

YTL LANDMARKS

ISSUE—11

SEP—DEC 2022



Designed by masters,
Built as masterpieces.



A JOURNEY OF EVOLUTION



As we welcome the promise of a new year, it is an opportune moment to reflect on the achievements of the past and our aspirations for the future. Our journey over the past few decades has been one of consistent evolution, always progressing along the path of benchmark designs, innovative lifestyle solutions and sustainable environments.

Creating ideal environments for living, working and leisure pursuits is a big part of what we do at YTL Land. We have always employed the calming influence of nature to amplify and beautify spaces, recognising the positive impact lush landscapes can have over our health and mental wellbeing.

As we progress into the future, and constantly evolve our approach to curating sustainable habitats, we will continue to push the envelope on this front, breaking new ground on

bringing the positive influence of greenery back into the modern urban landscape, hence providing opportunities for urbanites to reconnect with nature.

With this in mind, we are excited about the future, as we continue to elevate living standards with projects like The Fennel and Shorefront, reinvent the working environment with Sentul Works and Menara YTL, and deliver unique leisure, event and lifestyle experiences at Sentul Depot and Sentul Pavilion. There is more on the horizon too, as we keep raising the bar even higher, and we cannot wait to share this with you in 2023 and beyond.

Finally, a new year also gives us an opportunity to take stock of all that we are grateful for. At YTL Land, we are grateful for a loyal and dedicated team, driven by a steadfast commitment to our building philosophy, corporate values and common goals. Importantly, we are immensely grateful to you, our customers, partners and stakeholders, who have shared this remarkable journey of success with us.

As we push forward with new endeavours, we wish you the very best in all of yours.

Happy New Year!

Dato' (Dr) Yeoh Seok Kian
Managing Director
YTL Land & Development Berhad

CELEBRATIONS MADE EXTRAORDINARY AT SENTUL PAVILION



Imagine your special occasion made absolutely magical by the surrounding majesty of nature, brightly lit by the radiance of the sun, and enchanted by the sparkle of the starlit sky. Now imagine enjoying this ambience in the luxurious setting of a stunning glasshouse with vast indoor space, with the comfort of air-conditioning and state-of-the-art facilities at your beck and call.

This unique experience at Sentul Pavilion awaits you and your guests, currently the first-ever and only event venue in Malaysia nestled in the heart of a private park.

Located in Sentul West and just 5km from the Kuala Lumpur city centre, Sentul Pavilion embodies the form of a stylish glasshouse, a striking structure that is impossible to miss amidst a dominating green landscape.

Yet, it is not just an outstanding address that makes this a special destination to entertain for celebratory occasions. The glasshouse fully embraces its fetching surroundings, seamlessly drawing lush greens of the park for guests to simply enjoy the modern, minimalist space as is.



The calming influence of verdant greens give Sentul Pavilion a unique character that befits this one-of-a-kind venue.



The modern aesthetic of this versatile space paired with towering palisades draws the lush greenery of Sentul Park inside and brings a sense of light and space to every event.



The spectacular glasshouse and surroundings create an extraordinary experience for all events and celebrations.

Tall glass walls create a visual impact that is equally impressive from the perspective of its shimmering exterior façade, as well as from the inside looking out. Its towering palisades blur the lines between indoor and outdoor space, inviting both the green landscape and the brilliant sky to be the highlight of any event held within this 10,000sq ft facility.

The design takes the elegant sloped roof to new levels, which soars to a height of 18 metres at The Hall and descends to double-volume height at The Foyer. Standing at the entrance, the sensation is one of mesmerising natural beauty and stylistic design, brought together in a luxurious setup.

The Foyer, designed to be a separate and intimate pocket within the glasshouse, was carved out as a pre-function venue or as an exclusive event space in itself which accommodates up to 100 guests. The glass-encased foyer offers a spectacular view of its landscaped surroundings, which can be enjoyed at ground level or from an elevated perch of a mezzanine level. Featuring a grand, bronze-touched marble staircase that spirals up to the upper floor, this fully carpeted section also boasts its own bar area at ground level, making it ideal for private functions or corporate get-togethers.



A cosy passageway leads into the expansive setting of The Hall, which immediately captivates with a breath-taking vista of the enveloping landscaped beauty of the park. Framed by towering glass palisades, guests here will be able to take in surrounding meadows, lush tree tops and the natural hue of the sky while engaging in the spirit of an occasion.

With a capacity to house 300 guests, The Hall is carpeted in shades of azure and is designed with column-free spaciousness to entertain and inform a diverse range of audiences.

The expanse of The Hall and its spectacular setting provides full flexibility to transform the versatile space into an idyllic venue for events of any desired design, from wedding receptions and milestone events to brand showcases or corporate annual dinners.



The ambience of The Hall, enveloped by its surrounding view of lush greenery, invites a magical touch of class into the interior atmosphere, making grand events here a truly memorable experience.



Enriching the whole experience are value-enhancing facilities and services available on site. A fully fitted gourmet kitchen will satisfy the requirements of any professional chef, an elegantly furnished holding room for VIPs with an ensuite washroom, and a dedicated car-parking area with ample bays.

Sentul Pavilion offers a rare proposition that is dynamic in style and superior in functionality to make any event special and memorable. The glasshouse with an option to hire its outdoor space, provides an idyllic nature-themed escape from the busy pace of the city, while offering the locational convenience of being close to the heart of it.

Bring the charm of an unforgettable experience to your next event, and enjoy the best of both worlds at Sentul Pavilion.

To find out more or make your booking, visit sentulpavilion.com.my.

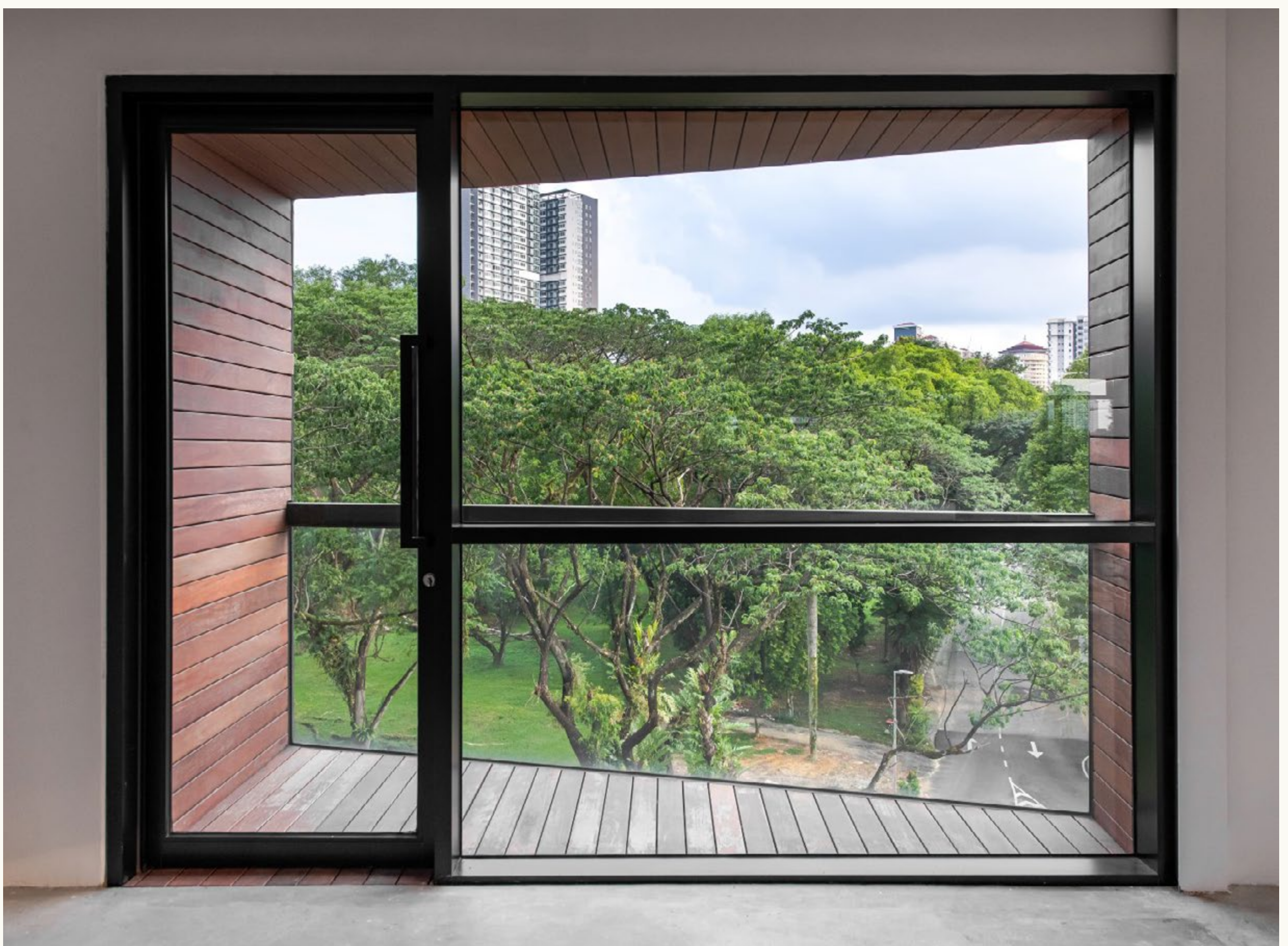
RECLAIMING NATURE'S PLACE IN OUR SPACE



A design philosophy that resonates with our own outlook is the creation of biophilic environments, which will be further enhanced in our up-and-coming developments. The future will only see a greater embrace of this ideology, as we expand on our efforts to renew the relationship between nature and the built environment.

Biophilic design is an ideology that focuses on methodologies to reconnect people with the natural environment, through direct and indirect influences. Beyond the aesthetic and health benefits that come with an immersible natural environment, it is a sustainable concept with natural cooling and ventilation factors that bring economic benefits.

The principle of reconnection with nature that biophilic design provides refers to tangible interactions with natural features. Light, air and water are natural elements that are made an integral part of the functionable space so that they constantly influence your environment. This brings a sense of calm, comfort and appeal to your daily routine, which in turn impacts your overall psychological state.



Inviting natural light and beauty into every space is just one of the many ways to reinvent the way we engage with the work environment as the bond with nature remains unbroken even when we are indoors.



Interior spaces within Sentul Works are seamlessly connected with the outdoors and provide variable experience internally through creation of a double-volume atrium, bridges and fenestrations.

In this design methodology, plants are not simply restricted to specific corners for aesthetics and ambience, but allowed to cascade off walls and thrive in all corners of any interior space. This way, they are not an addition to any given space, rather an important part of its design. Plants bring the richness of natural character to the personality of a building, while increasing physical health, improving productivity and reducing stress.

Life itself is an important part of this component, not just with open public spaces and parks that invite a vibrant congregation of people, but also through the addition of aquariums, trees that invite birds and gardens that nurture a micro biosystem. Studies have shown that apart from promoting interest, this type of interaction increases mental stimulation, enhancing the human capacity for happiness, as well as provides restorative and healing effects.

Indirect experiences are an accompanying element of a biophilic environment, where the influence of nature is evident throughout the building via visual cues. Widely defined, this could be the use of natural materials in the structural design of the building, or even a depiction of nature-centric images that adorn walls.

Another important characteristic of biophilic design is the provision of transitional space. This element aims to connect interior spaces with the outdoors, or create comfort by providing access from one space to another environment through the use of porches, decks, atriums, doors, bridges, fenestrations, and foyers. This creates variable experiences within the same vicinity, which helps break the daily monotony of your environment.

Constantly seeking to enrich the way we interact with our environment, YTL Land has brought the biophilic philosophy to new frontiers in Malaysia, seeking to revolutionise not only residential developments but also the office and commercial experience. To this end, we will continue to grow our outlook on bringing its positive impact to the spaces we create in the future.

Perceptive of the fact that today's urbanites typically spend one-third of their life at work, YTL Land is paying much-needed attention to enhancing the environment of work spaces, and by adopting the biophilic philosophy to create a benchmark work and live experience.



A true sense of spaciousness enhanced by natural light in a modern office environment.



A confluence of preservation and innovation allows timeless colonial architecture and striking modern design to share the same space.

Bringing this philosophy to life is Sentul Works in Sentul West, a repurposed century-old colonial building which ticks all the boxes when it comes to providing a true biophilic experience. A pioneer of biophilic design, Stephen Kellert cited the underlying principle to be “a celebration and a show of respect for nature, and the provision of an enriching urban environment that is multi-sensory”. Sentul Works captures that spirit.

Situated within a private park, the new-age historical building offers a direct experience with nature, as the surrounding landscape offers a tangible relationship with greenery, water, clean air and an abundance of natural life. This influence is transferred into interior spaces, as sunlight filters in through large windows and vegetation is a consistent part of the ambience, either via an ever-present panoramic view of the enveloping park or the greenery cascading down interior walls, bringing life to many nooks and corners. An elevated landscaped outdoor deck also offers a quick escape to nature, providing an ideal spot to de-stress and seek inspiration amidst swaying leaves in the breeze.

Nature also indirectly influences the interior space at Sentul Works, informing the choice of natural materials that combine with its prevalent industrial feel to create its unique modern-rustic feel. Earth tones are also a distinct feature, bringing a quiet sophistication to the designer’s palette to complement its natural backdrop.

“One of the first conditions of happiness is that the link between man and nature shall not be broken.”

Leo Tolstoy, Russian writer



Nature is never too far away at Sentul Works. Landscaped grounds within a private park provide an ideal escape for weary souls or inspiration for creative minds.

An interesting way which Sentul Works fulfils the biophilic philosophy rarely found in other buildings, is that it creates both a cultural and ecological attachment between occupants and the place. This is done by incorporating the area's geography and history into the design, where Sentul Works' storied past as part of a colonial railway engineering hub is preserved through its original design and façade. This creates a sense of place in the built environment, which establishes a human connection and a feeling of attachment to its unique identity.

This is an overall proposition that speaks to a new generation of dynamic businesses and occupants seeking modern workspaces that fulfil their aspirations of enhanced health and wellness, ergonomic design and sustainable environment, while also delivering pride of place and a strong brand identity.

As YTL Land continues its journey of evolution to achieve a sustainable future for all, our development efforts will continue to focus on delivering unique and conducive biophilic designs that are reflective of the nature-health relationships in the built environment to enhance lives through connection and reconnection with nature. This is a future that we will continue to invest in.

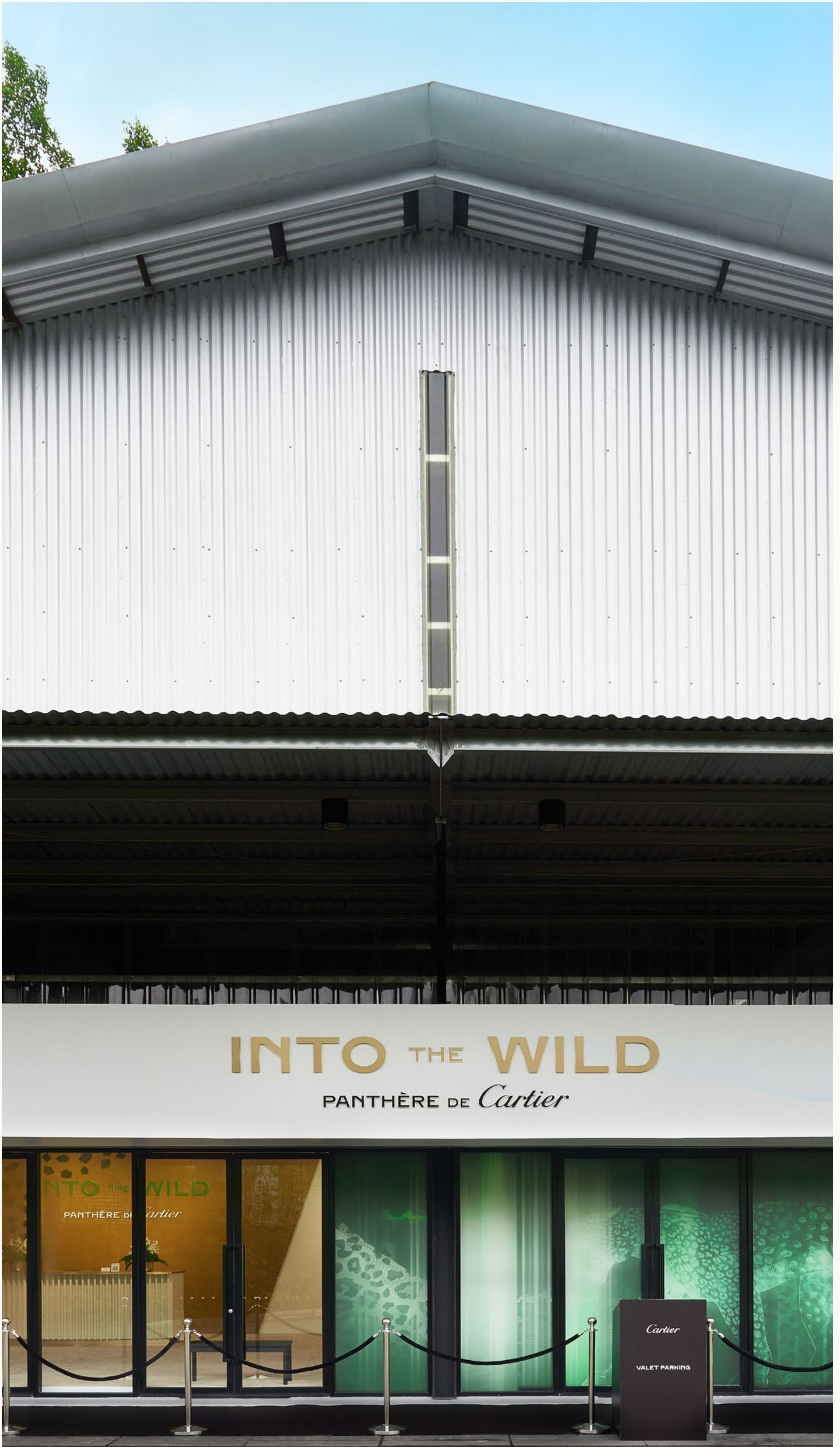


Infusing a modern design into a beautifully rustic space, Sentul Works plays tribute to the building's colonial architecture and rail heritage with eye-catching contemporary flavour.

To find out more about how Sentul Works is reimagining the way we interact and engage with our work space, visit www.sentulworks.com.my.

SENTUL DEPOT DAZZLES WITH 'INTO THE WILD' EXHIBITION





Cartier's travelling installation at Sentul Depot's Workshop 3 welcomed guests on a journey into the wild into its Panthère universe.

Sentul Depot's calibre as a lifestyle destination that can cater to a diverse spectrum of events was put on dazzling display recently, when the Malaysian leg of 'Into the Wild', jewellery-maker Cartier's travelling exhibition was unveiled on September 4th 2022. This was Cartier's first-ever exhibition of its kind in Malaysia.

'Into the Wild' was designed as a travelling cultural event, inviting guests to step into the universe of Cartier's most recognised and beloved icon, La Panthère de Cartier—from the origins of her magnificence, to the woman who inspired it, as well as the savoir-faire that brought her to life.

Sentul Depot's Workshop 3 was transformed into an atelier, taking guests on an immersive experience through time from when the panther first showed its spots on a woman's watch in 1914 to its evolution in present day.



A flair for design and artistry adorned walls, creating an atmosphere that pays homage to the Panthère design heritage.



A series of uniquely curated rooms within Workshop 3 at Sentul Depot exudes the client's design language, leading guests through time in an immersive installation dedicated to Cartier's visionary icon.



The final room with the atmosphere and hospitality of an exclusive lounge made a great impression on all guests.

All images courtesy of Cartier.

Sketches, authentic documents, photographs and videos from the brand's archives showing its 108-year history with the emblematic icon were projected via 360° video mapping in various zones that lured guests to step into a glittering journey of discovery.

The two-week immersive installation found its synergy in the rich historical setting of Sentul Depot which was once the finest integrated railway engineering hub in the 1900s. Today, the sprawling space has been regenerated as part of YTL Land & Development Berhad's masterplan for Sentul West.

The rejuvenated landscape has evolved into a must-visit lifestyle destination in Kuala Lumpur, providing the perfect background for the design inspiration behind Cartier's exciting exposition and delivering a truly experiential event for aficionados.

Showcasing a wide range of jewellery, watches and luxury accessories that carry the beloved Panthère emblem, Sentul Depot captured the right atmosphere and ambience to fully convey all the extravagance, glamour and heritage that the Cartier brand represents to a very thrilled Malaysian audience.

Contact Us

Sentul Sales Gallery

Lot 268, Jalan Strachan

Off Jalan Sultan Azlan Shah (Jalan Ipoh)

51100 Kuala Lumpur, Malaysia

T +603 2143 3000 / +603 4041 0822

F +603 4041 7655

 fb.com/ytlland

 @ytlland

Published by

YTL Land & Development Berhad

(193701000007 [1116-M])

Level 36, Menara YTL

205, Jalan Bukit Bintang

55100 Kuala Lumpur, Malaysia

T +603 2038 0888

F +603 2038 0692

www.ytlland.com



All rights reserved. For internal and private circulation only. All copyright materials remain the property of YTL Land & Development Berhad. No part of this publication may be reproduced in any form or by any means without prior written permission of the Company. The content of this newsletter is of a general nature and does not constitute statements or representations of fact in any form or manner, and shall not be relied upon as such. The opinions and views, if any, expressed in this newsletter, are solely the contributor's and not the Company's. All illustrations for prospective projects are artistic impressions and are not to be taken as representation of fact. The Company accepts no responsibility for any loss which may arise from reliance on the information contained in this newsletter.