

MALAYSIA PROPERTY AWARDS SPECIAL

Special Advertising Section

Infinity Condominium lives up to its name

AS YOU enter your condominium, you are greeted with an infinite vista of the sea from your floor-to-ceiling high-glass door. This visual experience awaits the unit owner in the aptly named Infinity Beachfront Condominium at Jalan Tanjung Bungah in Penang.

The carefully thought-out “infinity” theme—which includes an infinity-edged pool—is what Hunza Properties Bhd. has planned for at the outset when constructing the luxury 255 million ringgit (US\$80 million) development in 2007.

By taking time to design a project with a specific objective in mind, Hunza has, through its subsidiary Diamaward (M) Sdn. Bhd., developed the condominium, created distinctive features that set it apart from other such developments.

Infinity Beachfront Condominium won the Malaysia Property Award 2011 in the Residential High-Rise Category.

Dato’ Khor Teng Tong, Hunza’s executive chairman, says the luxury condo was conceptualized with practicality in mind; functional and simple, yet elegant.

“Hunza feels proud of this achievement. It shows the transformation capability of Hunza to move up the value chain by delivering five-star projects and in being consistent with our tagline: ‘We deliver what we promise.’

“Winning the Malaysia Property Award best epitomizes Hunza’s principle of never being satisfied with its current position and to always seek breakthroughs. We are guided by our corporate mission and core values of Reliability, Integrity, Greatness, Human Development and Teamwork, or RIGHT, to deliver better products as we head into the new millennium.”

The feeling of homecoming is a unique feature of Infinity. To evoke this feeling, Hunza chose to sacrifice part of its land for a broad

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tree-lined driveway that stretches out to the infinite sea and lined it with granite boulder stone (recycled from other developments), soft lights and landscaped walkways.

Apart from recycling, Hunza stands out for tackling environmental concerns. It limits the tower footprint to only 13.8% of the three-acre site, leaving ample space for landscaping and greenery. The developer and the joint management board have also committed to adopt the 105-meter beachfront



The Infinity Beachfront Condominium at Jalan Tanjung Bungah, Penang.

and the property’s 136-meter river frontage of Sungai Kelian.

Sungai Kelian was a Class 4 (in water quality) river which had a long stretch of two-meter-deep sludge and a foul stench. With the advice of the EM Biotechnology experts and FIABCI’s Penang branch, effective microorganism technology

was applied to Sungai Kelian. The effort proved successful and within three months the water quality along the river frontage improved significantly and that promoted the river to a Class 3 rating.

Infinity is one of the last beachfront condominiums in Penang. It comprises 119 units of condominiums,

penthouses and cabanas housed in two slender tower blocks along a white sandy beach with a panoramic view of the sea.

Each tower is served by two units of elevators with direct access to the private lobby of individual homes. There are only two units per floor. Standard built-up areas for the three-plus-one bedroom units range from 3,693 square feet to 3,768 square feet, while the four-plus-one bedroom units range from 4,618 square feet to 4,866 square feet.

At the top, there are the three-story penthouses with a sky lounge, private lap pool and roof garden. They resemble mansions in the sky as the units in the 36-story Tower A are 11,692 square feet and 12,392 square feet, while those in the 35-story Tower B are 9,326 square feet and 9,618 square feet.

Each condominium unit comes with a large balcony with glass balustrades to give unobstructed views and allow natural daylight to shine through from the 12-foot ceilings.

This condominium is located near several hotels as well as private international schools. Foreigners constitute 65% of its buyers and they come from Europe, Australia, Asia and the U.S.

Infinity was handed over to its tenants in April 2010, and its average resale prices have already doubled to 700 ringgit a square foot.

Dato’ Jennifer Low is first female winner in MPA’s 19-year history

DATO’ DR. JENNIFER LOW has won the Malaysia Property Award 2011, becoming the first woman winner in the MPA’s 19-year history.

Dato’ Low, group managing director and co-founder of Quill Group of Companies, received the award from the Raja of Perlis at last weekend’s ceremony.

Quill Group, set up in 1987, is a one-stop real estate group with design, construction and development capability and has successfully listed its REIT (Real Estate Investment Trust) on the main board of Bursa Malaysia.

An equally significant award was the Property CEO title given to Dato’ Wan Abdullah Wan Ibrahim, managing director and CEO of UEM Land Holdings Bhd.

Master Plan Category:
Nusajaya — Regional City, Johor

Nusajaya spans over nearly 24,000 acres and has high impact on the state’s economy. UEM Land is shaping Nusajaya into a regional city with diverse developments. The local and foreign investment inflows into Nusajaya will propel growth and

is expected to transform south Johor into a modern metropolis.

Office Category:
Quill 6, Kuala Lumpur

Quill 6 is a 24-story office building with a four-story parking basement. It is the new iconic headquarters building for HSBC Bank Malaysia. It is one of many LEED Gold-certified, low-energy buildings for niche commercial developments in Quill’s stable.

Purpose-Built/ Specialized Project:
Eco Greens — Park Complex, Johor

Eco Greens at Setia Eco Gardens is a 28-acre park complex. It comprises the park and Eco Gallery, a sustainable building which functions as the Setia Eco Gardens Sales Gallery and a community learning center. It is the centerpiece of a vital living and learning environment designed to meet the aspirations of the present generation without compromising the needs of the next.

Residential (High Rise):
10 Mont’ Kiara, Kuala Lumpur

Developed by Sunrise Bhd. and labeled as a “super bungalows in the sky,” all 332 units housed within two 43-story towers come in sizes of 3,478 square feet to 4,090 square feet, while penthouse units range from 7,000 square feet to 8,000 square feet. Designed for the affluent and trend-conscious individual, the interior represents intelligent configurations of wide spaces and a sense of openness.

Residential (High Rise):
Infinity Beachfront Condominium, Penang

The Infinity is a luxury residential development comprising 119 condominium units housed in two towers of 35 stories and 36 stories. The two towers occupy only 13.8% of the site, leaving ample space for greenery. Each floor has two apartments which are accessible by two elevators opening into their respective private sky lobby.

Residential (Low Rise):
Bayou Water Village, Johor
Bayou Water Village is a 22-acre resort water enclave in the larger Leisure Farm

development. It features homes perched over a natural canal waterway in a garden environment. This sustainable, gated and guarded, low-density, low-rise residential neighborhood is created in a traditional fishing village setting.

Resort Category:
The Banjaran Hot Springs Retreat, Perak

The Banjaran Hot Springs Retreat is Malaysia’s first luxury natural wellness hot springs destination. The self-contained sanctuary, nestled in a 16.2-acre valley, is cocooned by lush tropical jungle, natural geothermal hot springs and a cluster of magnificent limestone hills. The retreat is a place for rest, renewal and rejuvenation.

Retail Category:
Empire Shopping Gallery, Selangor

Empire Shopping Gallery is a stylish, lifestyle-focused upscale mall with a refreshing mix of local and international food and beverage outlets, fashion, health and beauty, as well as services outlets. The gallery is one of the more

prominent shopping destinations in suburban Subang.

Special Award for National Contribution:
Malacca River Rehabilitation & Beautification Phase 1, 2 & 3, Malacca

The rehabilitation of the Malacca River has turned it into an important tourist destination. Integrating urban design elements has enhanced the viability and character of the river while improving water quality, reviving flora and fauna, promoting water-related activities and allowing city residents to once again enjoy their river.

Sustainable Development:
Ken Bangsar, Kuala Lumpur

Ken Bangsar at the peak of Bukit Bandaraya in the affluent Bangsar neighborhood is an outstanding example of the adaptive reuse of an abandoned 12-story office development as an iconic luxury residential complex comprising 76 standard apartments and four triplex penthouses. It is lauded as the benchmark for green residential development in Malaysia.