



**Media Title:** Singapore Tatler Homes  
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**F**or a small, land-scarce country like Singapore, the constant demand for homes has always created a strong market for property developers. However, with an increasing number of developers jumping on the bandwagon to build large, high-rise condominiums that can house the maximum number of people in a small plot of land, the design and aesthetic element of these homes have become almost cookie cutter-like. In order to differentiate themselves from other developers and to cater to a different market, namely the High Net Worth Individuals (HNWI), some developers are placing more emphasis on the stunning and bespoke design of their properties worthy of a designer price tag. As the average value of properties that HNWIs are interested in Singapore is in the region of \$3.34 mil (USD 2.7mil), developers are keen to attract investors of this calibre by upping the ante in terms of design and brand name. This is one of the reasons why established developer Far East Organization

**ABOVE**  
Sandy Island is designed by Claudio Silverstrin with landscape designer Jamie Durie

**OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT**  
Privacy is guaranteed in this inque man-made island: Acclaimed architect Claudio Silverstrin created a vision of beachfront luxury that is unique to Sandy Island: Infinity pool adds to the note of luxury

(FEO) launched a separate property brand, Inessence, which features only ultra-luxury properties with the four key brand attributes – bespoke homes, thoughtfully designed and crafted by master designers, and located in an elite address.

According to Knight Frank's latest Wealth Report 2013, demand for prime property in key locations globally will remain high as the supply of luxury homes remains limited. HNWIs, especially from emerging markets, will continue to look to investing in properties overseas to diversify and protect their assets. In the report, Singapore has been ranked one of the top three cities that appeal to HNWIs due to its cosmopolitan lifestyle and its reputation for personal and property security. Even in the face of property cooling measures introduced by the government, the market for high-end luxury homes remains relatively less affected. Joseph Yeoh, VP of YTL Land, another frontrunner in ultra-high-end homes explains, "Developers, especially in the luxury



**"Affluent international buyers are drawn to own and experience the unique 'art work' and craftsmanship of such internationally recognised design personalities."**

sector, must have the financial prowess to hold out in the interim to ride out the instability and corrections, which we believe are only temporary. YTL Land's focus continues to be in the luxury end of the property market." YTL's two luxury developments in Sentosa Cove, namely 'Kasara, The Lake' and Sandy Island cater to medium and long term investors who are more resilient to fluctuations, notes Yeoh.

**Works of Art**

As with many ultra-luxury projects all over the world, the idea of the branded or designer residence is becoming a very popular selling point for savvy developers. "Design authorities and visionaries at the forefront of urban

innovation and modern architecture are famed for their unique styles, vision and contributions to shaping cities and communities," explains Chia Boon Kuah, executive director and COO, property sales, FEO on their strategy for partnering with renowned design names. "Affluent international buyers are drawn to own and experience the unique 'art work' and craftsmanship of such internationally recognised design personalities. Homes designed by famous architects remain today one of the most coveted addresses in the world, not for the 'designer brand label' they carry, but for the architectural sophistication offered through the hands and eyes of such seasoned designers. Buyers appreciate their



**Sandy Island**

**WHAT:** Sandy Island is an exclusive collection of 18 waterfront villas set within a tropical island oasis in Sentosa Cove. **WHERE:** Sandy Island is situated on the same-named island site within the luxury waterfront residential district of Sentosa Cove. Each villa is sheltered from behind by green screens of foliage, ensuring greater exclusivity.

**WHEN:** Launched in 2008, Sandy Island was completed in 2012 and 16 of the 18 villas have since been sold.

**DESIGN FACTOR:** Each villa reflects the designer's signature architecture with its modern contemporary design – clean lines, majestic facades and use of natural materials. A unique design feature created specially for Sandy Island is the sleek timber screens rising two storeys in the villa's interiors and exteriors, which also function as a sunscreen.

**DESIGNER'S RAVE:** "My favourite design elements of Sandy Island are its geometric configuration, materials and 'non-chic landscape'—how the landscape is very natural and has a feeling of timelessness." – Claudio Silvestrin

**LUXE FACTOR:** Each abode is spacious and with five en-suite bedrooms and four floors of living areas linked by a private lift. An infinity pool stretches across the outdoor timber patio, and residents can even berth their yacht in the private berth that can accommodate a craft of up to 12m in length. The master junior bathrooms feature a long bath and washbasin customised by Silvestrin, who also designed the Molteni & C wardrobe system in the master suite specially imported for this project.

**PRICE:** Villas are in the price range of S\$2,300 per square foot (psf)

**ARCHITECTURE / DESIGN AND**

**LANDSCAPE:** Claudio Silvestrin is the master architect/designer and his signature minimalist designs have won past clients such as Anish Kapoor, Calvin Klein and the Fondazione Sandretto Re Rebaudengo for whom he designed the museum in Turin. DP Architects are the local architects for Sandy Island. The lush landscape concept was designed by Australian designer Jamie Durie of PATIO Landscape, who is a qualified horticulturalist, landscape designer and television personality, featured as the resident garden designer on the Oprah Winfrey Show.

**WEBSITE:** [www.sandyisland.com.sg](http://www.sandyisland.com.sg)