

Property TRUST

NEW DIGITAL LIFE

Eupe's gateway to 21st century living

Also in this edition:

Eupe's helping hand to special kids

Astana Parkhomes
- merging community with nature

Eupe sponsors big community event at this year's George Town Festival



Welcome Message From The

MANAGING DIRECTOR

At Eupe, we've always strived
to be ahead of change.

As a property developer with a reputation for innovation and style we believe it's very important to give our customers the latest and best in lifestyle features.

That's why over the past year, Eupe has been developing a new app that will achieve all these things, and more, for our customers.

Eupe's *New Digital Life* app will connect our residents with a whole range of information and services.

And it's all aimed to make their lives more convenient.

The app is featured in the pages of this edition of Property Trust.



DATO'
BEH HUCK LEE

MANAGING DIRECTOR
Eupe Corporation Berhad

Our New Digital Life app will be first introduced as an exciting lifestyle feature for Novum, our major residential development planned for Bangsar South, one of Kuala Lumpur's premium suburbs.

Novum residents will be able to download the app directly onto their mobile phone or tablet to get special access to a range of services and conveniences.

These include the ability to pay their utility bills, report a maintenance problem, book Novum's range of lifestyle facilities as well as information and links to help residents plan their lifestyle.

Every aspect of the app will have built-in digital security, giving residents peace of mind when they use it.

We aim to make the *New Digital Life* app a central part of all our future property developments.

That's because new technologies will keep emerging at a faster and faster rate to give us more control over our lives, and make sure our lifestyles are more convenient and more fun.

It is estimated that by 2020, there will be 25 billion devices around the world connected directly to the internet.

That means not only our personal computers and mobile phones sharing information through the internet to make life more convenient.

It will also mean the operation of everyday devices such as our household appliances, security systems and even our cars will be linked directly to our phones and computers.

This creates amazing new opportunities for people who want to make life easier to manage.

So Eupe's *New Digital Life* app will continuously change and evolve with the times.

This will make sure that we at Eupe - and our customers - remain at the cutting edge of property and lifestyle development.



WEAVING IT ALL TOGETHER

- Security, Space and
Convenience for Families

THE WEAVE
Cheras · Kuala Lumpur



A key reason why people buy condos is the security and privacy they offer.

But buyers often have to sacrifice space to achieve both.

The Weave - Eupe's ground-breaking project in Cheras - has been designed to feel like a home, albeit one in the sky, with spacious layouts and facilities aimed to bring families together.

With families in mind, The Weave's condominiums have a minimum of two bedrooms and one study.

Dual key units - which refer literally to 'two keys' - are also a feature of what's on offer at The Weave.

Each dual key unit has a two bedroom unit connected to a studio, but with separate entrances.





THE WEAVE

This ground-breaking residential project is a weaving together of space and security, of family and community that will raise the bar on modern living.

The Weave has been designed to feel like a home with spacious layouts and facilities aimed to bring families together.

This makes them ideal for extended families who want to live together while maintaining their privacy.

With separate kitchens, these units cater to multi-generation living, or the option of renting a unit out while residing in the other.

Facilities at The Weave have also been designed to ensure that precious family time is spent together.

The Weave has been carefully planned so that facilities and activities which cater to different age groups are laid out on the same floor.

The 40ft high openings on the 14th and 25th floors where the facilities areas will be based are designed to be havens in the sky - of gardens and lounges, and of pools and gyms; for families and the community to get together.

The Weave is designed to be an iconic structure for Cheras - a weaving together of space and security, of family and community that will raise the bar on modern living.

For sales inquiries, please contact:
Brendon Low • 012-646 8861
Danniel Tan • 012-423 6662

FRIENDS OF EUPE

A PASSION FOR LANDSCAPE & DESIGN

Friends of Eupe highlights the work and ideas of the many talented people who collaborate with Eupe to achieve its goals and objectives. For our first Friends of Eupe article, we are very pleased to highlight the work of Mr Phua Chin Eng. Phua has been advising Eupe on landscape design for its residential projects for more than 15 years. Phua is recognised as one of Malaysia's top landscape architects. Landart, Phua's Penang-based firm of which he is the Founder and Director, is one of the leaders in its field in both Malaysia and South East Asia.

1. How has landscaping and landscape design changed over the past 10 to 15 years?

The biggest overall change is that people are demanding more in the way of innovative outdoor spaces and what they offer in terms of improving residential style and standards. In terms of concepts, landscape design 15 years ago was mainly based on what is called the Balinese concept. The gardens are filled with many plants, resembling a jungle. The evolution of the landscape design industry has slowly changed since that time to the more modern tropical garden settings of today. This type of concept focuses more on the practicality and functionality of the design as well as keeping it as low maintenance as possible.

2. What's the most challenging landscape project, or type of project, you've worked on?

I would say projects located on hilly slopes are the most challenging. The challenge is balancing all the many considerations that come with this sort of terrain, such as the preservation of the existing treescape and using the landform to the best advantage.

One of the most challenging but satisfying projects I've worked on recently is Alila. Alila is a gated and guarded residential development located in Jalan Lembah Permai,



MR PHUA CHIN ENG
DIRECTOR OF LANDART

Tanjung Bungah. The development site sits on a hill slope surrounded by tropical forest with great views overlooking the sea. So we chose a tropical landscaping design concept with our main aim to bring back all the flora and fauna which we, unfortunately, had to displace during the initial stage of the development.

With extra effort and careful planning, we managed to create an environment which attracted the birds, butterflies and dragonflies back to the area. Further, we incorporated and made use of a lot of existing natural materials from the site in our design. For example, we made use of the blasted granite that was there naturally and used it as the central feature of the walls and steps.

3. What are the most inspiring landscaping projects you've seen? Why have they inspired you?

The most inspiring landscaping projects I have seen are the works by Geoffrey Bawa in Sri Lanka, namely the Triton Hotel and Bentota Beach Hotel. Geoffrey is both an architect and a landscape architect. He manages to blend effortlessly interior with exterior spaces, creating a very harmonious design where the landscape humbly complements the architecture without overshadowing the latter. In turn, the building itself shows respect to the landscape by not overpowering its design.

He designs buildings that reflect the culture around it and captures the unique spirit of place.

4. You've worked on many projects here and overseas.

How do you approach distinctive landscaping 'styles' in various countries?

We have been involved in projects in Malaysia, Indonesia, Dubai and Vietnam. Basically our approach to landscape design does not differ a great deal from place to place. No matter where the project site is, we always study in detail the local culture, the natural landscape on the existing site, weather conditions, soil types and so on prior to designing the landscape. Our philosophy in landscape design is always to create a work of harmonious art which nurtures the relationship between nature and people.

5. Does Eupe have a different approach to landscaping ideas as opposed to most other developers?

Eupe's approach to landscaping places a large emphasis on creating green areas, or what I call 'big green lungs' within their developments. For instance, Eupe puts a lot of effort into creating comfortable landscaped spaces between the interior and exterior of its residences. We have had the opportunity to be involved in two of their projects, namely Astana Parkhomes

at Sungai Petani and Hillpark at Alma. With each of these two developments we carefully planned the landscaping to achieve lush open spaces combined with recreational facilities such as children's playgrounds, jogging paths and cycling tracks for the residents' leisure and enjoyment.

6. Do you have any tips for designing a garden? What could homebuyers do to create a conducive ambience in their gardens without spending a lot of money?

Firstly, for landed property owners, I would suggest they plant trees and shrubs directly in the ground instead of spending unnecessarily on pots. Second, home owners should plant low maintenance plants because these plants incur low maintenance cost. My third tip is to reuse the natural materials of the site wherever possible, such as natural stones or railway sleepers. These materials also require very low maintenance. Lastly, plant trees that are able to provide shade. Shady trees reduce the heat of the internal building and this keeps the use of air-conditioners low, as well as electricity bills!

NEW DIGITAL LIFE

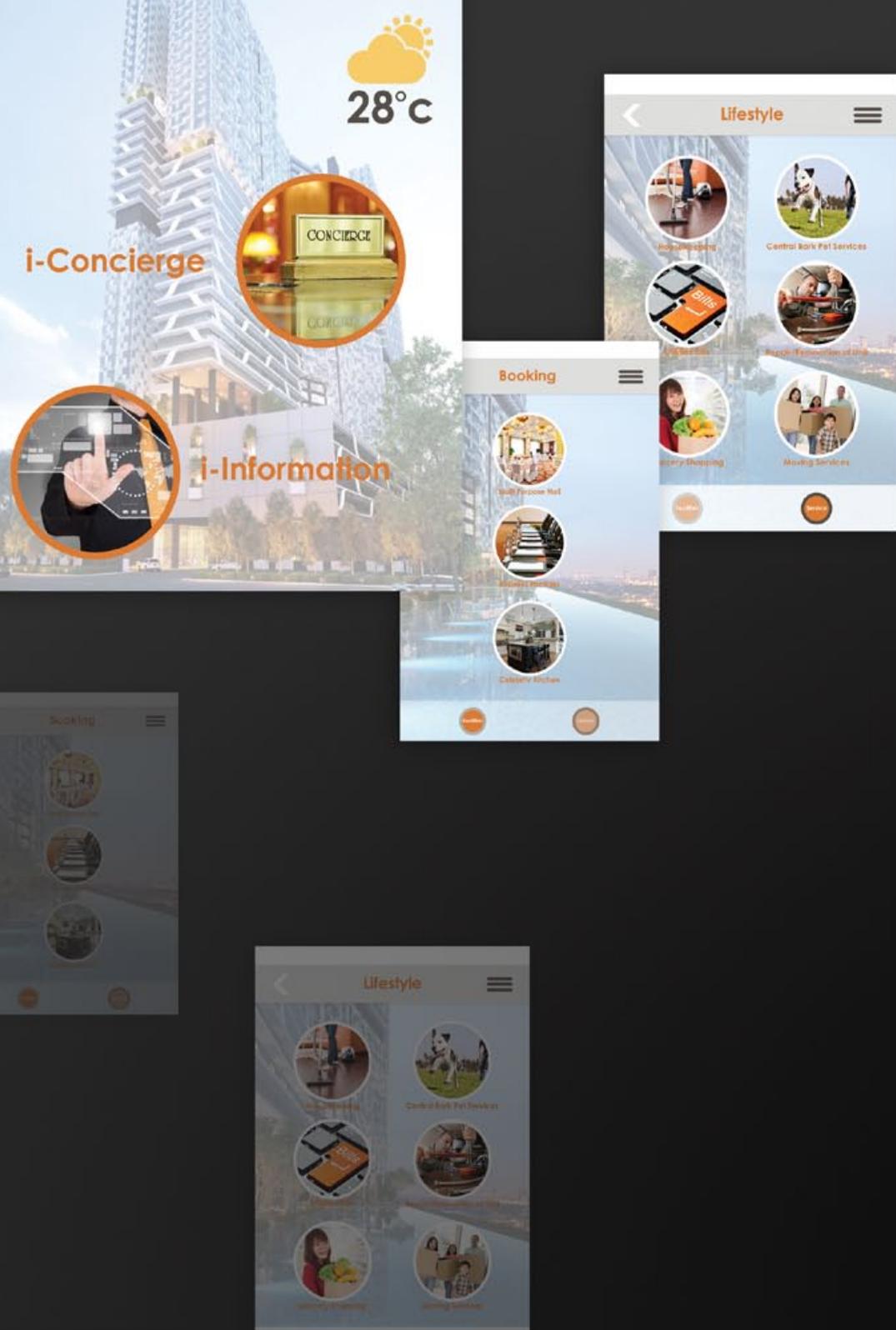
- Novum's very own lifestyle app
- Taking urban living to new levels of connectedness and convenience.



NOVUM
SOUTH BANGSAR

Eupe is blazing a new path in digital connectivity in Malaysia's property sector with the development of its *New Digital Life* app.

The app has been designed specifically to bring all life's conveniences to residents at Eupe's Novum development - through their own mobile phone or tablet.



Explaining the thinking behind the *New Digital Life* app, Eupe's Managing Director, Dato' Beh Huck Lee said the company was constantly seeking out the latest ideas that have made it a leader in innovation in the property sector.

"It made a lot of sense to us to design and develop this app", Dato' Beh said.

"Constant advances in technology means more and more lifestyle and other information is now online."

"More of our everyday devices are also being linked into the internet.

This makes it easier for people to use them remotely through their phones, giving us all more flexibility, control and convenience in our daily lives."

So when Novum residents download the New Digital Life app directly to their phones or tablets, it will be their own personal gateway to:

- Pay their utilities bills
- Book a local restaurant
- Book and pay for Novum facilities like the Celebrity Kitchen
- Order groceries for delivery
- Report any maintenance issue and have it fixed ASAP
- Find the quickest route through traffic to their destination
- Discover the latest lifestyle and local information to get the most out of their Novum experience

Dato' Beh said linking digital connectivity into the design of residential buildings - and particularly their lifestyle facilities and services - was the next big innovation in property development.

"As technology changes, so too will the app to make sure Novum residents get the best and most up-to-date level of digital connectivity", he said.

"There'll be new features and digital services to make living at Novum even easier and more hassle-free."

Novum's *New Digital Life* app is all about taking urban living to new levels of connectedness and convenience.

The *New Digital Life* app will be a feature of all future Eupe multi-story residential developments.

"We want the app to be a signature feature of all our major developments, keeping Eupe customers at the forefront of 21st century digital life and all its conveniences", Dato' Beh said.

EUPE SPONSORS ALL THINGS MALAYSIAN

At 2015 George Town Festival

Eupe will be a major sponsor of a key event at this year's George Town Festival (GTF) in Penang.

The GTF, held throughout the month of August, is one of the landmark events on Malaysia's art and cultural calendar.

As part of this year's Festival, Eupe is sponsoring the GTF's All Things Malaysian street festival on 30 August.

The full day event will focus squarely on the diversity and richness of both traditional and contemporary Malaysian life and culture.

All Things Malaysian will see some of George Town's most popular streets transformed into a major street festival of performers, hawkers and food vendors.

In the process it will showcase and celebrate the best of Malaysian art, design, fashion, food and street performance.

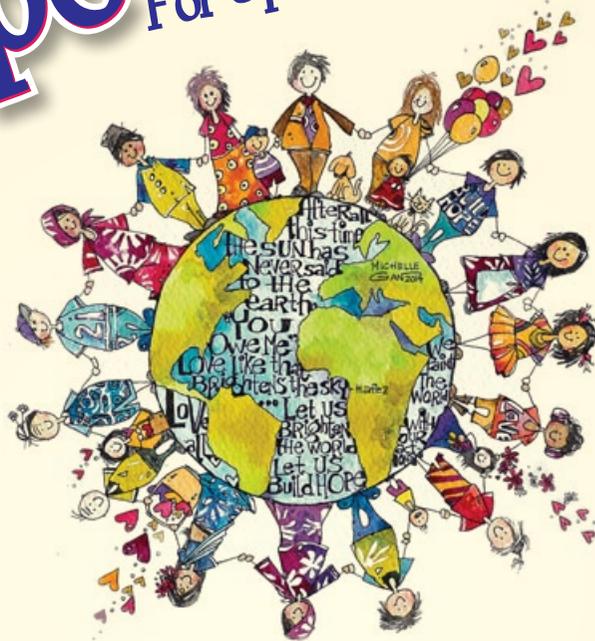
A similar community-based festival held as part of the GTF last year attracted more than 80,000 locals and tourists.

Eupe's major sponsorship of All Things Malaysian is part of the company's Planet Eupe cultural events program.

The program, which is part of Eupe's community sustainability strategy, involves the company investing in grass-roots cultural and music events to build stronger communities and encourage young Malaysian talent.

GEORGE TOWN FESTIVAL

Building Hope 与您同心 For Special Kids



The group plans to create a new workshop aimed at giving skills and training for teenagers with special needs.



Eupe staff meets special kids at Persatuan Bantuan Pendidikan Kanak-kanak Khas

Staff from Eupe, as well some of the company's building contractors, have come together to give a helping hand to a group dedicated to assisting special kids.

Persatuan Bantuan Pendidikan Kanak-kanak Khas - based in Eupe's home town of Sungai Petani - assists children with autism, Down Syndrome, ADHD as well as those with learning and speech difficulties.

Eupe organised five of its contractors to carry out much-needed repairs to the group's premises.

The contractors who donated their time free of charge to make the repairs included Chin Boon Kien, Konie Enterprise, Khoo Kai Tong, CPL Construction and Heong Hong Enterprise.

Eupe also donated cash, stationery as well as a refurbished computer to the community group.

Persatuan Bantuan Pendidikan Kanak-Kanak Khas representative Mrs Ooi said Eupe's support and that of its contractors, was very welcome and appreciated.

"We run on a lean budget to do as much as we can for the children we care for, so we need every bit of support from the community", she said.

With more parents approaching the group for special needs assistance for their children, Persatuan Bantuan Pendidikan Kanak-Kanak Khas is planning to expand its facilities.

It plans to create a new workshop aimed at giving skills and training for teenagers with special needs.

It is also planning to create spaces that provide physical and mental relaxation activities for special kids and teenagers.



"This is an important step in helping special kids create a future life."

"With these new facilities, we want to give them their own skills to work and become more self-reliant", Mrs Ooi said.

"This is an important step in helping them create a future life.

But we need assistance from the community to make it happen, particularly from other groups and individuals who can donate money or their time to help us."

Eupe's contribution to Persatuan Bantuan Pendidikan Kanak-Kanak Khas is part of the company's Building Hope community support program.

The Building Hope program supports or invests in community groups and worthy causes to build stronger, more caring communities.



If you wish to donate or assist the group in any way, please contact them on 04 - 425 5423

OUR MOST POPULAR SOCIAL MEDIA POSTS

Sustainability

Six inspiring ideas to revamp your office design and become more eco-friendly in the process!

<http://inhabitat.com/6-beautiful-and-eco-friendly-offices-we-would-love-to-work-in/>

House in a park or a park in a house? What do you think?

<http://interiorzine.com/2013/12/09/park-house/>

Unusual guest house in an amazing natural location.

<http://interiorzine.com/2015/05/04/unique-and-trendy-guest-house-pumphouse-point/>

JOIN US ON



Eupe News and Projects

Novum's website is now officially launched! To find out more about the Novum project - another inspiring residential development by Eupe - visit www.novum.com.my

The latest edition of Eupe's own magazine - Property Trust - is now ready for download! Please visit our website for more information.

<http://Eupe.com.my/media/magazine/#>



Architecture and Design

Are these buildings real? (This is what happens when your imagination inspires you)

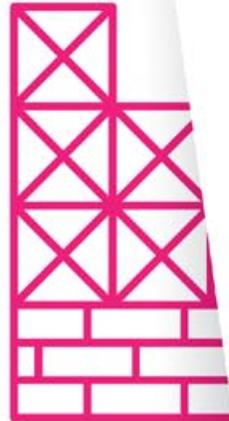
<http://www.architecturendesign.net/playing-with-architecture-in-munich/>

No idea what to do with your courtyard? Here are some smart tips that are sure to inspire you!

<http://www.designrulz.com/design/2015/02/ideas-of-how-to-transform-your-garden-into-a-paradise/>

Some very 'concrete' ideas that combine style and hardiness for your garden walls and borders

<http://www.houzz.com/ideabooks/47155072/list/garden-walls-strength-and-style-define-concrete-garden-walls>



Interior and Decor

Here's an inspiring example from the beautiful island of Crete on how to make a home breezy and colourful.

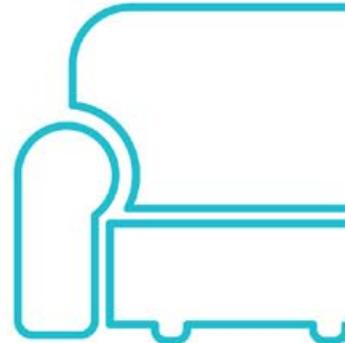
<http://freshome.com/2014/12/29/breezy-and-colorful-house-in-crete-inspired-by-seasonal-changes/>

Amazingly creative wall stickers to fill up those boring empty walls!

<http://www.impressiveinteriordesign.com/decorative-wall-stickers-for-your-houses-interiors/>

Some DIY tips to get the best out of old pallets.

<http://worldinsidepictures.com/20-smart-diy-ideas-to-reuse-old-pallets-into-trendy-home-decor/>



THE EUPE APP
IS NOW AVAILABLE AT THE APP STORE



HOMES WITH PARKS AS GARDENS

If there is a Eupe development that highlights its commitment to merging community with nature through innovative design, it is Astana Parkhomes.



The project, which is being developed in Eupe's home town of Sungai Petani, has been masterplanned around four precincts, with the entire development covering over 500 terraces and 500 semi-detached homes.

"Astana Parkhomes' main concept is to place houses inside parks", explained Datin Michelle Gan, Eupe's Corporate Manager of Design and Marketing.



"The whole project is designed around the concept of meandering parks, which flow from the gardens and living spaces of the homes.

Homeowners will step out from their very own backyards into parklands with jogging trails, seating areas and play equipment."

Datin Michelle said the layout has been carefully planned to foster community living and a real sense of 'neighbourhood'.

"Pockets of shelters and seating areas are scattered throughout the parks to encourage residents to get to know their neighbours", she said.



“Residents can organise taichi groups just outside their home, take walks together, or chat with all the neighbours.

As we planned the project, we visualised open areas for picnics, hammocks, and most importantly, children being encouraged to run and play outside, instead of merely at the console of their computer.”

A focus on a vibrant place for children to grow and play also influenced another of the development’s key design focus - maximising safety and security.

“All homes have only one frontage towards the road, unlike most conventional houses where entry can be via a back lane”, she said.

“This means children can play safely as there are no vehicle access into the parks and no road to cross to get there.

Parents will be able to keep an eye on their children within the confines of their homes.

Families can jog safely along jogging trails without having to worry about traffic.”

Datin Michelle said a single entrance into every precinct of the development also provided for better security and monitoring.

“Once within the precinct, the houses surround the parkland, thus minimising potential entry points.”

“The whole project has been designed to enhance and nurture community living”, she said.

The design of the houses themselves are keeping with the spacious, open feel of the development.

Each have been designed to be contemporary and spacious, with unique features such as oversized bathrooms, indoor patios, indoor gardens and living areas that blend with the natural surrounds.

“Our aim is that by integrating the parks and homes, we will improve the quality of life of the residents,

and bring back the joys of the community and the attraction of the outdoors.”

Eupe has completed part of the first precinct of Astana Parkhomes and will open the second precinct for sales later this year.

For sales inquiries, please contact:
Eupe’s sales office on
(04) 441 4888



EUPE PEOPLE

MEET THE PEOPLE BEHIND THE EUPE NAME

What does your role in purchasing involve?

I look after sourcing materials for our key projects, issuing purchasing orders, negotiating prices with suppliers and helping to make sure delivery of materials to our building site is on time - basically my role is about getting the best deal for the company and our buyers for all of the construction materials.



Ms Lee Ling Loo

PURCHASING ASSISTANT
MANAGER (KEDAH)
Eupe Corporation Berhad

How long have you been at Eupe?

I've been with the company for nearly 12 years in the same role. Previously I was in a purchasing position with a factory also in Sungai Petani so the step into Eupe was not a difficult one.

What's the biggest challenge you have in your job?

Trends and styles change very quickly in the property industry. So we need to follow the new trends and new designs. While we need to source the latest in materials and finishes, we also need to get the best price. Making sure we get the balance right between sourcing the latest and best materials that make our properties stand out, yet keep within budget is the most challenging part of the role.

The other big challenge is sourcing materials when there's an urgent deadline. We often get last-minute requests to source products to complete a project. And that often means asking suppliers to construct customised products and materials as quickly as possible, so it's all a juggling act!

How do you decide which products to buy?

Our designers give us general specifications for which materials and finishes we need to source. Then we'll go to our suppliers who will propose what might be the best product. Then we will work with our marketing and sales department to make sure that product or material is what our customers are looking for. It's an involved process but getting feedback all along the way means we get the best results in terms of what our buyers want but at a good price.

Eupe also builds a range of homes from affordable to high-end. So each type of project means sourcing different products. Affordability of materials is the key consideration when it comes to sourcing materials for our low-to-medium homes. With our high-end properties, we need to put more focus on more specific, brand-name materials and fixtures. That takes longer to source and involves more negotiation with suppliers to get the best product at the best price.

What's the hardest material to source?

Tiles! Suppliers have different ideas about what is good from a colour and texture point of view. So getting the best natural stone tiles for example is as not as easy as it sounds when people have many different ideas about the look and the style.

Does your job make you an expert when it comes to deciding on your own home improvements?

I have two young children so there's no time at the moment for home improvements!



THE WEAVE
Cheras · Kuala Lumpur



EUPE CORPORATION BERHAD (150839-X)
5th Floor, Wisma Ria, Taman Ria,
08000 Sungai Petani, Kedah Darul Aman, Malaysia.
T. +604-441 4888 F. +604-441 4714 / +604-425 1152