

# YTLLANDMARKS



issue 03 | *january - february '20*



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# Innovating a path to positive change



Innovation is a common and indispensable thread that runs through YTL Land's entire portfolio of properties. It represents our desire to create unique properties that push the boundaries of convention, as well as our commitment to bring change that unlocks new value through the elevation of our living environment.

Our enduring philosophy of embracing new ideas, lifestyle concepts and building solutions serve a single underlying purpose: to help you live better.

We aim to create properties that will remain meaningful across the span of time; modern in outlook yet fully appreciative of timeless design, comfort and a sense of community.

From early endeavours to redefine the affordable housing segment in the 1980s, to urban

rejuvenation efforts that have transformed disused sites into benchmark communities and historical gems into vibrant urban hubs, we remain inspired to enhance the value of landscapes we engage with through the power of innovation.

As we progress, we are also introducing cutting-edge office developments such as d5 in Sentul East, which is not just ahead of the curve because of state-of-the-art design and facilities, but because it reimagines the office experience with the calming influence of a green working environment.

However, even as we move forward with new and unconventional ideas to improve our quality of life, YTL Land stays true to our design-conscious approach to properties that places paramount importance on our collective aspiration to live in spacious comfort, with peace of mind, within the embrace of a healthy, conducive and lush environment.

For us, the change that innovation brings is made meaningful when guided by a strong sense of purpose.

**Dato' Yeoh Seok Kian**  
*Managing Director*  
YTL Land & Development Berhad



# The Next Chapter in *YTL's Journey*

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Since its inception in 1955, the YTL Group has experienced a journey of incredible transformation and growth. From a humble home-grown construction business to an integrated infrastructure developer with extensive operations that span over 10 countries, it has indeed come a long way in the past 64 years.

Today, the group's core businesses comprise utilities, construction contracting, cement manufacturing, hotel development and management, e-commerce initiatives, internet-based education solutions and, of course, property development and investment. With this expansion, has also come the growth of our most valued asset, our people.

It is hard to imagine, these days, that this multi-faceted organisation with over 12 million customers worldwide began life in modest shop offices along Jalan Bukit Bintang.

As we progress towards the future, however, it is also time to look beyond our current headquarters at YTL Plaza to envision a new home that better reflects the evolution of the YTL brand and better accommodates an ever-expanding new generation of employees.

Marking the next important chapter in YTL Group's journey, Menara YTL at 205 Jalan Bukit

Bintang will provide a single home for many of the group's core businesses and offer state-of-the-art facilities for a dynamic new workforce, while staying faithful to its traditional roots by continuing to call Bukit Bintang home.

Featuring striking design that befits this iconic part of the city as well as YTL's own outlook towards architectural excellence, the 41-storey tower comprises a total built-up area of 392,021sq.ft. and houses two levels of basement parking, as well as parking bays from level 1 to 7.

The tower hosts meeting rooms on levels 9 and 10, while offices occupy levels 13 through to 39. The building also features a cafe, sky lobby, roof garden and town hall on level 8.

A key challenge behind designing the new corporate headquarters was to create a structure that



Marking a new chapter in YTL's journey, Menara YTL will provide a single home for the group's core businesses.

spoke of form and function, and that would rise from a slim parcel of land in this high-volume heart of Kuala Lumpur's premier shopping district. Furthermore, the building would have to stand apart and be distinctive in typical YTL fashion in a part of the city where everything already stands tall.

To bring the vision to life, new benchmarks in innovative design were called into play, employing sleek and slim eye-catching design and a "crystal" façade

finish that distinguishes Menara YTL from neighbouring towers. The crystal design language of the building's façade is achieved through artfully folded glass that creates a gem-like effect with variations in light reflection and contrasting textures.

The configuration of the glass façade is also a symbolic representation of the multi-faceted nature of the YTL Group, while from the interior it serves to enhance views of the vibrant KL city centre skyline.



Satisfying modern function as well as form, Menara YTL is designed to be an energy efficient green building, which has already been awarded the Gold Design Assessment by the Green Building Index (GBI) accreditation panel.

Each floor, with office space of between 10,656sq.ft. and 12,056sq.ft. has been designed with ergonomic comfort in mind and intelligent temperature control sensors to ensure the individual comfort of staff members. Additionally, the air-conditioning refrigerant utilises non-CFC agents which have zero ozone depleting potential.

In line with YTL's philosophy and commitment to sustainable development, Menara YTL provides a high ratio of open space to development footprint. Almost 50% of the site area (excluding the building footprint) is dedicated to calming greens and landscaping, which far exceeds the requirements of the local authorities.

By pushing new benchmarks in design, comfort and eco-consciousness, the YTL Group is meeting the aspirations of a new breed of professionals, business partners and clientele who place strong value on brands that embrace principles that match their own.

From YTL Land's own standpoint, we are a property development company that has become synonymous with benchmark properties that have enhanced living and working environments through cutting-edge innovative design.

It is now fitting that the new HQ at Menara YTL more accurately reflects our own philosophy and outlook towards innovation, dynamism and design.

New benchmarks in design, comfort and eco-consciousness meet the aspirations of a new breed of professionals.







# Renewing landscapes with enhanced purpose

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YTL Land's focus on urban renewal is an integral part of its development outlook over the years, having built on a track record of transformative projects that have not just enhanced urbanscapes, but also invigorated surrounding communities with a new lease of life.

Part of that success is owed to the company's mindful approach towards rejuvenating communities, which invests much consideration in preserving their

natural character, beauty and appeal.

Our primary goal is never to completely overhaul or reinvent a landscape. Instead, we aim to reinspire communities with fresh concepts, fresh purpose and fresh prospects for the future. Rather than remove and rebuild, we choose to embrace, infuse and enhance.

The experience of past endeavours has helped refine our outlook towards urban



Pantai Hillpark was a key catalyst that sparked the transformation of the Bukit Kerinchi locale.

renewal, and they continue to inspire us to move forward with bolder visions for the future.

In the late 1990s, the introduction of Pantai Hillpark in Kuala Lumpur was a key catalyst for the transformation of the once-backwater Bukit Kerinchi locale. Leveraging on the site's idyllic hillside greenery and its strategic location at the confluence of Petaling Jaya and KL, the project effectively repositioned the area as a desirable new residential hub with the lure of international lifestyle standards.

Drawing a new generation of upwardly mobile buyers to the area with the appeal of distinctive Mediterranean architecture and lifestyle facilities, Pantai Hillpark ignited the spark that would ultimately raise the overall profile and quality of life offered in the bustling urban hotspot we know today.

Similarly, at a former mining site in Puchong, YTL Land saw an opportunity to bring a rare and unique residential concept to the landlocked landscape of Klang Valley. Innovatively creating a lifestyle centred around a lake, Lake Edge made exceptional waterfront living a reality within the urban confines of the greater metropolis.

Set around the vast tranquil body of water, uniquely designed modern homes at the residential enclave attracted a young generation of home seekers to its shore, with the additional allure of lush tropical surroundings satisfying modern aspirations for a serene escape from the congestion of city living.

By establishing a new lifestyle benchmark, Lake Edge also raised the game in Puchong and propelled a steady influx of higher quality housing and commercial facilities that are now commonplace in the matured township.



The ongoing renewal of Sentul exemplifies YTL Land's commitment to reimagining and repurposing communities.

It is the ongoing transformation of Sentul in Kuala Lumpur that best exemplifies YTL Land's long-standing commitment to sustainability and philosophy of urban renewal via rejuvenation, preservation and repurposing.

Once described by YTL Land managing director Dato' Yeoh Seok Kian as the company's "most ambitious project" in terms of size and complexity, the fruit of that ambition has already seen the once-thriving railway community retake its place as a significant and strategic location close to the heart of the capital city.

Taking over a previous initiative to modernise an aging railway town, YTL Land re-envisioned the Sentul Masterplan to embody a spirit of urban renewal, with intelligent solutions that would

enable this unique and historical part of KL to retain its inherent spirit, soul and vibrancy.

Along with plans to introduce iconic towering landmarks that would reinvigorate the profile of Sentul and establish new property benchmarks in this part of the city, there was equal commitment to the preservation of the community's unique character, its treasure trove of heritage buildings and the vast expanse of its natural greenery.

Recognising the dual personalities of the vicinity, effectively divided by the existing Sentul KTM Komuter Station and its track, Sentul was artfully repositioned to offer two ways of living in the city. Sentul East would grow and enhance the more commercially vibrant segment of the community,



By converting a 9-hole golf course into a private park, YTL Land has preserved the green lung for the benefit of KL city.

while Sentul West embraces the serenity of verdant greens to offer an incredibly lush and wholesome environment for family-centric home seekers.

Among the first moves was to preserve a vital green lung within KL city for the community at large, hence the conversion of a 9-hole golf course in Sentul West into a private park, which YTL Land sees as greater value to the landscape.

Across the divide at Sentul East, architectural landmarks such as The Capers and The Fennel have already brought a new sense of renown for the neighbourhood, while state-of-the-art office and

commercial offerings continue to attract a new breed of dynamic urbanites to the area.

Gaining as much attention as the new architectural statements that energise the Sentul skyline is YTL Land's endeavour to conserve its rich railway heritage.

Approaching the preservation of heritage buildings with a mixture of awe and inspiration, our aim is to retain the allure of historical features while adding modern elements that serve fresh purpose and relevance to the future.

A network of century-old railway workshops, warehouses and colonial buildings pepper the

landscape at Sentul West, a vicinity that once served as the Central Railway Workshop under British rule.

Today, a former administrative building has already been repurposed to serve as the company's primary sales office and gallery, and not far away, the transformation of an old sawmill warehouse into The KL Performing Arts Centre (KLPAC) stands as a definitive example of successful reimagination.

The ongoing transformation of Sentul Depot represents the continuation of this philosophy. The next few years will see the former engineering workshop and warehouse reshaped into a prime lifestyle destination for events and showcases in KL, modelled after famous heritage destinations such New York's Meat Packing District and Xintiandi in Shanghai.

Also underway is the revival of another century old administrative building that is poised to introduce a completely novel experience at Sentul West. When fully restored, Sentul Works will be a cutting-edge office situated within a lush park, offering a unique mix of historical prominence, modern facilities and serene natural surroundings.

Sentul remains a colourful community, rich in its own inimitable culture and heritage. As with YTL Land's urban renewal

endeavours of the past, our goal is to preserve Sentul's distinct character while elevating the overall quality of life, boosting its appeal as a choice residential, work and play destination, and steering it towards a more promising future.

Again, we are not reinventing Sentul. We are reinspiring it.



# *Big Finish* for Urbanscapes 2019 at Sentul Depot

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The two-week-long creative arts festival, Urbanscapes 2019, culminated in a grand finale at Sentul Depot on November 24th, 2019 in an event that showcased music, art, creative merchandise and exciting activities.

Urbanscapes is an annual celebration of urban culture and expression that is traditionally hosted over three weekends in dynamic locations across the city. This year's festivities marked the 16th edition of the popular event, which chose Sentul Depot as the ideal venue for its big finish.

Sentul Depot's Warehouse 2 played host to over 3,500 people on the final day of Urbanscapes, which not only made space for captivating art installations by Nippon, a Converse customisation and games booth and a Levi's music project and customisation booth, but also a Roller Disco rink as well as a food market.

That's not all. Warehouse 2 also provided two main stages to accommodate a multitude of bands that entertained on the day, with the dual stages providing a seamless ambience



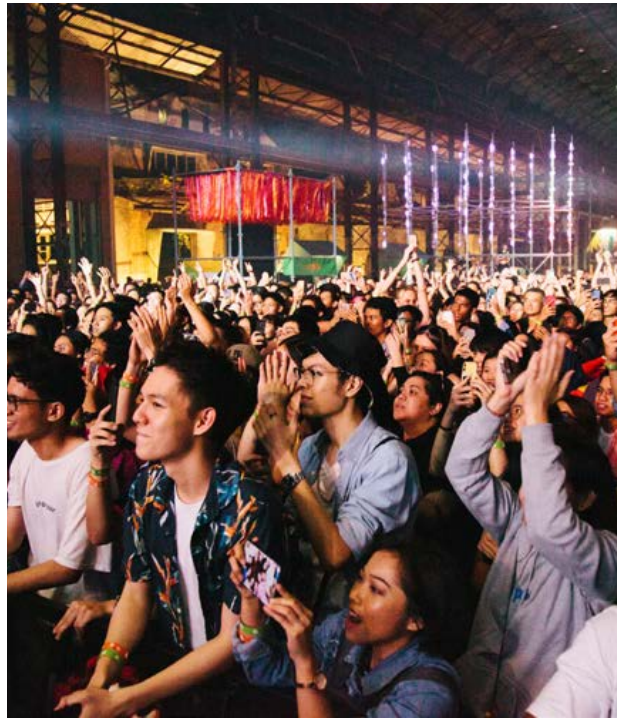
Showcasing international acts, dual stages provided a non-stop flow of music, switching from one band to the next.

of non-stop music from one act to another.

The event showcased international acts from Australia, Taiwan and Indonesia, as well as a number of popular local bands to bring Urbanscapes to a rocking finish.

Visitors to Sentul Depot could also engage in a number of exciting activities set up in the premises, including a fun arcade featuring Mini Bowling and Beer Pong, or a craft centre where guests could make their own merchandise, such as silk-screen print T-shirts, tote bags and button badges.

Overall, this year's Urbanscapes celebration showcased Sentul Depot's strength as a multi-purpose event destination by hosting an array of activities,



Over 3,500 people flocked to Warehouse 2 in Sentul Depot for the final day of festivities at Urbanscapes.

as well as serving as a concert hall, in just one of the three spacious Warehouse zones available on site.

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For more info, visit [sentuldepot.com.my](http://sentuldepot.com.my) or call **03-4041 0822**



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