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CITI-ZEN

Living Life Large

Lighthouse Home: Giving Hope to Children

DAMA: Turning Golden Oldies into Treasure

SENI Mont' Kiara: A Legacy for Generations





Greetings!

As we advance into the last quarter of the year, I can already sense the excitement of the impending festive season, marked by open houses, gift exchanges, opportunities to rekindle friendships and to tuck into lavish buffet spreads of festive food and cakes.

And yet, as much as we enjoy the outpouring of goodwill and abundance during this period, I would hope that we also spend time reflecting on how we can also give back to our individual communities.

Globalisation, the Internet and more affordable air travel have connected every one of us as never before, and yet there seems to also be a greater sense of alienation between people – a reluctance to see that we each can and should do more to make the world a better place for everyone.

As a caring corporation, Ireka has always recognised such a responsibility. However, despite a long track record of contributing to a diversity of causes and charities, it is only now – with our adoption of Lighthouse Children’s Welfare Home Association under IREKA CARES, our corporate social responsibility (CSR) initiative – that we are able to fully commit ourselves to public service in a more strategic and effective way (see page 1).

From what I have observed, the over 30 volunteers of Ireka’s task force are truly determined and gung-ho about meeting their target objectives – be it getting a leaky pipe repaired, putting up shelves, or teaching the children useful life skills. And while these are still early days, we were totally blown

away by the warm welcome we got when some of us from Ireka visited Lighthouse in August. The terrific show put up by the children as they danced and sang was an indication that we are – slowly but surely – making a difference in their lives.

Meanwhile, I am also looking forward to another ‘terrific show’ because Ireka will be sponsoring one night’s performance of Glitz & Glamour, a musical theatre extravaganza by the fabulous Dama Orchestra, on 10 October 2010 (see page 4).

More than just entertainment, the production covers songs and dances from “Old Shanghai and the silver screen of Shaw Brothers and Cathay” from the 1930s to the 1960s and shows us how Western cabaret influenced Oriental theatre to spawn the popular hybrid musical genre now popularly referred to as Cantonese golden oldies. Like it or not, it proves yet again that a willingness to be challenged by new ideas can help us to reinvent ourselves and stay relevant.

Finally, a parting shot before the year-end festivities overtake us: take care, stay well and ‘Live Life Large’!

Cheers,

Lai Voon Hon
President/CEO
Ireka Development Management Sdn Bhd



LIGHTHOUSE HOME:

Giving Hope to Children

something one of them has said. Two older girls are helping the housekeeper set the table for tea.

Without exception and without prompting, every one of them looks up to greet the visitors who have stepped into the house. Their neatly combed hair, clean clothes, and broad disarming smiles belie the life of pain and desperation they have left to come and live here.

This is Lighthouse Children Welfare Home Association, co-founded and run by Mr and Mrs Steven Silvaraju, a devout Christian couple whom the children fondly call Papa and Amma. Home to 33 children aged between two and 16, it is nothing like the bleak, discipline-bound Dickensian institutions that one imagines most children homes to be.

There are no rations at meal times, there is plenty of time for play after chores and homework are done, and no child is made to feel less important or less loved than others. The Stevens also provide every child with the opportunity to learn a second language and to play at least one musical instrument – both of which they feel do wonders to help rebuild a child’s self-esteem.

But how did Lighthouse come to be this amazing home for vulnerable children?

To passers-by, the white bungalow on Bukit Pantai 8 is no different from many of the other residences in Bangsar.

On this particularly sunny afternoon, three boys are playing football in the driveway, cheered on by a young toddler who squeals as the ball almost knocks over a flower pot. Inside, the living room

has an upright piano, a full drum kit, a few electric guitars and other musical instruments propped up in readiness for a band practice. It opens out to a yard where other boys are bathing a cocker spaniel at a standpipe. A few girls, reading in a corner, giggle at

Above
Some of the Lighthouse children are siblings.

Below
Lighthouse Home... a sanctuary for 33 children.



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PUBLISHER
Ireka Development Management Sdn Bhd
G-1, Kiara II
No. 1, Jalan Kiara, Mont’ Kiara
50480 Kuala Lumpur
Malaysia
T +603 6203 6688
F +603 6203 6868
W www.i-zen.com.my
E enquiry@i-zen.com.my

PRINTER
NPP Marketing & Services Sdn Bhd

FOR ENQUIRIES, PLEASE CONTACT

T +603 6203 6688
F +603 6203 6868
E citi-zen@i-zen.com.my



Left
Older children help look after the younger ones.

Below
Mr and Mrs Steven Silvaraju.



Of course, there is always still the matter of overheads which currently run at approximately RM25,000 a month and is essentially funded by Mr Steven's life savings.

"Our electricity bill alone is RM1,200 a month," says Mrs Steven. "And we go through 10 kilos of rice a day."

Donations of money, food, clothing and furniture occasionally come in from private individuals, corporations and charitable institutions, but Lighthouse does not receive any funding from the Government.

"Our daily life is a walk of faith," says Mrs Steven. "We don't know how we're going to manage, but we know that nothing is impossible with God."

Today, Mr Steven works as a van driver ferrying children to and from a well-known international school, where Mrs Steven has until recently been also employed as a preschool assistant, having since left her job at the insurance company to earn a diploma in Early Childhood Education. For both, however, there is never any doubt that their true vocations lie in bringing up their children at Lighthouse.

Assisting them is a housekeeper, a maid, the Stevens' two daughters, one of them a teacher who home schools some of their charges, and the other, a trained counselor who helps the children heal from the trauma of abuse and neglect. Mrs Steven's niece, Sumi, and Sumi's husband also help the Stevens in the day-to-day running of the home.

"All the children who are with us will be free to leave us when they turn 18," says Mrs Steven. "Until then, we will do our very best to give them all the love and guidance they need to succeed in life."

If their track record is anything to go by, the Stevens have every reason to be optimistic: one of their former charges is now a neurosurgeon in Sarawak; another Lighthouse 'graduate' has become a pastor and he visits Lighthouse every week to conduct worship services.



Lighthouse children are encouraged to develop their musical talent.

"...we will do our very best to give them all the love and guidance they need to succeed in life."

It began one fateful day in 2004, when the Stevens, then living in Brickfields, received a call from Mrs Steven's sister, a church social worker in Sungei Petani, Kedah. She wanted to know if they would foster two young boys who were being beaten up by their abusive alcoholic father.

No one could have faulted the Stevens if they had refused. After all, both were working hard (he worked for the credit card division of a foreign bank, and she, for an insurance company) to raise three teenaged children of their own. But they said yes.

Two weeks later, they received a second request to take in another two boys, whose older brother had just been run over by a car while pushing drugs for their father. And not long after, it would be three little girls in Kuala Lumpur whose mother locked up and abandoned everyday so she could go to work. Very often, the request would come from concerned relatives of the children; at other times, referrals would come from the social welfare department, churches and other charitable organisations.

Incredibly, the Stevens have always seemed to be able to find room for more children in their lives. In 2007, when they faced the prospect of eviction from their rented premises in Bangsar, an expatriate Irish couple who heard of their plight bought their present residence and invited them to occupy it indefinitely... and rent-free.

IREKA CARES reaches out

Philanthropy has always been part of Ireka Corporation Berhad's corporate culture. However, with the launch of IREKA CARES – its flagship corporate social responsibility or CSR initiative – on 31 July 2010, the company fully committed itself to public service in a more strategic way.

All eyes were on the IREKA CARES special task force as it was announced that Ireka would be 'adopting' Lighthouse Children Welfare Home Association in Bangsar, Kuala Lumpur, as its first beneficiary.

Led by Deputy Managing Director Datuk Lai Jaat Kong @ Lai Foot Kong, the team pledged to accomplish three broad objectives:

To inspire all by helping to develop an ideal living environment for underprivileged children.

To build a genuine culture among Ireka's employees of 'doing the right thing', working together and learning from each other.

To maintain and sustain its efforts primarily through the active and purposeful participation of volunteers enlisted from Ireka employees.

"Our selection was carefully made based on stringent criteria," says Datuk Lai. "We wanted a home that is based in Klang Valley as accessibility would be important if we are to work together closely. We also made sure that the way the home is managed corresponded with Ireka's own values of transparency and accountability."

Obviously, Ireka is also looked to leverage on its experience and core competencies in the areas of construction, property development, hospitality & leisure and IT to accomplish as much good as possible within one year.

"I am so happy that Ireka picked us," says Mrs Steven Silvaraju, co-founder, trustee and manager of Lighthouse. "They came to our rescue but they never made us feel they were the ones giving and we were the ones taking. They sat down with us, talked to us, asked us what we wanted and in the end gave us what we needed."

Picked from a list of 13 contenders after a long search and selection process, Lighthouse Home is a refuge for 33 children ages two to 16. It will benefit



Ireka Chairman Tuan Haji Abdullah bin Yusof launches IREKA CARES.



IREKA CARES volunteers get a lot more than what they put in.

"...it's very rewarding when you see how even the smallest things do so much to make a huge difference in the children's lives."



from a year-long programme drawn up in consultation with the two trustees of the home and managed by Ireka, utilising an allocated budget of about RM50,000. The provisions of the programme may be summarised as follows:

Reconditioning, repairing and refurbishment by Ireka Engineering & Construction Sdn Bhd and Ireka Development Management Sdn Bhd.

IT-related services and education, including training up the caretakers to undertake their own website maintenance, led by i-Tech Network Solutions Sdn Bhd.

Activities (music, craft, theatre, sports and games) organised by Ireka staff for the Home's children to help develop their life skills, self-confidence and learning ability.

Recognising that most of the volunteers are already 'involved and active citizens' in their own communities, the initiative involves over 30 volunteers drawn from all ranks of Ireka's staff. Furthermore, the roles assigned to each volunteer also tap their talents, skills and experience.

For instance, Yang Mooi Yong, a senior quantity surveyor, is in charge of refurbishment and repair works.

"What I do for the project is essentially an extension of my responsibilities at work," she says. "Since we started, I have got ten of our contractors – it's very rewarding when you see how even the smallest things do so much to make a huge difference in the children's lives."

Barely a month into the programme, the results are already showing on the beaming faces of the children. At their first monthly get-together at Lighthouse, IREKA CARES volunteers were deeply moved by the songs, dances and musical performances by the children.

Says Mrs Steven, "The children enjoyed themselves so much that they can't wait for the next visit by Ireka volunteers!"

See Kim Wah, Head of IREKA CARES Action Committee, agrees that the most important measure of success for Ireka can only be taken after the programme is finished.

"I definitely hope to see a deep trust and lasting friendship between the Home and our team even after our mission is accomplished," he says. "That would also be my own personal reward."

DAMA: Turning Golden Oldies into Treasure



Despite over 25 successful productions under his belt, Khor Seng Chew, music director and founder of Dama Orchestra, has nightmares as the opening night for the theatre company's latest "song-and-dance musical", *Glitz & Glamour*, draws closer.

"It happens with every show and the nightmare is always the same," he says nervously. "Empty seats!"

Nevertheless, Khor admits it hasn't been as bad since Dama took to selling tickets en bloc to corporate sponsors instead of just relying on box office ticket sales. This new arrangement means that the corporate sponsor takes over the responsibility of filling all 504 seats for each performance sponsored, freeing up Dama to focus on the production itself. To date, nearly half of the performances for *Glitz & Glamour* have been taken up by corporate sponsors or event hosts (one of them being Ireka Development Management, which has a booking for 10 October 2010).

"We are also grateful for grants from corporate sponsors which help defray our operating costs, but more can be done," says Khor. "For instance, funding would improve if the government

offered tax breaks to corporations that make donations to local theatre companies."

Even so, Dama has spared no effort to make sure Dama's first full-length song and dance production is an extravaganza. French costume designer Dominique Devorsine, who worked on Dama's last production, has been re-enlisted to create the elaborate sequined outfits recalling Shanghai's classic cabaret acts and Hong Kong's silver screen. The theatre company has also tasked London-based choreographer Lisa Marie Lee with training the performers – a daunting challenge since many are first-timers.

How did it all begin? In 1989, after a stint of playing the pipa in the London stage production of *M Butterfly*, Khor returned to Malaysia. Two years of teaching music followed, and then serendipity – Khor chanced upon a score for a Chinese quintet, a rare phenomenon. Inspired, he set about looking

Main picture
Roax Tan and diva Tan Soo Suan strike a pose in *Glitz & Glamour*.

Inset
Seated from left: Khor Seng Chew and Pun Kai Loon; standing, Concert Master Gan Boon We, who also plays the *erhu* in the orchestra.

for four other soloists and the Dama Quintet was born – making its first guest appearance in 1993 in a concert at the British Council, followed by an official debut with an extended orchestra at Thean Hou Temple in 1994.

Dama's story took another turn when Khor teamed up with Pun Kai Loon. Starting out first as Dama's publicist, sponsorship solicitor, usher, doorkeeper – and whenever necessary, scriptwriter and production assistant – Pun worked his way up to become Dama's artistic director in 1996, a position he still holds. A theatre professional who studied in London, Pun shared Khor's enthusiasm to broaden the appeal of traditional Chinese music in Malaysia, and together, they embarked on a mission to stage musical theatre – showcasing Chinese golden oldies or *shi dai qu* which up till then were mostly performed in nightclubs, pubs and weddings.

In 1997, Dama's debut musical production, *Spring Kisses, Lover's Tears*, sold out in Kuala Lumpur, and played to packed halls in Penang, Ipoh and Johor Baru. At the close of its run after 88 performances, it was clear to all that Dama had struck gold, confirming that Dama's move into musical theatre was right.

Another major milestone for Dama came in 1998 when Khor attended a classical singing competition in which a 21-year-old soprano named Tan Soo Suan was performing. Western-trained, Tan proved herself adept in singing both western opera and Chinese classical songs and enthralled everyone with her elegance and grace. She not only won the competition (her third in three years) but she was declared Grand Champion of Malaysia Classical Singing Competition (MCSC).

In 2000, Khor plucked up his courage to approach Tan to star in Dama's next production, *The Songs In Me*. To Khor's delight, Tan said yes. And thus began a successful collaboration that sealed Dama's destiny. Tan went on to star in *Fragrance Of The Night, In The Imperial Garden, Spring Kisses, Lover's Tears* (in Shanghai), *September Tale, Love Without End, Butterfly Lovers*, and *I Have A Date With Spring*. Tan, who heads the cast in *Glitz & Glamour*, became Dama's resident singer in 2000.

Eventually, Dama changed its name to Dama Orchestra, as their instrumental ensemble had assimilated western musical instruments to fully take on the bigger challenges of musical theatre – a move that did not go down well with purists who felt that the duo had sold out.

Still, they persevered. Dama's unique musical blend of western and eastern, high production



Le Cabaret Shanghai opened to rave reviews at Legend Hotel, Kuala Lumpur, in 2004.

values and innovative stagecraft, capped by Tan Soo Suan's virtuoso vocals, won them a loyal following not just among the older set, but younger theatre-goers. Recognition also came with a flurry of Boh Cameronian Arts Awards – notably, Best Ensemble Music Performance in 2002 for *Fragrance of The Night* and Best Concert, Musical Theatre, for *Love Without End* in 2003.

Although gratified by Dama's progress, Khor and Pun say that there is no way they can rest on their laurels as their greatest artistic challenge is to find the best way of integrating western and oriental art forms.

Working closely as a team, both are relentless in steering Dama to meet the highest standards. As Pun puts it, the only way to improve is if you compare yourself to best practice, "not just in your own backyard but internationally".

Khor constantly scours junk stores and flea markets across China, Hong Kong and London for collections of forgotten recordings and vinyl to get material for original productions as well as adaptations of Asian-based work.

They also go to every major theatre production in KL and visit London every year for a month to catch the shows in West End.

At this point, both men welcome opportunities to interpret the music of other cultures, as Dama has in numerous international music festivals. In fact, Khor harbours a dream of Dama staging an opera one day!

Without doubt, it is this very passion that keeps the curtains up, the music playing, and their ardent fans coming back for more.

Sponsored performances of *Glitz & Glamour* will run from 8 to 24 October 2010, and this will be followed by performances for the public until the end of the show on 31 October 2010.

Says Ireka Development Management President and CEO Lai Voon Hon, "By sponsoring one night's performance on 10 October, I am pleased that Ireka is able to contribute to the performing arts in Malaysia, and at the same time help develop a greater appreciation of our rich cultural heritage amongst our investors and home buyers.

"Theatre holds up a mirror for us to ponder life's complexities and challenges; in the case of *Glitz & Glamour*, it shows us that something really new and exciting can happen with a fusion of western and oriental musical genres."



SENI MONT' KIARA: A Legacy for Generations

There is property you leave to your grandchildren. And there is property you leave for your grandchildren to pass on to their children and grandchildren.

Certainly, SENI Mont' Kiara ("seni" means art in the Malay language), a collaboration between CapitaLand Financial and Aseana Properties Limited, exclusively managed by Ireka Development Management Sdn Bhd, qualifies as a property investment of the second category.

"The pride and pleasure of acquiring a truly unique piece of property is akin to buying a rare work of art," observes Ireka Development

Management Senior Vice President of Sales & Marketing, Judy Loo "So when we conceptualised SENI Mont' Kiara, we approached it as one might in producing a masterpiece – to be rewarding in the way it affirms who we are, inspiring in that it encourages us to connect with life and everything around us, and enduring as its value appreciates over time."

And rare it certainly is. Comprising two 40-level tower blocks (*Van Gogh and Picasso*) and two 12-level low-rise blocks (*Monet and Dali*), SENI Mont' Kiara is perched on an 8.8-acre ridge that places it on the highest point of Mont' Kiara – Kuala Lumpur's most exclusive residential enclave.

Consequently, as many as 60 percent of its 605 luxury residences open out to unobstructed views of the Kuala Lumpur skyline which, for many units, include views of the Petronas Twin Towers and new National Palace.

Every unit also overlooks five acres of lush landscaped grounds designed by renowned Bali-based landscape architect Karl Princic, who has worked on some of Asia's finest resorts. Based on an island concept, the development's layout is one of perfect symmetry, defined by a central courtyard that includes two Olympic-length pools (one of which is heated) and serves as a communal axis and recreational space for the community.

SENI Mont' Kiara also holds the distinction of being the first residential development in the country to house a permanent art gallery. In fact, since welcoming its first visitor in August 2007, SENI Gallery has played host to over 30 exhibitions by eminent local and international artists, among them Jolly Koh and Eng Tay.

"Just as there are different brush strokes that make a great painting, there are many factors that make SENI Mont' Kiara the premium development that it is," says Loo. "And when you line them up perfectly – the right address, the splendid views, the superb quality of living with private lift lobbies and three parking bays per typical unit, the uncompromised security – you know you've got yourself a real treasure that will last the test of time."

Happily, as it turns out, there is still treasure to be acquired at SENI Mont' Kiara. Several stacks of Block Picasso, some of which command the best views of the city skyline, have been recently released for sale. With built-up areas of 2,906 sq ft (Type B) and 3,714 sq ft (Type D), these units are attractively priced with room for further appreciation, just like a desirable art piece. i-ZEN properties typically result in high investment returns that make purchase decisions easy.

"Purchasers are also assured of a good rental yield if they wish to take advantage of Mont' Kiara's unrivalled reputation as the preferred choice of abode for affluent expatriates," says Loo. "As an investment, it would speak volumes of your business acumen as well as your impeccable taste, so consider it a truly great legacy for your children and grandchildren."

Below right
Purchasers of SENI Mont' Kiara luxury apartments face a difficult choice: unobstructed panoramas of the Kuala Lumpur skyline or views of landscaped Balinese-style gardens.

Below left
SENI Mont' Kiara has clearly set a new standard of luxury with its two Olympic-length pools, five jacuzzi pools and two children's pools.



The Art Of Exclusivity

- All SENI Mont' Kiara residences have 24-hour CCTV surveillance, private lift lobbies, with one or two units to a floor.
- Available in six spacious design layouts, units are either three- or four-bedroom, and range from 2,347 to 3,714 sq ft.
- SENI Mont' Kiara enjoys unrivalled accessibility since Mont' Kiara is served by a network of roads with easy access to seven major highways.
- Each unit is fully fitted out with wardrobes, kitchen cabinets, appliances, air conditioners, and water heaters.
- SENI Mont' Kiara is situated right in the heart of Kuala Lumpur's most cosmopolitan enclave – home to nearly over 30 foreign nationalities
- SENI Mont' Kiara's location in Mont' Kiara puts it in the vicinity of international schools, golf and equestrian clubs, and over 800 shops and restaurants.

Above
Every unit comes fully furnished and fitted out with kitchen appliances, so it is possible for a tenant to just move in with a suitcase.

DESIGNING LUXURY WITH ANGELENA CHAN



When it comes to interpreting the concept for luxury projects, the interior designer chosen by property developers to project their vision in the show unit or apartment, can literally help boost sales or dampen the response from buyers.

And like most successful, strong-willed and independent Singaporean women, Angie is passionate about good food and drives around in a big car. But don't let her unassuming features fool you – this lady has an uncanny knack of designing interiors that ooze appeal.

Her contemporary modern designs for luxury residential properties can be seen in selected projects in Singapore and prestigious developments in Malaysia such as Kiaraville, Tiffani by i-ZEN and SENI Mont' Kiara.

Angie has been involved in interior design work for the past 15 years after discovering her winning touch for such projects.

“My first three projects – which happened to run concurrently – were three apartments for three bachelors in Singapore,” says Angie.

“I will normally prompt my clients with questions that will allow me to interpret their projects from a fresh angle. I keep myself abreast of current trends by my travels, magazines and movies! Basically, opening my eyes, ears and all my senses to my surroundings.”

But how do developers generally define “luxury”?

“The interpretation of luxury is very subjective,” explains Angie.

“My clients normally define luxury in relation to other ‘well-known’ luxury brands as a point of reference – like hotels, luxury goods, etc.”

How does Angie define luxury?

“These days, luxury is about the simplest things in life that I take for granted – resting in a clean and comfortable environment, eating healthy and fresh home-cooked food, spending quality time with people I love. All a bit self-indulging but that is luxury to me.”



Managing Expectations

Like any consultant in the service industry, clients may not always agree with the design concept or proposal and more importantly, the budget approximation. How does an interior designer like Angie tackle such a situation?

“Part of my job as an interior designer is to manage expectations. I help them prioritise to manage costs.”

Does a client need to spend a lot on an ID concept that reflects luxury? For example, for a condo unit?

“It all depends. We can create a luxurious ambience without having to spend a lot. But if clients are particular about brand associations, etc then the budget must reflect that desire.”

For furnishing a high-end residential unit, typical brands favoured by Angie include B and B Italia, Poltrona Frau, Poliform and Flexform. She likes them for their “quality, design, and innovation.” It is not just technological innovation, she points out, but “proportions and materials” used as well.

When it comes to furnishing a bedroom, the bed frame and mattress are the main focus and Angie recommends the Sealy brand for comfort and adequate support.

For bed sheets and other bedding accessories, the designer will invariably choose Frette, Pretesi and Casa Armani items. She also prefers Egyptian cotton for sheets, with a threadcount of not less than 600 by 600. In the bedroom, she also advises against having “work things in general” lying around, which could interrupt the mood for relaxation.

In the dining room, the type of crockery to be used would depend on the type of cuisine being prepared. But for cutlery, she vouches for Christofle.

In luxury condo homes, the kitchen should be equipped with appliances and gadgets that make the homeowners happy, especially if they are avid cooks.

...“Light is very important in sculpting space. Very often, I use light to create architectural interiors. The walls, floor and ceiling when bathed with light, form space and dictates the mood.”...

For lighting fixtures, both form and function are important factors to consider.

Explains Angie: “Light is very important in sculpting space. Very often, I use light to create architectural interiors. The walls, floor and ceiling when bathed with light, form space and dictates the mood.”

“Sometimes, I allow certain light fixtures, like pendants and decorative lamps to dictate themes and be sculptural elements themselves.”

Natural Quality

As for flooring material – be it in the lounge, bedroom, dining room, kitchen or bathroom – it has to be natural. “I like real things whenever possible, whether it is marble or real wood,” says the designer. “Yes, real plants wherever possible.”

The essential fittings for a luxurious bathroom would necessarily include accessories from Villeroy & Boch, Duravit, TOTO Neorest and Axor.

When advising a client on furnishing a luxury condo, Angie would normally “evaluate” his or her lifestyle before dispensing advice and arriving at a cost.

“I need to create a home for them. Budget is part of the brief creation,” says Angie. “Personality of the client must come through and I moderate to make it cohesive.”

Personally, Angie collects art works by Asian artists and loves both paintings and sculptures. She appreciates the endeavour of the artists to reflect their Asian roots and reconcile their Western education.

But will the interior design brief necessarily include art works?

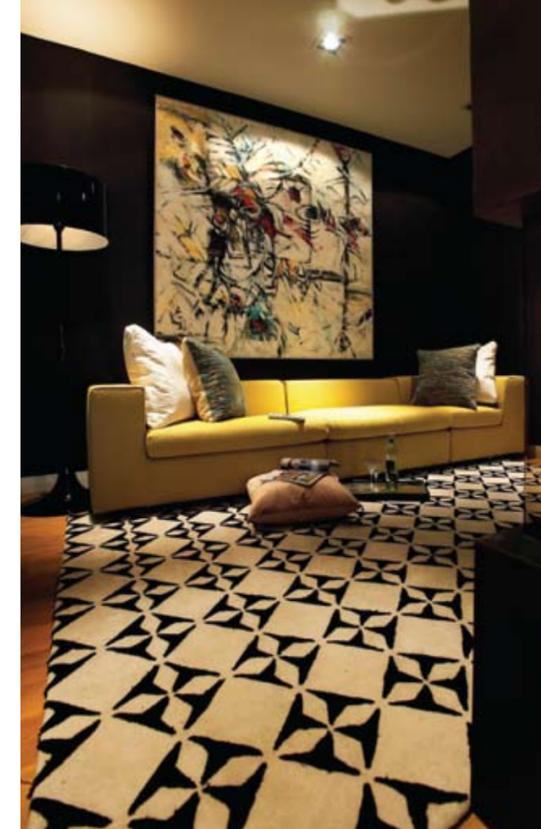
“I love art, so I would normally talk to my clients about incorporating them into their homes. However, it is something that I believe in cultivating, not enforcing.”

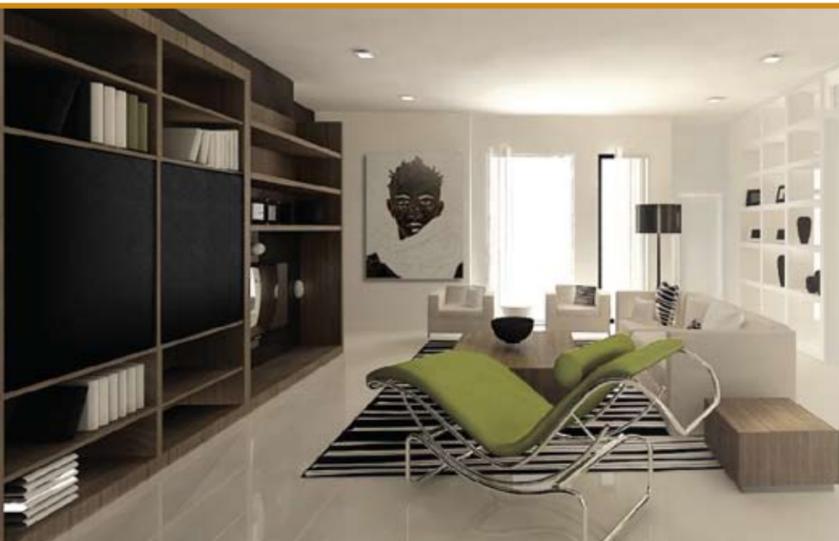
“I hate to see clients spending loads of money because they have to impress. If they truly do not appreciate art, in whatever form, I would still encourage them to personalise their homes with photographs, etc.”

Does Angie or the client decide on the art work for a project?

“It depends,” says Angie. “Some of my clients are avid collectors so that becomes a starting point for my design. Others would like to start a collection so I do advise them, sometimes with help from art consultants if the client has a large budget for art.”

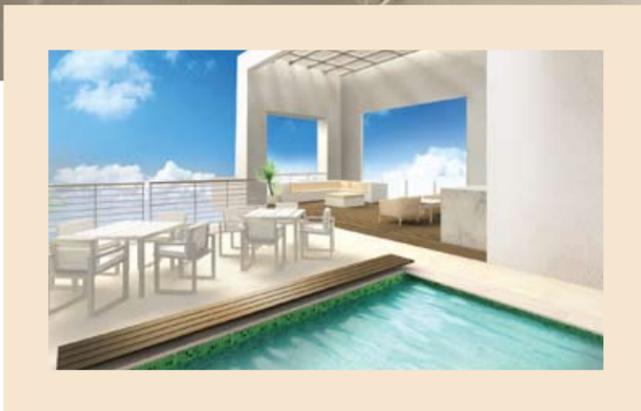
Whatever the interior design projects that Angie undertakes, her works never fail to induce an intense desire to own it. Perhaps, it has to do with the tactile and sensory qualities of all the furnishings put together that spell e-l-e-g-a-n-c-e.





SIGNATURE RESIDENCES IN THE SKY:

A private world of penthouse living in Tiffani by i-ZEN



Perched on Level 28 in Kallista block is a single-level luxurious penthouse of 8,011 sq ft with a modern resort feel. Upon entering the main door, one is struck by how light and bright the whole unit is with five-metre high ceilings and its private pool, the perfect place for a sunset cocktail.

The 2,410 sq ft junior penthouse on Level 36 in Radiant offers ample living space for a family area and a peaceful coffee and reading nook. It also boasts an airy, open-concept main space that is divided by the dining and living areas, a central gathering area for friends which opens up to a terrace.

“The market for penthouses is becoming more sophisticated,” says Lai Voon Hon, President and CEO of Ireka Development Management, “a buyer can customise the design to his or her specifications.

“Penthouses will always retain their appeal for a small group of buyers who love the space, the views and enjoy the lifestyle they suggest,” Lai says.

Aside from the exclusive amenities offered by the penthouses, Tiffani by i-ZEN also boasts The Sanctuary, a lushly landscaped courtyard of 4,000 sq ft for residents to relax and unwind. After a long day, residents can relax in the sauna and melt away tension in the fully equipped gym, aerobics cum yoga studio and outdoor pool. Parties or meetings can be held in the multi-purpose hall that can accommodate up to 150 people. Even the kids will have fun in the spacious playground and their own children’s wading pool.

Interested parties may contact the sales office at +603-6203 1919 or Jani Ow at +6012 296 3138.

There has always been something very glamorous about a penthouse.

It is about the height of style. Not to mention the exclusivity. And this is certainly true for the new penthouses of Tiffani by i-ZEN in Mont’ Kiara.

At the top of this newly completed residential development of two towers are three individual penthouse suites, all richly designed to set new standards in high living.

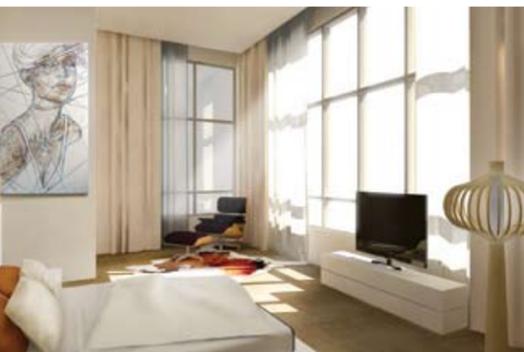
Tiffani by i-ZEN’s newly upgraded three and four bedroom penthouse suites welcome homeowners to expansive living spaces with natural light streaming in from oversized windows.

A spectacular and exclusive duplex sky residence starting on the 36th floor in Ideale block. Barbecue parties can be held in a pavillion deck complete with a bar and a 25-foot long lap pool.

Above left
Living the high life at Tiffani by i-ZEN: Living room features a fusion of casual elegance and modernism.

Above right
The poolside is the perfect place for entertaining guests or family gatherings.

Below
The master bedroom is a synthesis of functional style and comfort that can suit any personality.



Events Gallery

Ireka Truly Cares

14th July 2010: During Ireka’s quest to adopt a Home, Rumah Hope and Rumah KIDS were two shortlisted homes from the selection process to receive cash and in-kind donations.



1 Director of Rumah Hope, Mrs Alice Santha Paul (center) receives a cash donation of RM3, 000 from IREKA CARES Head of Action Committee See Kim Wah (front row, third from left).



2 Children of Rumah KIDS needed a washing machine at the time of writing. IREKA CARES granted their wish when Senior Manager, Communications Tan May Lee (front row, center) and team presented essential items to caretaker Roy Tan of Rumah KIDS (second from right).



13th National Housing and Property Summit 2010

29th and 30th July 2010: At a property summit held in Sunway Resort Hotel, Ireka addresses the growing sophistication and affluence of younger consumers that have led to a greater demand for lifestyle development projects.

1 The expert panelists for the luxury lifestyle development segment (L to R): Chief Operating Officer of Ireka Development Management Sdn Bhd Lim Ech Chan, Managing Director of Sunway City Berhad Ngjan Siew Siong, Managing Director of Research Inc (Asia) Sdn Bhd Datin Lim Lay Ying and General Manager of Selangor State Development Corporation (PKNS) Othman Haji Omar.

2 COO of Ireka Development Management Lim Ech Chan (right) receiving a token of appreciation from Minister of Housing and Local Government YB Dato’ Wira Chor Chee Heung (left).

3 On a national platform, this annual property summit represents the melting pot of top developers as they network and discuss the latest property trends during the 10th Malaysia Plan period.



Lighthouse Children Treated to A Housewarming Party

21st August 2010: More than 40 Ireka staff and 33 children of Lighthouse Children Home gathered in full strength to celebrate the ‘adoption’ of the home under the company’s flagship Corporate Social Responsibility programme entitled IREKA CARES. Working in partnership with members of Lighthouse and staff volunteers, a variety of refurbishment, IT and innovative outreach initiatives will be implemented over a one-year period.



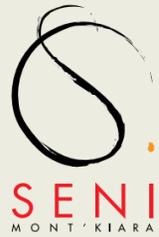
1 Lighthouse’s caretaker Mr Steven Silvaraju presenting the official letter for the commencement of refurbishment works to President / CEO of Ireka Development Management Lai Voon Hon (left) and IREKA CARES Head of Action Committee See Kim Wah (center).

2 Ireka staff and volunteers handing out goodies to the children.

3 The happy children of Lighthouse with their extended ‘family’ members from Ireka.



Construction Update



Structural works are in progress at Level 39 for Block B (*Picasso*). Structural works for Block A (*Van Gogh*), C (*Dali*) and D (*Monet*), car park podium, western bound retaining wall and suspended driveway have been fully completed. Architectural and M&E works are in progress at all blocks at various levels.



Office suite, office tower, retail mall: All works are completed. M&E testing, authority inspections and cleaning are in progress. External infrastructural work and landscape are completed with authority inspections in progress.



Hotel tower: Structural works are in progress at Level 14. Retail podium: Brick works are in progress from Level 1 to Level 4 at AHU and common toilet areas. Internal plastering are progressing well from Ground Floor to Level 4 at AHU and common toilet areas. Plastering works are in progress to common columns at Level 3.



Nearly 90% of the piling works is completed.



KL Sentral Office Tower and Hotel

Office tower: Structural works on the Ground Floor are completed while work on Level 1 slab is in progress. Hotel block: Foundation works and sub-structural works at Basement Level B2 are completed. Structural works at Basement Level B1 and Level LG 3 are in progress.

i-ZEN Privileges

ACCESSORIES & GIFTS



ACCOMMODATIONS & VACATIONS



FURNISHING & INTERIORS



WELLNESS, BEAUTY & FITNESS



'Live Life Beyond the Ordinary' with the i-ZEN Privilege Card

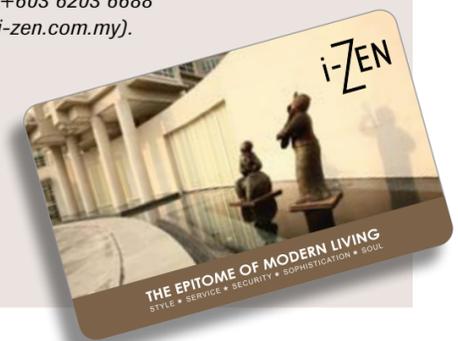
i-ZEN Privilege Card promises a selection of lifestyle experiences befitting your position as a proud member of the i-ZEN community. With the growing list of meticulously chosen lifestyle brands, spoil yourself with unsurpassed fine dining experiences, pampering health and wellness retreats and exotic vacation getaways, not forgetting the exclusive privileges on home furnishing products, lightings, kitchenwares, gifts, accessories and even educational camps!

For more information on the full member privileges available in year 2010, log on to www.i-zen.com.my or contact +603 6203 6688 (enquiry@i-zen.com.my).

FOOD & BEVERAGES



DUBROVNIK



“i” is for Ireka

Ireka Corporation Berhad (ICB) is a publicly listed company involved in construction, property development, hospitality & leisure and IT. Its distinguished over 40-year track record includes the construction of the KLIA runway, Kuala Lumpur's Middle-Ring Road II, the North-South Expressway, Putrajaya Government Administrative Offices, Technology Park Malaysia, DiGi Corporate Office (D'House), Wisma AIG and OCBC headquarters. The Group also previously developed and managed The Westin Kuala Lumpur, winner of multiple regional and international hospitality awards.

Ireka Development Management Sdn Bhd (IDM) is a wholly-owned subsidiary of ICB and is also the exclusive development manager of Aseana Properties Limited, a company listed on the Main Market of London Stock Exchange. Its development and management portfolio comprises the following:

- The i-ZEN brand of luxury properties, namely i-ZEN@Kiara I, i-ZEN@Kiara II, i-ZEN@Villa Aseana, Kiaraville, Tiffani by i-ZEN, SENI Mont' Kiara and I Mont' Kiara, all of which are located in the prime neighbourhood of Mont' Kiara, Kuala Lumpur.
- Luyang Perdana (Kota Kinabalu), and Sandakan Harbour Square, an award-winning seafront urban renewal project in Sabah.
- In Vietnam, aside from strategic minority equity stake in Vietnam developer, Nam Long Investment Corporation, it is also involved in the International Hi-Tech Healthcare Park (an integrated medical-themed development) and Queen's Place (a residential and commercial development) projects.

Supporting IDM are two key ICB subsidiary companies: i-ZEN Hospitality Sdn Bhd, tasked with the management of completed i-ZEN properties; and i-ZEN Property Services Sdn Bhd, which is responsible for the sales, marketing and leasing services for all i-ZEN properties.

SENI Mont' Kiara

i-ZEN The Epitome of Modern Living

i-ZEN is a brand founded on and driven by five basic principles that ensure its customers' highest expectations are met.

Style

Every i-ZEN development embodies an extraordinarily high standard of contemporary style, not merely in terms of aesthetics but also in the way it is congruent with form and function.

Service

i-ZEN has set the highest standards by benchmarking itself against the finest in the hospitality industry, and then recruiting the best talent and training them to exceed the expectations of i-ZEN's discerning stakeholders.

Security

With security being our topmost priority, all systems and procedures are routinely upgraded, checked and rehearsed to ensure an unwavering readiness to deal with every emergency.

Sophistication

In synergy with style, i-ZEN incorporates cutting-edge innovation and technology to introduce ease and effortlessness into every aspect of the i-ZEN lifestyle.

Soul

Soul lies at the very heart of every i-ZEN development. This encompasses a strong sense of belonging, a pride of place, and an identity as a community - all of which is achieved with the fulfillment of the other four principles.

