

Property TRUST



EUPE'S NEW SUSTAINABILITY STRATEGY

Raising the bar for
the property sector

Also in this edition:

Meet the designers behind Parc 3

.....
New look for Eupe's website

.....
Unique landscaping takes shape for northern project



Vol. 10
AUG-SEP 2017

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Eupe unveils
second ground-
breaking
project in KL.

Building
LIFESTYLES
Building
TRUST



MANAGING DIRECTOR'S MESSAGE

Eupe is embarking on the next new chapter in its 30-year history.

After a lot of hard work and meticulous planning, we're launching Parc 3 in Cheras - our second major residential development in Kuala Lumpur.

And we're excited about it.

A lot of property developers say their latest project breaks new ground in lifestyle and architectural design. But with Parc 3, we think this is more than true.

A portrait of Dato' Beh Huck Lee, a man with dark hair, smiling, wearing a light blue blazer over a dark shirt and a light blue tie. He is standing with his hands in his pockets against a green, bokeh-style background.

**DATO'
BEH HUCK LEE**
MANAGING DIRECTOR
Eupe Corporation Berhad

Iconic Design, Naturally

Parc 3 is a major re-design of our former The Weave project.

The Weave was well-advanced two years ago before we decided the project needed a fundamental re-look due to changing market conditions.

The end result is a highly innovative, urban residential product.

Parc 3 offers a wide range of distinctive points of lifestyle and design difference - iconic architecture, ideal location in one of KL's emerging precincts. It will also offer an innovative range of prestige facilities that merge the best of natural and urban living.

A Winning Approach

Parc 3 showcases Eupe's distinctive approach to property design and development which we think sets us apart from our competitors.

We believe this approach is in tune with a market where property buyers are not only wanting more value for their investment, but more innovation and quality in the homes they invest in.

The very strong sales of Novum in South Bangsar - our first major project in Malaysia's capital launched last year - showed that we are striking this balance.

And we're confident Parc 3 will also show why our unique approach - based on our **Shared Value** philosophy of designing more value and quality into our projects - is not only a major plus for our buyers.

It's also a major competitive advantage for us as a company as we expand our operations into KL.

New Directions in Sustainability

Our innovative approach to property development is also evident in Eupe's latest sustainability strategy.

Sustainability Plus 2017 - which we have just released and is also showcased in this edition of Property Trust - outlines our strategy to create healthy, sustainable lifestyles for our buyers as well as building strong, vibrant communities.

The connected series of principles and frameworks that are at the heart of **Sustainability Plus** focus on what we think should be important priorities for all Malaysian property developers.

These include designing buildings that circulate cool, healthy, natural air for residents, creating innovative physical and digital spaces to connect residents with the world around them, and investing in cultural events in the broader community that create shared experiences and help build lasting bonds.

Our approach to sustainability is driven by our belief that property developers have a special responsibility to do more to make all our lives and lifestyles more sustainable.

That's why we called our approach **Sustainability Plus** - because designing innovative projects like Parc 3 should go hand in hand with setting new directions and benchmarks for sustainable development in Malaysia.



DESIGNED BY NATURE DESIGNED FOR YOU

Here's a sneak preview of Parc 3, Eupe's second ground-breaking project in Kuala Lumpur.

Following on from the success of Eupe's first KL project - Novum at South Bangsar which is now almost fully sold - Parc 3 in Cheras will also set **new benchmarks for stylish, contemporary living.**

Parc 3 is all about blending **luxury and natural living.**

With **spacious layouts, innovative architecture and deluxe facilities**, Parc 3 has also been designed to be an **iconic presence** in Cheras.

Suites have been **designed for every lifestyle preference** - from small to large families, as well as singles and couples who want it all at an **affordable price.**

We've partnered with one of Malaysia's **top landscape designers** so you can enjoy verdant gardens that offer a seamless blend of nature and community.

Parc 3 will also boast **uninterrupted views** to the heart of KL as well as vistas of the 33-acre Taman Pudu Ulu public park just across the road.

With one of the **best addresses** in Cheras, you'll be close to great entertainment, shopping, education and health facilities, as well as major transport links.

Parc 3 will be officially launched on October 21.

You can **register your interest now** in this exciting lifestyle concept by phoning +6017-275 7188 or visiting the Parc 3 website.

GREAT
LOCATION

ICONIC
DESIGN

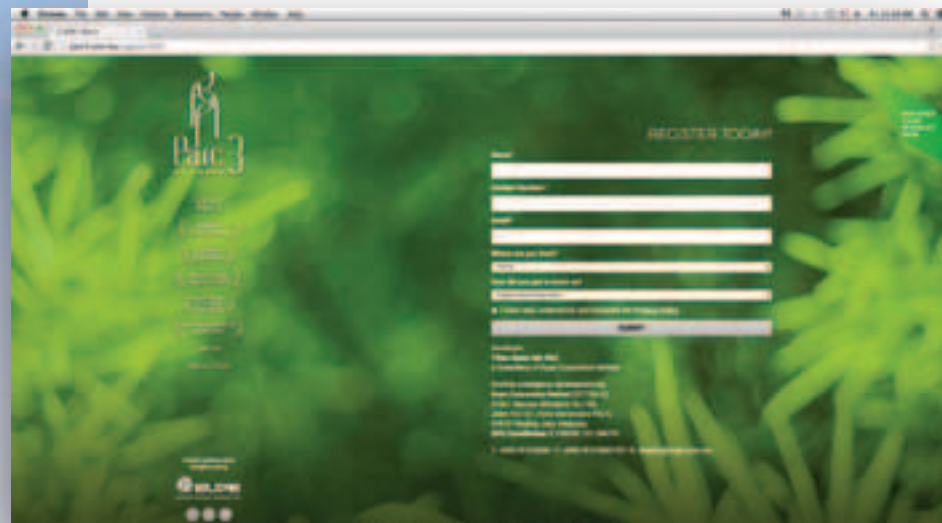
PRESTIGE
FACILITIES

NATURAL
LIVING
Sustainability Plus

AFFORDABLE
LUXURY



Parc 3 - Exterior



www.parc3.com.my

Parc 3 has its very own website.

Visit it for more details on all of the iconic features of The **Best New Address** in Cheras.

You can also download the Parc 3 brochure and register your interest to **preview or purchase**.

THE BEST NEW ADDRESS IN CHERAS



GREAT LOCATION



SHOPPING

KLCC
Leisure Mall
AEON
AEON Big
Viva Home
New IKEA

MEDICAL

Pantai Cheras Medical Centre
Prince Court Medical Centre
HSC Cheras Medical Centre

EDUCATION

Taylor's International School
Cempaka International School
INTI University & College
Reliance College

EASY ACCESS

SILK Highway
North - South Highway
Sungai Besi Highway
MRR 2

LEISURE & RECREATION

Impian Golf & Country Club



BE CLOSE TO IT ALL

Parc 3 is right in the **vibrant heart** of one of KL's emerging suburbs.

Less than 20 minutes from KLCC, you'll be surrounded by **an exciting and sought-after neighbourhood** which offers **great shopping, dining and entertainment** as well as the best in education and health services.

Located next to Menara PGRM and with the new MRT link also close by, you'll also have **easy access to the city centre**.

●●●●● MRT Line
●●●●● LRT Ampang Line



A NEW LANDMARK IN SOUTH KL

Parc 3's **distinctive design** will make it a **sought-after landmark** in South KL for years to come.

Its iconic and innovative architectural concept is **designed around three parks** within the building - hence Parc 3's name.

Parc 3's unique, wave-like building mimics the **streamlined form and movement of nature**.

Natural lattice structures - **inspired by foliage and treehouses** - will surround the Parc 3's garden and facilities.

Parc 3 has been designed around Eup's very own **Sustainability Plus** guidelines to make sure all its external and internal design features give residents the best in sustainable, community-friendly living.

Taman Pudu Ulu
Recreation Park

IMMERSE YOURSELF IN A GREEN HAVEN

We've designed Parc 3 so you have the best in **natural, green living** in the heart of the city.

Directly across the road from Parc 3 is Taman Pudu Ulu Recreation Park - 33 acres of green expanse that will become **your weekend and after hours playground**.

Three more parks have been masterplanned over five levels so you'll enjoy a **prestigious natural lifestyle** in the heart of the city.



Parc 3 will also conform to Eupe's very own **Sustainability Plus** guidelines, which have made us an award-winning leader in Malaysia for green, high-rise residential development.

The building is carefully designed with 'true ventilation' - a rarity in KL high rises - so the flow of clean, cool and healthy air is maximised in every unit.

This not only creates a more comfortable living environment but reduces energy bills for air conditioning.



Parc 3 - Atrium



Parc 3 - Moonlight Deck



Parc 3 - Glass Play Treehouse

AWARD-WINNING LANDSCAPE DESIGNERS

We've partnered with one of Malaysia's best landscape architects, MLA - behind award-winning landscape designs such as Banjaran Retreat in Ipoh and The Datai in Langkawi - to design an innovative series of parks and gardens within Parc 3 so you have the **very best in relaxation and recreation**.

Meandering through a jungle-inspired walkway takes you to the three parks which Parc 3 is inspired by and named after.

Central Park

on Levels 7A and 8 - a **podium level expanse of green** and an inviting hub for Parc 3's Olympic-sized pool and other recreational and family fun facilities.

Sky Park

on Levels 23 and 27 - beneath cavernous ceilings - complete with columns wrapped with creepers and canopies - there are cosy nooks and **places for rest and relaxation** as well as sharing relaxing times with family and friends.

Moonlight Deck

on Levels 45 and 46 - a secluded garden and observation deck with a **commanding 360-degree view of the city**. Have a picnic or gaze serenely at the sun or stars.

Suspended among it all are the two treehouses which house the main facilities and provide great views of the surrounding precinct.

Glass Play Treehouse

on Levels 7 and 8

Glass Dining Treehouse

on Level 25

PRESTIGE FACILITIES

BECAUSE YOU DESERVE THE BEST

At Eupe we aspire to **excellence in lifestyle design**.

So we offer **more of the five-star lifestyle facilities** and prestige amenities you deserve.

Parc 3 residents will enjoy **more than 40 first-class facilities** including:

- A **State-of-the-Art Business Centre** with fast internet connectivity and full office facilities to make your home a convenient place to work and study.
- A **Celebrity Kitchen** to cook for and entertain with friends and family in an intimate setting with great city views.
- A **Function Hall** to celebrate those special moments and events with all your family and friends.
- A **Floating Gym** with all the latest in fitness equipment and spaces.

Each of these **unmatched facilities** will be suspended in **glass pods** and encased within **treehouses**, giving you a sense of floating above the world.

Major facilities also include:

- A **50-metre Lap Pool** and **Wading Pool**.
- **5 levels of Landscaped Facilities** including an **Observation Deck for 360-degree city views**, open-air picnics and celestial gazing.

.... and Parking on Your Doorstep

Getting in and out of Parc 3 will be a breeze, with a spacious front entrance lobby and drop off.

There'll also be an additional ramp taking you directly to the 3rd floor where you can access the building's parking facilities.



Parc 3 - Wading Pool & 50m Lap Pool



Parc 3 - Lobby

AFFORDABLE LUXURY

PREMIUM STYLE DOESN'T HAVE TO COST THE EARTH

Parc 3 will not just offer an inviting, secure home designed around innovation, convenience and sustainability.

It's also a **focal point of prestige living** in South KL that is sure to impress your friends and family.

Thanks to Eupe's **Shared Value** philosophy, we're investing more in five-star design, fixtures and facilities to give every aspect of Parc 3 a sense of effortless chic and urban style.

The building's atrium has been designed with the **lobby of a five-star** hotel in mind.

We set aside **more green spaces** than other developments so you have all the space you need to enjoy everything Parc 3 has to offer.

Units are **more spacious** and come complete with **high-quality fixtures and finishings**.

Every suite is **priced for affordability** to make your new home a **great investment** as well as secure, smart and stylish place to live.



Parc 3 - Celebrity Kitchen



SHOW GALLERY NOW OPEN!

The Parc 3 show gallery highlights just why Parc 3 will be the **Best New Address in Cheras**.

Like the building itself, the gallery has been designed to be full of **stylish surprises, innovative lifestyle ideas and chic design options**.

The gallery has two show units.

The first is a 2 bedroom + 2 bathroom unit designed especially for a young family's needs.

It's designed around an **open living concept**, perfect for family bonding.

Both bedrooms fit double beds to provide for **growing families**.

The show unit design combines French with Asian influences with marbled walls, mirrors and some gilded pieces.

The play of colour aims to show homeowners their many options in doing up the unit which has a **very practical layout** and is easy to design for.

The second display unit is a very practical 3 bedroom + 2 bathroom for a family who wants more space.





All bedrooms in this unit type also fit double beds to allow for **larger families or guests**.

The kitchen layout allows it to be closed off via glass panels in the future should homeowners favour heavy cooking in an **enclosed kitchen**.

The interior design is all about traditional Chinese colours and furniture.

The show gallery is on the Parc 3 project site opposite Taman Pudu Ulu Recreation Park

**GPS Coordinates:
3.121185 N, 101.730271 E**

For an appointment, call +6017-275 7188 or just drop by. Show Gallery hours are 10am-6pm.



MEET THE TOP DESIGNERS BEHIND PARC 3

Eupe has enlisted some of Malaysia's best property designers to make sure Parc 3 offers buyers a ground-breaking architectural and lifestyle concept.

Each of the three key Parc 3 designers - interior design, landscaping and architectural - share their inspiration and ideas behind their innovative designs for the project.



Parc 3 - Aerial Night View

— Interior Design —

Butter Paper Sdn Bhd is part of a quadrant of design companies with a simple design philosophy - *Creating Value, Delivering Delightful Designs*. It has worked on numerous residential developments with clients including Desa Park City, Berjaya Land, Tropicana, Gamuda Land and TA Global.

What did you aim to achieve with the style and feel of the interior design of Parc 3?

The name Parc 3 itself sets the tone for the entire development. We designed to add to and deepen that experience of elevated living amongst three suspended 'parks', or green lungs. Owners are invited to experience walking into refreshing green panoramas, with a twist or quirkiness and an element of surprise.

What were the key inspirations you used to develop the design?

Our interiors create a dreamlike, almost fantasy environment, best described as a meeting with Alice-in-Wonderland in an Avatar landscape. We refer to our interiors as "bringing the garden in" - where the focus is upon weaving together natural landscapes with architecture.

Our lobby designs, particularly with Parc 3, have a strong emphasis on floral and fauna elements such as seating

which we've aimed to liken to leaves and flowers; tables to seedpods; lighting to winged seeds; carpets to grass; and so on.

Likewise, with Parc 3's Celebrity Kitchen our design aim has been to tingle the senses with a grandeur dining setting evoking an enclosed 'garden-in-the-sky' experience while the SkyClub embodies the Live-Work-Play retreat concept, insulated from the busyness of bustling city life.

What feelings or responses do you want the design to evoke from residents?

In all our designed environments, '*Creating Value, Delivering Delightful Designs*' for every home owner is not only our focus but our passion. We hope to evoke delight and bring out a sense of fun and fantasy for every resident who experiences our interior designs.



EDWIN LIM
DIRECTOR,
ButterPaper

Landscape Design

MLA is a highly-regarded, multi award-winning landscape designer behind recognised landscaping projects such as The Datai in Langkawi, Banjaran Spa & Hotspots Retreat in Ipoh and The Club Saujana Resort in Selangor.

What were your key objectives for Parc 3's landscape design?

Landscaping combines elements of art and science to create a functional and aesthetically balanced and pleasing extension of indoor living to the outdoors. Our key objective for Parc 3's landscape design has been to blend the man-made built form and technology of the building into the natural surroundings.

To achieve this objective, we drew upon a wide range of design principles and artistic elements to create many naturally-inspired spaces and opportunities for social interaction within a safe environment. We also wanted to provide strong visual and functional links with each landscape area as well as - most importantly - create and design landscape amenities that people will use and gain a lot of benefit from.

Are there specific influences or concepts that have played an important role in how you've approached the design?

When planning any landscape, it's important to know how it will be used. Our initial concept starts with the decision on how you want people to see and use a space. Every

design decision stems from this fundamental idea. Planning also needs to consider the full space available as well as the existing landscape elements that are part of location and architectural design of the building, such as slopes, drainage and climate.

The landscaping and green spaces in Parc 3 are extensive with lots of different features, but what is your favourite part of the landscape design you've created (or the aspect you enjoyed designing most)?

Parc 3 has been designed with different landscape features based on different types of users. All the landscape features have been created for Parc 3 with the express purpose of adding value and enjoyment to the lives of residents. Each landscape area in Parc 3 has its own distinctive characteristics and concepts that will seek to create an aesthetically pleasing, functional, and sustainable environment.

For example, the Ground Floor landscape design provides a "Sense of Arrival" with special driveway finishes to showcase the main entrance and a vertical wall to represent a flow of greenery to the building.



MICHAEL LIP
PRINCIPAL,
Malik Lip and
Associates (MLA)



VIKKI PICHAY
ASSOCIATE,
Malik Lip and
Associates (MLA)

Level 23 has been designed with young residents in mind, providing them with inspirational spaces for studying, meeting and exchanging ideas with friends.

Level 45/46 offers outdoor spaces and amenities that aim to 'awaken' the senses - an essential part and objective of Parc 3's overall landscape concept and design.

— Architecture —

NKWA is one of KL's leading consultant architects whose portfolio includes the 60-storey Banyan Tree Signature Pavilion, adjacent to KL's premier luxury shopping mall, as well as iconic commercial and retail developments such as Lot 321 and Fahrenheit 88.

What is so distinctive about Parc 3's architectural design?

The beautiful Pudu Ulu Park and greenery in all its splendour across the road from Parc 3 sparked the idea of continuing this park and the greenery up to a visual peak on the building and in this way, create a unique natural physical and visual link connecting to the skies above. Hence the 3 Parks in the Sky concept at the heart of the project's design was created.

The Central Park podium - a natural four-storey high landscape terrace - forms the base to the building and presents the image of a natural, small hill which mirrors the greenery of the park across the road.

The Mid-Levels Park provides the transition for rest and respite, replenishing nutrition for body and soul amongst lush landscape. The Moonlight Park is set at the pinnacle of the building to give residents the sense of reaching to touch the skies.

What response or feelings do you want the design to evoke in people who see Parc 3 as well as the residents who will live there?

We wanted the three parks concept and architectural design to evoke a strong sense and feeling of nature-inspired green living within a busy city.

Central Park with its green terraces introduces an exciting interplay of a cascading stream and viewing platforms. As residents traverse the verdant greenery and ferns, we want them to experience a natural microclimate which reminds them of a rainforest.

The central atrium is sculptured to draw the wind and cross ventilation up throughout the entire facility, spreading the relaxing sounds of natural stream, wind and streaks of sunlight.

The Moonlight Park provides the ultimate sense of exhilaration on the pinnacle of the building, providing an open-to-sky experience for residents as well as priceless views of the KLCC Twin Tower skyline and KL city horizon.

How might you summarise the design of Parc 3 compared to similar residential developments in KL?

Ultimately, Parc 3 stands apart from other projects because



WAI KEONG NG
PRINCIPAL DIRECTOR,
NKWA Architects

we've designed it to be a soulful place that lives and breathes nature - a special, unique visual and physical connection to a beautiful green park close to the heart of Kuala Lumpur.

The design layout and sophisticated façade of the building provides a positive and innovative contrast from the traditional apartment block façade with its extreme high density and standard cubicle design.



SETTING NEW DIRECTIONS IN PROPERTY DEVELOPMENT

Building strong communities and creating homes and lifestyles that are green-friendly are cherished, common goals for everyone.

As a property developer which has built more than 22,000 homes over the past 30 years, Eupe takes this objective seriously.

From our first township development in 1986, we have a proud history of community building. As the first Malaysian property developer to be accredited with the globally-prestigious LEED green building design award in 2012, we have always sought to set innovative new standards in eco-friendly building.

But as we expand our operations and continue to grow and diversify our property development offering, we recognise that we need to set innovative, new directions in sustainability.

WHAT IS SUSTAINABILITY?

Sustainability is a **new way of doing and thinking about business** in today's world.

It means business not only investing in and creating jobs and economic prosperity but also:

- Playing a **strong and positive role** in helping to address environmental and social issues.
- Being **trusted leaders in building healthy, resilient communities** by investing in environmental, education and community programs.
- Focusing on **long-term benefits for the community**, not just short-term profits for the company.

SUSTAINABILITY PLUS 2017

In 2015, we released the first version of **Sustainability Plus**.

It set out clear principles and frameworks that have been guiding our sustainability thinking and practice as we planned and developed our property products over the past two years.

Now we've updated and released **Sustainability Plus 2017** for two reasons.

First, our sustainability thinking continues to evolve as we expand our footprint into Malaysia's capital and develop new building and design concepts.

Second, we want to demonstrate in this update that what we talk about in terms of our sustainability goals and objectives are being directly translated into action.

That is why, in the second edition of **Sustainability Plus**, we show how we are continuing to connect our leading-edge

thinking on eco-design directly into the design, planning and construction of our latest projects.

Sustainability Plus 2017 is organised around two main principles - **Sustainable Eco-Design** and **Building Strong Communities**.

Both principals have frameworks that guide us in ensuring Eupe's sustainability efforts are practical, focused and consistent.

For a full copy of **Sustainability Plus 2017**, please visit the Eupe website's Sustainability Section at www.eupe.com.my



EUPE AND SHARED VALUE

At the core of Eupe's **Sustainability Plus** philosophy and practice is what we call **Shared Value**.

Shared Value means us taking less so we can **give our buyers more** through better sustainable design, features and facilities.

With this approach, we not only create long-term value for our buyers. **Shared Value** also means creating sustainability benefits for **the wider community**.

Sustainable Eco-design

Eupe's four eco-design frameworks of ***Sustainability Plus*** have been chosen because they offer **strong, practical benefits for residents and the wider community** when translated into the design and planning of our projects.

HEALTHY AIR



Designing our Building to Harness **Natural Air Flows** to Create a Healthy, Comfortable Living Environment

ICONIC DESIGN



Creating **Inspiring Skylines** through Architectural and Design Innovation

GREEN COMMUNITY



Linking Nature with the Community through **More Gardens and Green Spaces**

SMART CONNECTIVITY



Harnessing the Internet to Create and **Connect Vibrant Communities**

Example 1

HEALTHY AIR

Our buildings breathe for healthy living

Designing buildings that 'breathe' so our residents can enjoy a healthier and more natural lifestyle is a key part of Eupe's **Sustainability Plus** eco-design approach.

Eupe's 'Buildings that Breathe' concept is simple - our high-rise residential buildings are architecturally designed to harness the intake of natural fresh air into the building.



Example 2

GREEN COMMUNITY

Home with parks and gardens

Astana Park Homes, which is being developed in Eupe's home town of Sungai Petani, has been masterplanned around the concept of 'houses inside parks'.

This means the spacious parks that are part of the development have been designed to flow directly into the gardens and living spaces of Astana's approximately 1,000 homes.

The development's focus on parks also maximises safety and security as there is no vehicle access into the parks and no road to cross to get there.



Building Strong Communities

Eupe's two frameworks that guide us in **targeting our investment and support** to build stronger communities are:

PLANET EUPE CULTURAL EVENTS



Sponsoring and investing in **cultural events** that promote and encourage shared community experiences

BUILDING HOPE PROGRAM



Sponsoring and investing in **worthy community groups** that provide support to those who are disadvantaged as well as providing direct assistance to those in need

Example 3

PLANET EUPE CULTURAL EVENTS

Planet Eupe Music Fest 2014

On 1 March 2014, Eupe staged one of the **biggest entertainment and cultural events** ever held in northern Malaysia.

The Planet Eupe Music Fest, held at Eupe's The Carnivall water park in Sungai Petani showcased some of the **biggest and best music Asia**.

These included one of Asia's most popular entertainers, Wang Lee Hom, Taiwanese electro-pop sensation, Jeannie Hsieh, Malaysia's biggest international star Yuna, as well as acclaimed Korean boy band U-KISS.

Eupe organised and hosted the Fest, to show the world that Kedah, which is often by passed by major events, could successfully host a **world-class entertainment event**.

The Fest was also a way for the company to say 'thank you' to the Kedah people for **their support of the company** throughout its 27 years of operation.

More than **12,000 people attended the six-hour Fest**.



Example 4

BUILDING HOPE PROGRAM

Building Hope Charity Fair

The Building Hope Charity Fair was organised by Eupe staff in December 2014 and **raised over RM50,000** through family fun activities, foods and drink stalls and other fund-raising events and activities.

Organisations that received **proceeds from the Fair** included an orphanage, an elderly people's home, a local school and a group providing dialysis services.

All provide **important community services** in Sungai Petani, Eupe's home town.



Building Hope Charity Fair logo

CONNECTING COMMUNITIES, NATURALLY

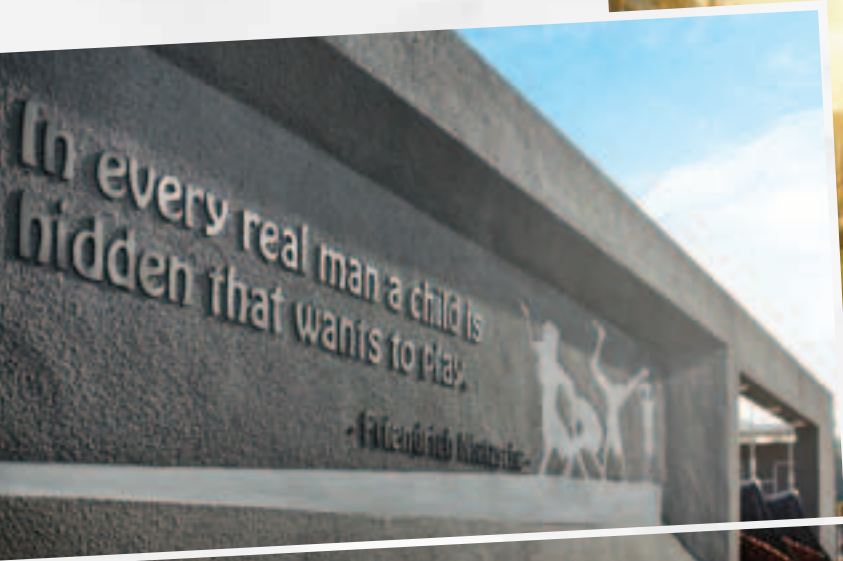
Cinta Sayang Resort Villas is an up-scale residential development of around 200 homes in Sungai Petani.

Integral to Eupe's masterplanning and design of the project are verdant open spaces and gardens that merge nature with community.

In addition to a linear park that lines one edge of the development, the homes share a central park that encourages families - young and old alike - to come together.

CINTA | SAYANG
resortvillas





Shelters for outdoor events or taichi classes, play equipment for the young, and outdoor gyms for the mature aim to build not only family but community ties, in line with Eupe's vision on sustainability.

At the centre of the development is a richly landscaped park that encourages people to step out of their homes and to reconnect, not just with nature but with neighbours, friends and family in a world that is becoming increasingly virtual.

The park's theme and inspiration is inscribed on one of the park's walls:

"In every real man, a child is hidden that wants to play"



EUPE'S WEBSITE HAS A BRAND NEW FACE



Eupe has a **new corporate website!**

We've spent the past few months revamping our website to give it a **bolder corporate design and look** to match Eupe's vision and expansion plans.

Changes and updates include:

1

easier site navigation to get you to the information you're looking for faster.

2

making it **more mobile friendly**.

3

adding a **new 'career opportunity' page** so if you want to join a company that's going places, our website offers one more way of contacting us.

4

we've also added **more details about our sustainability approach** - how each of our property projects is designed to give buyers more sustainability value and benefits with eco-friendly design and more natural, comfortable lifestyles.

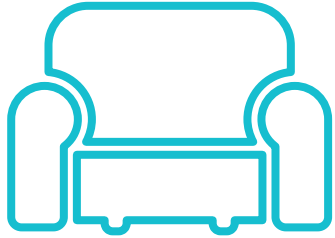
5

convenient links to Eupe's social media pages, including Facebook, Twitter and Instagram.



Eupe's URL remains
www.eupe.com.my

OUR MOST POPULAR SOCIAL MEDIA POSTS



Interior, Décor and Design

Tips to cut noise and enjoy more peace and quiet in open layouts.

<http://www.digsdigs.com/how-to-reduce-noise-open-layouts/>

Unique folding shelves ideas innovatively combine space and style.

<http://icreated.com/2015/06/folding-shelves-lake-wells.html/>

Smart space saving interior designs from New York for small apartment.

<http://www.digsdigs.com/functional-minimalist-apartment/>

Here are some great design ideas for double height living rooms.

<http://www.home-designing.com/high-ceiling-double-height-living-rooms-pictures-ideas>

Awesome desk ideas that every kid will fall in love with (and want to study even harder!).

<http://www.digsdigs.com/kids-desk-ideas/>



Sustainability

Sustainable treehouse built from reclaimed timber, offers beautiful vistas of surrounding nature.

<http://inhabitat.com/dreamy-treehouse-hidden-by-woodstock-offers-magnificent-catskills-views/>

This is officially the largest vertical garden in the world, complete with 85,000 hanging plants.

<http://inhabitat.com/the-worlds-largest-vertical-garden-blooms-with-85000-plants-in-the-heart-of-bogota/>

Amazing green roof house floats above the Malaysian rainforest.

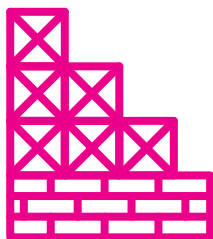
<http://inhabitat.com/green-roofed-cantilever-house-floats-above-the-malaysian-rainforest/>

How reclaimed wood walls can add classic warmth and texture to your home.

<http://www.designrulz.com/design/2017/04/reclaimed-wood-wall/>

This amazing building exterior is wrapped in solar panels and rotates to follow the sun.

<http://inhabitat.com/giant-glass-orb-in-paris-is-wrapped-with-a-rotating-solar-sail-that-follows-the-sun/>



Architecture and Design

A glittering glass tower rises in Beijing, inspired by Chinese paper lanterns.

<http://inhabitat.com/soms-diagrid-glass-tower-rises-like-a-chinese-paper-lantern-in-beijing/>

This amazing building exterior is wrapped in solar panels and rotates to follow the sun.

<http://inhabitat.com/giant-glass-orb-in-paris-is-wrapped-with-a-rotating-solar-sail-that-follows-the-sun/>

This incredible design will make you think this house is about to fall from the sky.

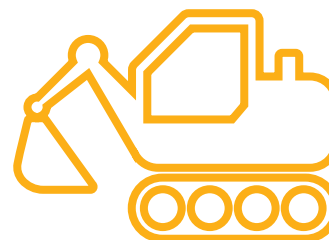
<http://icreated.com/2014/05/do-ho-suh-the-rising-of-the-fallen-star.html/>

Check out this creative treehouse design made of four cylindrical towers.

<http://www.digsdigs.com/unique-treehouse-residence/>

See how this convertible apartment recreates the concept of space.

<http://icreated.com/2016/01/yo-home-convertible-apartment.html/>



Eupe News

COMING SOON TO CHERAS! - premium location + affordable luxury + iconic design. Contact 03 - 2202 2200 to register your interest for an exclusive preview of the BEST NEW ADDRESS IN CHERAS or visit www.parc3.com.my/ for more details.

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The latest edition of The Edge Property highlights the impending release of Eupe's second premium project in KL - Parc 3 in Cheras. Full details of this exciting project will be released mid-year. Be one of the first to register your interest in Parc 3 by contacting 603 2202 2200.

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EUPE PEOPLE

MEET THE PEOPLE BEHIND THE EUPE NAME

PAUL CHANG

DIRECTOR,
STRATEGIC PROJECTS
AND CHIEF ARCHITECT
Eupe Corporation Berhad

What is your background?

I am an Architect by training. I won a scholarship from the Housing & Development Board (HDB) in Singapore to attend National University of Singapore and graduated from there with honours in Architecture and distinction in Design.

What are some of the major, high-profile projects you've worked on in your previous roles?

My experience is wide and varied. I have worked in both the public and private sector, in a consultancy firm as well as in-house within a major property developer firm, across different countries. Some of the major, notable projects I have been directly involved in are:

- Clementi Town Center, Singapore - a mixed-use redevelopment project and the first TOD model for HDB town centres.
- The Light, Penang, Malaysia - masterplanning of an integrated, mixed-used waterfront city.
- Singapore Pavilion at EXPO 2005, Aichi, Japan - a competition winning design.
- Keppel Cove, Zhongshan, China - an integrated residential/marina lifestyle development in the Pearl River Delta.

What is your role at Eupe?

I have a couple of key roles. As Chief Architect, I have overall responsibility for the design of all Eupe's property projects. As the Director of Strategic Projects, my major responsibility is to introduce and incorporate into the organisation best practices in property planning and development from around the Asian region and spearhead new enterprises to support Eupe's sustainable growth.

Currently we are working on transforming Eupe's Northern team into what we are calling the Integrated Township Development Division as well as re-engineering Eupe's commercial development operations.

What is your design philosophy?

Working in HDB for more than 7 years significantly shaped my thinking about architecture and the building environment. There I began to see that there is not enough thinking and research into designing buildings to suit the conditions of high-density tropical cities and how this impacts negatively on lifestyles and cities generally. I have a strong commitment to find innovative architectural and design solutions that tackle the specific challenges of these cities, like Kuala Lumpur, so residents and the community can live more comfortable lives and more sustainable lifestyles.

Eupe's commitment is to make 'iconic design' a key feature and selling point of all its KL projects. Why is this important?

'Iconic design' is itself not the goal but the outcome of Eupe's property development philosophy that we call **Sustainability Plus**. With every project, we do our utmost to design it to suit the location site, the residents we see living there, the community we want to create, and the residential and natural environment we want to shape. As a result, our developments are very unique and distinctive, and therefore "iconic". So in a real sense, the notion of 'iconic design' is central to Eupe's projects because it represents our commitment to build for better living, better communities and a better environment.

How has 'iconic design' been worked into the concept, planning and design of Parc 3 development?

With Parc 3 we wanted to achieve a number of architectural design goals which, combined, results in what we believe to be an 'iconic' living environment. We wanted Parc 3 to have the maximum frontage to the 33-acre park across the road; we want to bring the greenery of the park into the building; we want to have a building that is cooled and ventilated naturally; we want the exterior façade to be strong and bold, we wanted to create a vibrant, dynamic community within a 5-star living environment - all this at an affordable price for buyers.

When you see the building's design, you will see how we have incorporated all these requirements - and more - into Parc 3 which we believe is quite unlike any other in Cheras and surrounding areas. Thus why we believe it's 'iconic'.

How is Eupe's third KL project shaping up from a design perspective?

With each of our projects, we aim to create something even better than the last. Our third KL project which is in Seputeh is in the advanced stages of design. I can't reveal much at the moment except to say we think we have taken another big step while incorporating all the major design innovations we've used in our past projects.

Parc 3

KL SOUTH

parc3.com.my

Introducing Parc 3, a ground-breaking residential project in South KL that blends **luxury and natural living**.

The **spacious layouts, iconic architecture and deluxe facilities** will make Parc 3 the **best new address** in Cheras.

Parc 3 will also boast **uninterrupted views** to the heart of KL as well as vistas of the 33 acre Taman Pudu Ulu public park just across the road.

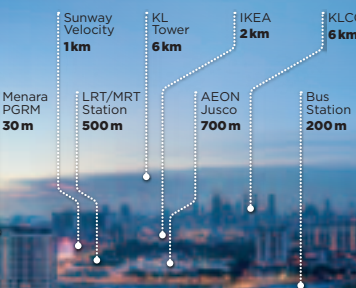
Suites have been **designed for every lifestyle preference** - from small to large families, as well as singles and couples who want it all at an **affordable price**.

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Celebrity Kitchen

**Sales Gallery now open
10am-6pm daily**

For early selection at preview prices



**Taman Pudu Ulu Park
20m**

Aerial View



Moonlight Deck



Atrium



Lobby

GREAT
LOCATION

ICONIC
DESIGN

PRESTIGE
FACILITIES

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TITIAN SAMA SDN BHD



Parc 3 Location :



Parc 3 Sales Gallery

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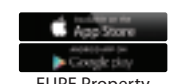
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Developer's license no: 19122-1/08-2019/0660(L) • Validity: 29/8/2017 - 28/8/2019 • Advertising & Sales Permit no: 19122-1/08-2019/0660 (P) • Validity: 29/8/2017 - 28/8/2019 • Approving authority: Dewan Bandaraya Kuala Lumpur • Ref no: (18) DLM, BP 52 OSC 2017 0881 • Land tenure: Leasehold (until year 2114) • Total units: 793 units • Serviced Apartments • Built-up: 5926' - 1470sf • Expected date of completion: September 2021 • Land Encumbrances: CIMB Bank • Selling Price: RM446,000 - RM1,122,000 • 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

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