private lift lobby.

A Sky Park/Sky Garden and Sky Pavilion are some of the exciting highlights that will be included on the rooftop level.

Different strokes for different folks

Although the property market may be showing some effects of cooling off, its first private by-invitation-only preview has indicated otherwise - having already attracted approximately 2,000 registrants.

- 1 The world is literally your oyster at this resplendent sunken lounge.
- 2 A breathtaking outlook of the city from the vantage point of the infinity swimming pool.
- 3 Talk about a sunken gymnasium with a scenic view of the city.
- 4 Make a grand entrance into Picasso Residence.
- 5 A commanding artist's impression of Picasso Residence from a distance.
- 6 (From left) Premier De Muara chief financial officer Tam Yet Shyan and CEO Hooi posing next to a model of Picasso Residence. - Photo by RAJA FAISAL HISHAN.

The overwhelming response from the registrants reflects the strong support coming from both local and foreign buyers.

"Some are purchasing the units for investment purposes while other buyers are upgrading from smaller to larger units, and from smaller to larger investments. Then, there are businessmen and professionals who work in Jalan Ampang and the surrounding Kuala Lumpur City Centre, not forgetting foreigners and expatriates who relish the thought of living adjacent to the various embassies as well as nearby international educational institutions," he said.

He also anticipated a strong rental market demand due to the fact that there are over 70 international embassies around Jalan Ampang and its vicinity which is also situated close to the oil and gas hub as well as the financial centre of the Tun Razak Exchange (TRX).

Location, location, location

A key highlight of the development lies with its strategic location situated just a leisurely five minutes' stroll away from the LRT (light rail transit) station.

Since the development is located within a 3km radius from the Petronas Twin Towers, a short drive of about 15 minutes is all it will take to reach Kuala Lumpur Sentral while only about eight minutes is needed to arrive at the Kuala Lumpur City Centre (KLCC). Private hospitals including Gleneagles Kuala Lumpur and the HSC Medical Centre are also located within a 1km to 2km radius.

Set to be one of the most outstanding landmarks situated off Jalan Ampang as well as Jalan Jelatek, Picasso Residence is within adjacent distance to the Great Eastern Mall with its many dining options and recreational offerings.

The Sayfol International School is also just a 10 minutes stroll away. The unique selling point of the development lies with its strategic location that boasts easy access to various major highways that further position it as a good investment and multinational hub. The development which is located within Zone 2 of Kuala Lumpur City boasts excellent connectivity via Akleh (Ampang Kuala Lumpur Elevated Highway), the DUKE (Duta-Ulu Klang Expressway) and MRR2 (Middle Ring Road 2).