

# 1 Mont' Kiara set to transform Mont' Kiara neighbourhood



Artist's impression of atrium

What happens when you bring the concept of “work and shop where you live” to a development that amalgamates exquisite design, optimal space management, security and infrastructure that encompasses information communications technology? You simply add more value to these properties. Not surprisingly, many are envious of the property owners of i-ZEN@Kiara I and i-ZEN@Kiara II as well as those who have bought designer office suites at 1 Mont' Kiara, a mixed integrated development in Mont' Kiara, Kuala Lumpur.

This modern and stylish new address comprises a 5-storey retail podium, 20-storey office tower, 34-storey block of office suites and residential development. The state-of-the-art retail mall, which will also bear the name 1 Mont' Kiara, will be the “public face” of this integrated development, and the node connecting the office suites with the office tower, says Lai Voon Hon, president and CEO of Ireka Development Management Sdn Bhd (IDM), which is the development manager of 1 Mont' Kiara. IDM is a wholly-owned subsidiary of Ireka Corporation Berhad. Lai continues, “1 Mont' Kiara retail mall is set to be the focal meeting point of the Mont' Kiara community for cross-cultural exchange of ideas, understanding and coming together; a place to be, to see, to be seen and to be heard”

Set to open in second half of 2010, its primary targets are the residential and the working population from the catchment areas of Mont' Kiara, Sri Hartamas and affluent neighbourhoods within a 12km radius such as Bangsar, Damansara Heights, Bukit Tunku and Desa Parkcity. 1 Mont' Kiara mall with 350,000

gross sq ft area, offers the first truly one-stop retail and gastronomic destination, all under one roof. When the mall opens, Lai expects it to serve the catchment market's daily needs and wants. Young professionals and expatriates will find 1 Mont' Kiara an attractive place to hang out after office hours, with a proliferation of trendy lifestyle outlets and eateries specialising in various cuisines. Expat wives or families with young kids will appreciate the convenience of daily shopping and dining, not to mention a safe haven for the little ones to play, mall's activities and events to look forward to.

With a colourful tenant mix, this neighborhood concept mall offers more than 100 stores to keep even the heartiest of shoppers busy. Beyond the F&B, lifestyle stores, fashion & accessories, home, beauty & wellness and a gourmet supermarket, there will be something for everyone to indulge in a little retail therapy. Anchored by a gourmet supermarket, shoppers will be spoilt for choice with the freshest greens, meat, fine wines, and organic food as well as everyday essentials. To tempt your taste



Artist's impression of the mall entrance



Artist's impression of the lift lobby

buds and give you a gastronomic experience, 1 Mont' Kiara will be introducing new concept restaurants that offer culinary delights debuting for the first time in Malaysia.

1 Mont' Kiara retail mall will feature sophisticated design concepts and innovative technologies created by Sparch (Singapore) Pte Ltd, formerly known as SMC Alsop Asia. Architecturally, the pièce de résistance will be a 6,000 sq ft lightfilled atrium with EFTE (ethylene tetrafluoro ethylene) roofing that reacts to lighting and projection. The colour of the roofing can thus be changed to create a different ambience. EFTE also absorbs solar radiation, thus reducing thermal loss. The unique transparent material was used in building the Beijing National Aquatic Centre, better known as the Water Cube.

Shoppers may also find a sense of tranquility and bliss whilst shopping with natural light cascading into the mall's atrium through its geometric-shaped EFTE roofing. Under cushioned canopies supported by steel space frames, themed events, performances and other activities are staged in a central area, evoking the openness and ambience of a bustling Italian piazza. Other key features are a pedestrian-only boulevard with al fresco cafés and a rooftop patio with greenery.

According to Evelyn Tan, 1 Mont' Kiara retail mall centre manager, “Our objective is to create a sense of belonging, familiarity and ownership. As part of our community building efforts, we look forward to having ideas from Mont' Kiara's residents and all the adjoining neighbourhoods. We have thus launched the ‘1 Wish’ contest where they can contribute their ideas and wishes for our new shopping mall. Just email your ‘1 Wish for 1 Mont' Kiara (retail mall) ...’ to [1wish@1montkiara.com.my](mailto:1wish@1montkiara.com.my) and you stand a chance to win RM500 worth of shopping vouchers and other exciting prizes when the mall opens!” The deadline for submission of your entries is by Feb 28, 2010. There is no limit to the number of entries. Remember to provide your name, IC or passport number and mobile number. Terms and conditions apply.

The developer of 1 Mont' Kiara is Aseana Properties Ltd, a property development company listed on the London Stock Exchange, is focused on developing upmarket residential and commercial properties in Malaysia and Vietnam. Aseana Properties Ltd is exclusively managed by IDM, an entity within the Ireka Group of Companies, which has over 40 years of experience and track record in construction, property development, hospitality and leisure as well as information technology. Ireka Group's commitment to community building in Mont' Kiara, has been destined from the start with its solid track record in reputable residential developments like i-ZEN@Kiara I, i-ZEN@Kiara II, SENI Mont' Kiara, i-ZEN@Villa Aseana, Tiffani by i-ZEN and Kiaraville.

1 Mont' Kiara is being developed in collaboration with CapitaLand, one of Asia's largest real estate companies which has its headquarters and is listed in Singapore.

CapitaLand's core businesses — real estate, hospitality and real estate financial services — are focused in growth cities in Asia-Pacific, Europe and the Gulf Cooperation Council (GCC) countries.

The company's real estate and hospitality portfolio spans more than 110 cities in over 20 countries. CapitaLand also leverages on its significant asset base, real estate domain knowledge, financial skills and extensive market network to develop real estate financial products and services in Singapore and the region.

The listed subsidiaries and associates of CapitaLand include Australand, CapitaMalls Asia, CapitaMall Trust, CapitaCommercial Trust, Ascott Residence Trust and CapitaRetail China Trust.

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