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CITIZEN

Living Life Large



Shaking Up The Status Quo!

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Greetings to all CiTi-ZEN readers!

I hope you and your family are keeping safe and well.

Malaysia has spent most of 2021 in lockdown which, as you can imagine, has had an impact on our construction projects. It has essentially been 'stop and go' for us since November 2020. There is one piece of good news however, which is that Phase 1 of our ASTA project, which is now fully sold, received its Certificate

of Completion and Compliance in April which is a positive step at this time of movement restrictions.

It is hard to believe that the world is still in the grips of the Covid-19 virus 16 months on and the pandemic has framed much of our lives now, whether it's in terms of how we work or even how we socialise. Consultants, McKinsey say that responses to the pandemic have speeded up digital technology by several years and the changes are here to stay. I am delighted therefore to be able to feature tech company, Jenexus Sdn Bhd who are leading the way in Artificial Intelligence (AI) R&D work.

There is a saying that if you want something done, ask a busy woman to do it. I think this is referring to Jennifer Ong, founder and CEO of Hospitality Asia (HAPA). Busy-ness defines Jennifer who functions at double speed, and even during the country's many lockdowns, which forced us to slow down, this did not deter Jennifer from creating new initiatives which has kept her busy, current – and successful. You can read all about Jennifer's journey and her achievements in this issue.

Stay safe, look after yourselves and your loved ones.

Datuk Lai Voon Hon
 Non-Executive Chairman
 Ireka Corporation Berhad

Shaking Up the Status Quo!

Put simply, **Jennifer Ong** is an inspiration to the Asian hospitality industry, excelling in everything that she does. Jennifer is the creator of the successful **Hospitality Asia (HAPA)** brand which is today an industry benchmark. It all started in 1994, when together with her late husband, Jennifer started the HAPA Group, largely to meet a gap in the market to produce high quality hospitality, F&B, retail, travel and lifestyle publications for the industry, aimed primarily at owners and operators. Today, the HAPA group is a household name in the Asian hospitality industry and has expanded its portfolio to include digital TV media, awards, events management, training, and service excellence audits.



HAPA®

Your Partner for Excellence

How it all began?

Jennifer and her late husband, Stevens Ernest, were the powerhouse duo behind a publishing company they started in 1994 with a modest RM20,000. They observed a big gap in the trade magazine market for hospitality and retail in Malaysia, and set out to help the industry buyers and sellers talk directly to each other through a series of publications including Hospitality Asia, Retail World Asia, Shopping World Asia and other lifestyle magazines. We should also give a nod to Jennifer's late father, whom at the time, was a publisher of children's books in Malaysia. He joined Jennifer and Ernest a year later as their Managing Editor. They received positive support from Singaporean clients, where Jennifer lived for 5 years, and built strong bonds with big brands and advertisers.

The plan was to create a media platform where hoteliers and retailers could create a dialogue with manufacturers, distributors and suppliers, with direct messaging and advertising, something that no one thought was important before then. This success led to the creation of more publications, so by 1999, they had 10 titles in their stable of magazines, covering the range of issues including fitness, motor & boats, technology, travel, beverage, and dining.

Their "Working Woman Asia" magazine, Jennifer describes as her proudest product because, inspired by her role model, Oprah Winfrey, the topics covered were all about empowering women across Asia without the "sex content" (Jennifer's words, not mine!). Looking at the gap in the consumer and trade magazine markets through Jennifer's unique prism of creating something that no one had considered before, proved profitable because they were all popular and attracted top brand advertisers like Nestle, Unilever, Nespresso, Moet

Hennessy, Carlsberg, Villeroy & Boch, Procter & Gamble, Dutch Lady, Coca-Cola, Pepsi, Bulgari, Ferragamo, Chopard, Cartier and many more.

Tragedy struck on December 8th, 2000 when Ernest sadly passed away in his sleep leaving Jennifer with a company to run (with their 70 employees), alongside raising their, then 4 year old son. Only the day before, they were celebrating the anniversary of their fitness, travel and motor & boats magazines. This event marked a turning point for Jennifer and could even be described as life changing.

Determined not to give up on the publication business, Jennifer gave herself 3 months to prove that she could run the business on her own (despite much concerned advice to the contrary). Out of financial necessity, the publishing house moved to smaller premises, the staff team was downsized to a third and most painful of all, those magazines not generating enough profit were terminated. There was simply no choice!



New Beginnings

2002 saw the launch of the Hospitality Asia Platinum Awards (HAPA) in Singapore, and the year after, it was rolled out in Malaysia. In 2008, HAPA Awards went regional to include Indonesia and Thailand; and additionally Vietnam and the Philippines in 2011. Jennifer wanted to change the award blueprint of the time and created an event that not only hailed the great and the good of the hospitality world, but also those whom, one might argue, offered just as much – i.e. the housekeeping, concierge and front office staff, for instance. Jennifer calls them the “unsung heroes of the hospitality world”.

With her eye for the unique and daring to break the mould, Jennifer successfully created a different kind of judging process - the concept of mystery judges offering their evaluation of actual experiences in real time. These industry experts, drawn from hospitality professionals across SE Asia provided their expertise pro bono. Jennifer put together a technical committee consisting of Presidents of Hospitality, F&B and Culinary Associations from the region who helped to set the audit criteria for all the award categories. There was no cost for

hotels, resorts, restaurants, bars and clubs, spas and golf clubs to throw their hats into the ring.

Jennifer proudly says, “You cannot buy a HAPA award although you can buy tickets to the gala event and we would expect at least 2 representatives from the participating establishments to attend the Awards Ceremony as we do not allow no-shows regardless of which country the nominees are from.” The HAPA Awards were described as the “Oscars of Hospitality” and set the benchmark for overall quality and service standards in Asian hospitality.

Alongside the HAPA Awards, Jennifer was also running 2 magazine titles, Hospitality Asia and Retail World Asia. As if she wasn't busy enough, Jennifer was determined to ensure that fundraising for charity was a key part of the Awards, the first to do so, and it became a central part of the Company's CSR programme. University Malaya Medical Centre's Paediatric Oncology Unit was one of their many beneficiaries where over RM500,000 was raised for this HAPA initiative. As well as granting the children their wishes taken from the Wish Tree created by HAPA, the Awards also fundraised

for medical equipment, built a children's playground and even organised a Chemo Graduation Ball for the children who had completed their chemotherapy treatments. Making a fuss of the children through their journey with cancer is described by Jennifer as, “The most fulfilling achievement in my HAPA journey and a moment I will cherish forever”.

Continuous learning is in her DNA, so it was no surprise when Jennifer was trained and certified as a Neuro-Linguistic Programming (NLP) Master Coach and Master Practitioner, Time Line Therapy® Master Practitioner and Hypnosis Master Practitioner; and today, this is an integral aspect to HAPA's training and coaching arm - HAPA Academy's Mindset and Customer Service Excellence training. Both are about raising the bar in the hospitality and service sectors “through attitude and mindset transformation towards excellence.”

Developed in the 1970s, NLP is a psychological approach that helps improve our communication and influence skills, providing practical ways in which we can change the way we think and approach life. Jennifer is very passionate about NLP and is currently pursuing her NLP



Master Trainer's certification from Sydney, and has also started her journey in personal coaching where she coaches women in parenting, personal development and transformation; as well as coaching teenagers, particularly those who are going through depression.

Pause for Covid

As with everything these days, the current pandemic interrupted the hosting of last year's HAPA Awards and possibly for 2021 too. In fact, the hospitality and tourism industry around the world has had the metaphorical rug pulled from under their feet and is yet to be revived, at least in Asia. According to Jennifer, the HAPA Awards are all about people meeting, celebrating, congratulating and networking with each other face-to-face so there was no appetite to host the event virtually. Jennifer is determined that the HAPA Awards will return when it is safe to do so.

Onwards and Upwards

Not letting the lockdown grass grow under her feet, Jennifer decided that she was not going to sit back and wait for the hospitality sector to open up to the world. In June 2020, she was determined to improve on

her technology skills, learning about live video streaming and increasing her social media skills, acknowledging that a digital platform is the way to keep the HAPA brand relevant and sustainable. Once again, inspired by Oprah Winfrey's Talk Shows, HAPA TV was created on June 17, 2020. Some of the pioneer guests on the new digital platform included Lyn Siew, Owner of modern Chinese restaurant, Ruyi & Lyn, Loh Lik Peng, Founding Director of Unlisted Collection Singapore, Deepak Ohri, CEO of Lebua Hotels & Resorts Bangkok, James Won, Chef Patron of Enfin by James Won, Chef Darren Teoh, Owner of Dewakan, Kartik Kumar, Brand Director of Nadodi and Liang Foo Kuan, Managing Director of Big Onion Food Caterer, amongst others.

On September 8, 2020, "TASTED!", a food tasting series on HAPA TV was launched to showcase a new take on food critiquing of KL restaurants and reviewing the quality of home delivery food, a fast growing industry, again, necessitated by the Covid lockdown. As well as the food shows, HAPA organised a successful virtual hospitality and tourism summit in April this year; and also launched another digital TV channel, "JENN TV" focusing on lifestyle issues such as personal development, teenage-hood,

parenting, etc. Aptly named, "Hold That Thought!" this is Jennifer's own talk show creation discussing life, its daily grind and the realities of living, especially at this time. JENN TV is a platform that invites individuals who have always wanted to produce their own show to work on it, thus giving them the autonomy to be creative and to have fun doing so.

"I refuse to let Covid rob me of the business I worked so hard to build up. I was determined to continue being creative and to find a silver lining, which the digital world has given me the opportunity to do."

More to come

Jennifer is determined to be a role model and exemplar for her 3 children. They see that she is a busy mum, lobbyist for the hospitality, F&B and tourism industry and constantly bringing her creations to fruition, working hard for the future and above all, staying focused and positive. The latter she credits to her NLP training.

"I really do have Covid to thank for quality time with my children, a new business direction which has also brought new energy and fulfilment to the work day. I have evolved myself and will do whatever it takes to look after my family."

Jennifer has forged an amazing career through personal crisis and weathered business downturns, which she has refused to let define her. Over 27 years later (a huge success in itself), the HAPA brand continues to dominate the Asian hospitality scene. I feel she is only scratching the surface because there is definitely more to come - Jennifer has the ability to inspire, a talent for shaking up the status quo and the clout to change the conversation.

<https://hapa.asia/>
www.jenniferong.com

Behind the Scene at Mobilus

In the last issue of CiTi-ZEN, we featured the **Automated Rapid Transit (ART)** system, an urban transport revolution brought into Malaysia earlier this year by Mobilus Sdn Bhd - a joint venture company set up by Ireka Corporation Berhad with CRRC Urban Traffic Co. Ltd to pursue urban transportation business opportunities in Malaysia and South East Asia. The ART system has been brought into Malaysia to transform the country's public transportation system. In the last issue, we featured two senior team members, Ramlan Zainol Abidin and Noor Rizwan Kasmuri. We are delighted to feature two others who play a key role in the Mobilus team - let's find out more about them.



Darren Seow (Commercial and Business Manager)

An accountant by training, Darren joined Ireka 3 years ago as an investment analyst, to escape the world of accounting and to try his hand at something completely different. Darren is the numbers person for Mobilus, a central role because he is responsible for cost projections and feasibility work for future ART projects.

Darren helps the team decide on all the commercial aspects, working closely with the senior managers, especially Ramlan and Rizwan, for their expert knowledge on urban transportation in Malaysia. He also draws on the knowledge of other colleagues in Ireka, like the construction team who provide him with crucial help in putting together his feasibility costings, especially if infrastructure works might have to be considered (e.g. possible need for road expansion or for viaducts).

Darren enjoys the opportunity of seeing the whole Mobilus operations up close and personal, learning everything about urban transportation in Malaysia in the process; and with his knowledge of commercial and market analysis, he is an asset to the team because he is able to advise them on the direction in which things might (or might not) change.



Jeffery Chu (Engineer)

A recent mechanical engineering graduate, Jeffery is the newest member of the Mobilus team. He joined as an engineer in November 2020 and has hit the ground running. He works closely with partners, CRRC to learn everything about the technical aspects of the ART system, how it operates and finding solutions to problems. One of the most valuable skills Jeffery brings is his ability to speak and read Chinese (especially technical documents) fluently. When the CRRC team came over to Johor to assemble

the ART in January 2021, Jeffery learnt a lot about its whole operations from the motor to the air-conditioning system.

This hands-on learning is invaluable especially when working with internal colleagues such as from i-Tech, to share information with them so that the latter is able to apply their expertise on specialist electrical works for signaling or on the technology required for the Operations Control Centre. Jeffery also liaises with traffic management and road safety consultants to make sure that the ART operates safely on the roads.

The Next Steps

The ART's pilot test currently underway, is being evaluated by the Malaysia Institute of Transport (MITRANS), an institute of Universiti Teknologi MARA. The independent and technical study will result in a feasibility report to assess its roadworthiness in Malaysia so that Government approval can be sought to run the system in the country.

This critical piece of evaluation work will look at, among other things, how the ART system shares the road with other traffic, safety aspects of alighting and disembarking, door safety, its use of energy, integration of passenger information systems at stations with real-time position of the ART vehicle to ensure reliability of the service, etc.

The 3-month pilot testing is hosted by the Iskandar Regional Development Authority (IRDA) in Johor who aim to showcase

green technology vehicles such as the ART system to the public. Alongside the technical viability of the ART system, IRDA is helping to co-ordinate feedback from the public who, until the Government imposed lockdown to curb the spread of the Covid-19 virus, were able to experience the ART for themselves. It is reported that the feedback hitherto has been on the whole positive and many people are excited to see this transport revolution on the Malaysian roads.

Aside from the current pilot programme, talks are taking place with other States and we look forward to seeing the ART system running in other States in Malaysia in the near future.



The ART System

Unlike any existing public transportation vehicle, the ART, is a hybrid between an electric bus and a trackless tram. It was developed and launched in 2017 by CRRC, the world's largest manufacturer of rolling stock and rail related products and systems. This transport revolution is a multi-carriage, electric powered urban transport system equipped with sensors that can read the dimensions of a road and does not have to follow conventional rail tracks or the need to dig up roads to lay rail tracks which is always disruptive for local economies.

Because the ART runs on battery power, it is environmentally friendly and does not emit fumes. With a maximum speed of 70 kilometers per hour, the ART urban transport system is more agile, flexible and potentially cheaper to implement compared to conventional rail systems. Manoeuvrability is the ART's most important feature - it is designed to take sharper turns and as the vehicle is not tied to tracks, it can move around corners and roundabouts smoothly. ART uses leading edge technology developed by the CRRC Group and it allows for higher passenger capacity. The standard ART system is three carriages that can carry 300 people, but it can also take five carriages and 500 people if needed; and operates on clean sources of energy such as electricity or hydrogen.

It has rubber tyres that run on normal streets thus providing a comfortable ride that has the quality of light rail, without the noise or fuel emission. It will help ease traffic congestion in Malaysian cities. As the ART will run alongside road traffic, it will be able to go into the deeper pockets of city centres and the suburbs as the last mile connectivity, thus meeting the gaps in these areas. Hopefully, it will be able to attract land development potential around the ART stations and routes, therefore unlocking urban regeneration.

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Big Impact Technology

The current pandemic has tested us all in every way but it has also shown its real resourcefulness, particularly in the world of technology – like it or not, it is the current (life saving) communication link for most of us as we live with lockdowns and travel restrictions. According to an article published in March 2021 in technology magazine, Backlinko, web-chat app, Zoom (launched in 2013) was downloaded 485 million times in 2020, with currently 300 million daily meeting participants, both free and fee paying. Similarly, the Artificial Intelligence (AI) and Internet of Things (IoT) world is also developing apace to help us work, rest and play “smarter”.

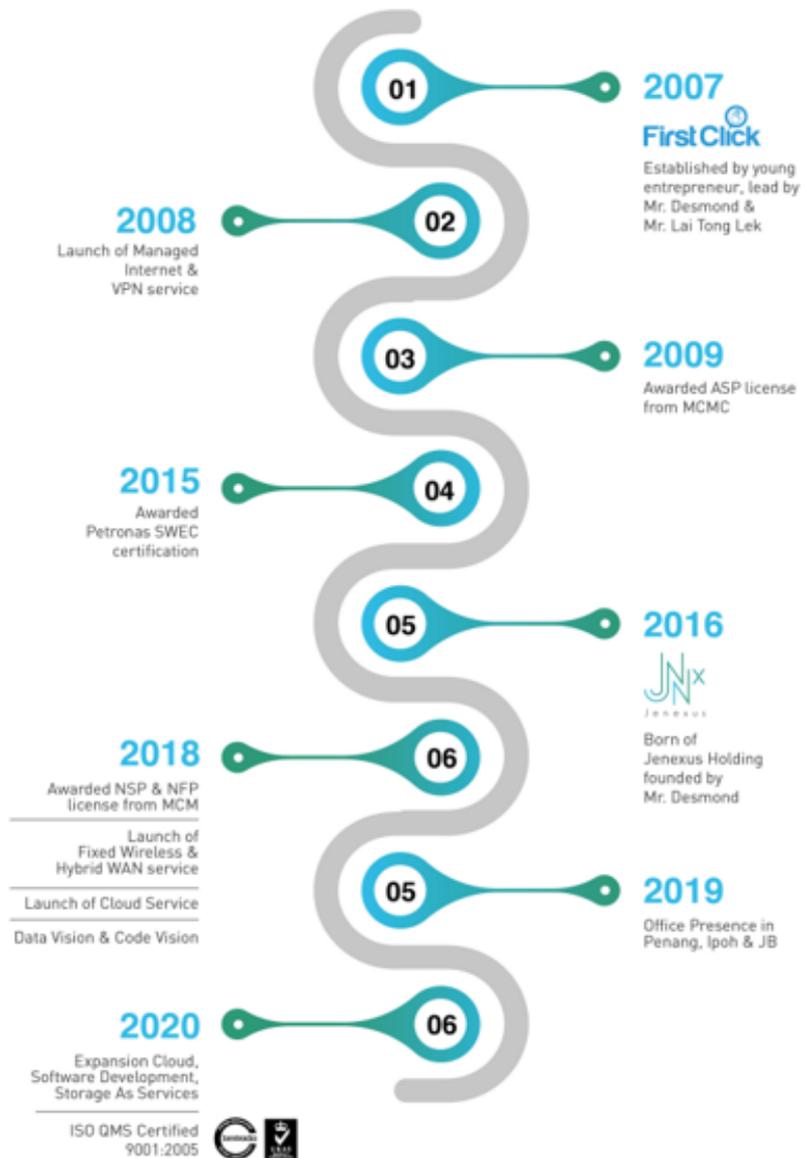


Our Milestone with more than 13 Years of Experience

AI and IoT at Jenexus

Building on, and creating their own technological advancements are Jenexus Code Vision Sdn Bhd (established in 2019) and Jenexus Holdings Sdn Bhd, a Malaysian tech company established to focus on Artificial Intelligence (AI) and the Internet of Things (IoT). Both companies are subsidiaries of Jenexus Corporate Sdn Bhd. Just to provide a brief explanation, AI is all about building smart machines capable of performing tasks that typically require human intelligence or put another way, it's getting machines to simulate human intelligence; and IoT is all about the network of physical objects that have sensors, software and other technologies within them from phones to security systems to home appliances.

Rex Tan, Application Development Director at Jenexus started his interest in AI development in 2009 whilst still at university working on a car plate recognition project. This is a life-long interest because Rex has been working to refine and advance car plate recognition AI technology at Jenexus, which he believes to be life changing because we are on the cusp of this technology





having a big impact. Jenexus, a cloud-based platform, provides an intelligent data maintenance service, amongst other things; and is passionate about researching and refining AI software development. Rex is careful about what he calls smart technology. Programming your air-condition to come on at 7pm so that the home is cool for your impending return is not what Rex would call smart because he says that we simply schedule this to happen. What is smart is your home "knowing" that your car is not home and therefore not switching the air-conditioning on, in order to conserve energy. Rex says that Malaysia is well advanced in AI technology, used mainly by businesses for the moment rather than in individual households – for example, the widely used AI in CCTVs around the country.

AI in License Plate Recognition

Jenexus is currently working on car plate vehicle detection and face recognition projects. The video monitoring solutions provide real time monitoring and all the

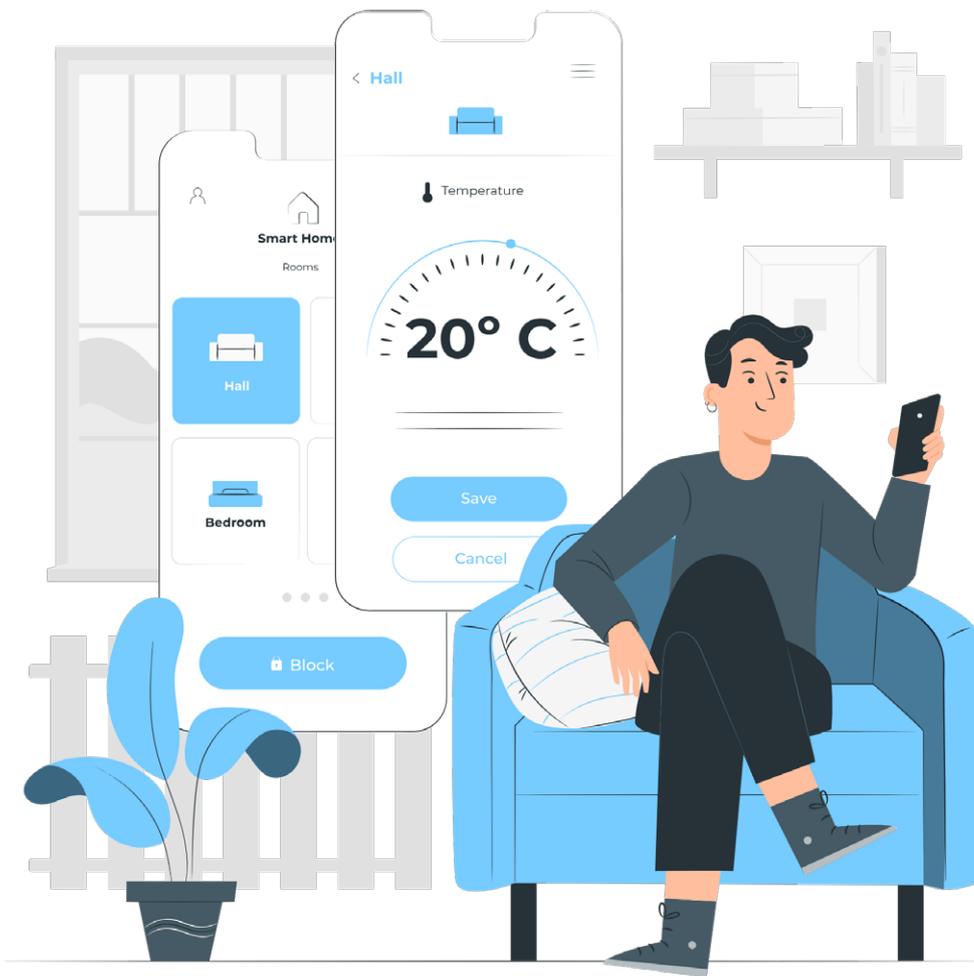
objects detected will be stored as images automatically. AI face recognition, according to Jenexus strengthens security measures for companies (traceable by the exact date and time), reduces the number of touch points, makes visitor management more efficient and improves thermal health detection, a necessity these days. The test pilot for the car plate detection AI software was trialled at the Kuala Lumpur World Trade Centre car park in 2020, for the reserved, VIP or disabled parking solutions, for user safety and to help with general security.

Thanks to advancements in AI, license plate recognition technology can do more than read license plates, providing better quality sensors and picture images. As well as providing parking solutions, the AI technology could also help law enforcement by providing better accuracy licence plate information, make, model and colour of the vehicle all captured at a specific time period. The improved computer vision capabilities make it easier to identify things in the images, thus providing valuable information

to the police. But the changes and capabilities don't have to stop there –at some point it may even be able to be used for facial recognition, whether the people in the car are wearing seatbelts or even if someone is using a mobile phone while driving.

Creating AI Talent for Tomorrow

Jenexus sees that AI is here to stay and there is still much to mine in this technology. As Rex says, "there is still space for the technology to get much smarter. In the not-too-distant future, we can be looking at machines, regardless of brands, talking to each other to make our daily life easier. Fridges can hook up with our preferred online shopping company to order your groceries or your car notifying you and your mechanic that the service is due on your car." To this end, Jenexus has its eye on the future generation of AI talent and entered into a partnership (in June 2020) with Huawei Malaysia and Chung Hwa Independent High School in Kuala Lumpur to provide training to the high school students.



This tri-partite collaboration is part of Huawei's AI Talent Development Ecosystem Programme and Jenexus' CSR programme. This hands-on training gives the children the opportunity to learn about and play with the AI technology to develop interest and eventually to seek out future talent. The impact of school closures due to the pandemic has unfortunately interrupted this programme and put it on hold, but it will restart when the schools reopen.

I came to the interview thinking that AI is science fiction robots which couldn't be further from the truth because in reality, the technology can improve many daily processes, allowing us to get more done in less time. I can see that AI is a massive market and the technology is improving all the time, thanks to Malaysian organisations like Jenexus.

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Banned in KL, Astro Boy Rides the Wave to Sky Kingdom on A Grasshopper

BANNED IN KL, Astro Boy RIDES THE WAVE TO SKY KINGDOM ON A GRASSHOPPER

MALAYSIA MELALUI LIMA BELAS POSKAD
1886-2019



A Penang girl “historically”, Sheau has lived in Kuala Lumpur since returning from her studies at Yale, USA where she read architecture and history. Sheau says that architecture, aside from shaping thinking about form and history, also anchored her to be both creative and analytical at the same time. It was her Yale Fellowship post-graduation that landed Sheau at the MDA where she led on a piece of research for a book project, and where she has subsequently helped them to successfully obtain long-term funding from the Foundation of Arts Initiatives, a private foundation that supports the promotion of contemporary visual arts and culture.

What is it all about?

Banned in KL, Astro Boy Rides the Wave to Sky Kingdom on A Grasshopper (I like this mouthful of a name much better!) is a book featuring 15 decades of Malaysian history with a carefully chosen image to represent each period. For instance, the 1940s is represented by a Japanese Lottery (from the collection of Nazri from nazribanknotes.blogspot.com). Called the

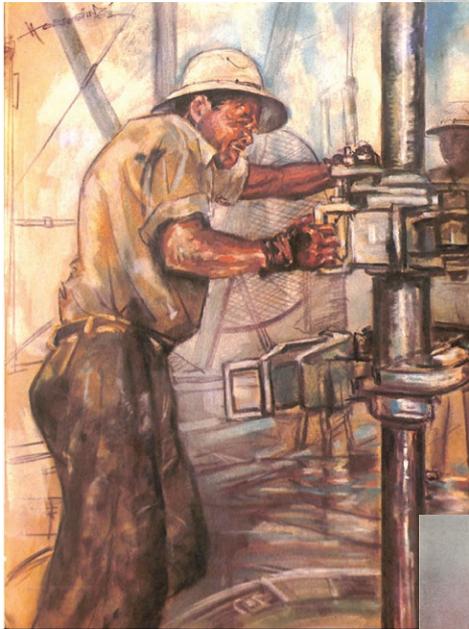
Alongside its unusual title, this small book packs a big punch! **Lim Sheau Yun** is one of its authors, and together with fellow writers Ong Kar Jin and Simon Soon, they wanted to depict *Malaysia in 15 Postcards*; which is its alternative name. The Bahasa Malaysia translation is by Nadia Nasaruddin and Amanda Gayle designed it all. The book is produced by the Malaysia Design Archive (MDA), an organization founded in 2008 to document and preserve the development of graphic design in Malaysia. It is also an education resource for anyone interested in Malaysia's design past. Sheau sums up the MDA as, “not just an archive space for visual history or a pedagogical resource, but we put the spotlight on what falls through the cracks of our national historical collection – we want to showcase an independent history and to centre marginalized voices. Producing our book in 2020 on Malaysia seen through the 15 carefully selected postcards is a case in point.”



Konan Saiken, it was one of the main money raising schemes to support the war effort during the Japanese occupation of then, Malaya. The Astro Boy ice cream wrapper (donated by Mr Goh Ewe Huat, former ice-cream factory owner), representing the 1980s is symbolic of a time when then Prime Minister, Mahathir Mohamad urged Malaysians to “Look East”, towards the rising Japanese economy and to embrace Asian values. The 2000s is represented by cult leader Ayah Pin from Terengannu, in the east coast of Malaysia who

founded a banned religious sect, “Sky Kingdom”, who worshipped a weird assortment of structures like a giant teapot, vase and umbrella, claiming to be the King of the Sky. 2020s has a not-so-subtle yellow line across it, depicting a period cancelled out by the global pandemic, bringing all our lives to a virtual standstill.

The bygone era art in the book is not saccharin-like nostalgia with colonial buildings or hawker markets. The 15 photos and accompanying texts are snapshots of the country's history,



deliberately presented to be thought-provoking, one which is not orderly but peppered with stories of colonization and power struggles throughout. *Banned in KL, Astro Boy Rides the Wave to Sky Kingdom on A Grasshopper* makes no claim to be an authority on the nation's history but Sheau asserts that it provides the reader with an alternative and evocative vision. The title, incidentally, is taken from a collage of the different postcards in the book so that the whole ethos of the book is captured up-front in its name.

The book is intentionally bi-lingual to reach a wider audience. Sheau is spot-on when she says that we have a tendency to tell stories in one language (usually English) which excludes other language groups and gets in the way of promoting social inclusion. Best of all, each image in the book

has a perforated edge so that it can be torn out as a postcard. In our increasingly digital world, the ritual of writing a postcard to send by snail mail is in itself reminiscent of times gone by!

What's next?

The MDA is planning a host of other events and publications towards the end of 2021 and in the year ahead. We can look forward to a book on the post-independence (1957 to 1969) history of food as seen through labour, e.g. the labour of food hawkers; an exhibition and book on the history of Malacca in the

seas (looking beyond pirates and trade), and an online exhibition on Malaysia's Wawasan 2020 (Vision 2020).

Banned in KL, Astro Boy Rides the Wave to Sky Kingdom on A Grasshopper is playful and edgy at the same time, inviting you to make your own connections through the postcards, and hopefully also to spark discourse about it. Over to you!

Banned in KL, Astro Boy Rides the Wave to Sky Kingdom on A Grasshopper is available on Shopee, or on the MDA website <https://cl0ud.onl/>

| Let There Be Light!

CiTi-ZEN enjoys featuring Malaysian artists, but this is the first time that lamp art is the focus. Mohd Firdaus or Epi as he prefers to be addressed by, recently discovered his talent for this practical art form by accident and now enjoys everything about it. Epi used to import artefacts from Bali for his pop-up store in a KL shopping mall. With the unsold stock (another victim of the current pandemic), Epi decided to transform a few of the items into unique and creative modern lamps and lampshades made entirely by hand using quality materials – he discovered that he had a knack for this art form and spurred on by his brother and a Singaporean friend to do more creations, Epi decided to move the dial from hobby to business. Epi says that he has always been interested in all types of art (cemented by his degree in product design), and lamp art is a new creative acquisition.

“I enjoy learning the process of how things are made, how different raw materials and items are pushed to their potential to create something beautiful. This has always shaped my creative flow.”

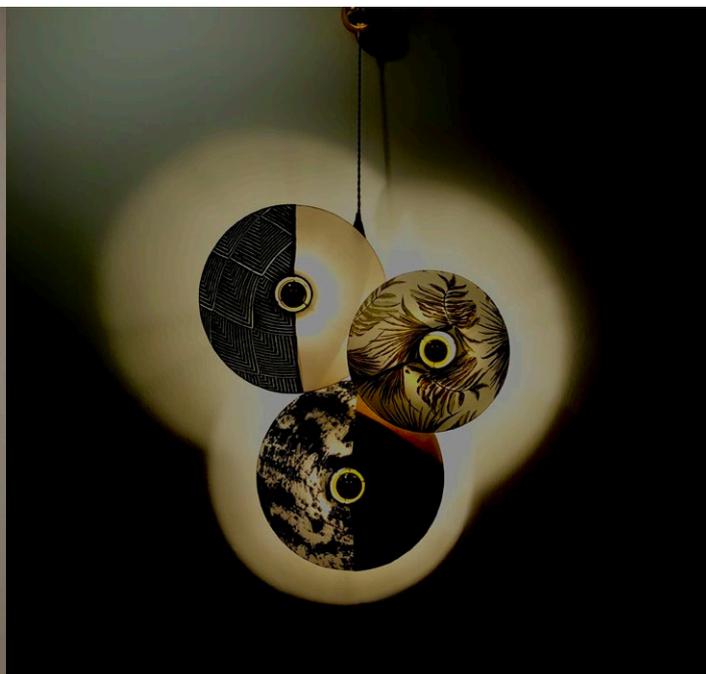
When asked why lampshades, Epi did not hesitate to say that he is inspired by both the artistic aesthetics of lamps and their applied function with practical uses. He enjoys experimenting with the light and shadow he can create (and control). He wants his shades not just to provide light but to create a calm and relaxing mood, plus suiting every decor need. “I want my work to illuminate, not to blind!”

Epi's father was a palm oil estate manager so the family moved around the country living among acres of the palm oil trees.



This meant that Epi grew up surrounded by nature, watching things grow in the same cycle year after year. He puts down his sense of observing, sitting still and connection with nature to his early years. Epi is also big on Asian culture which he describes as being rich in creative fuel such as in their architecture, artefacts, food, textiles, etc. He singles out the humble gong for

its symbolic shape and significance. Inspired by both its ceremonial use (e.g. at religious ceremonies) and functional use (e.g. as a warning siren), this is why Epi has adapted the gong shape for his first lampshade collection. Epi also loves batik fabrics for their creative patterns and texture so he has used this material for some of his gong inspired shades, giving them full-power statements.



"I want my (lamp) shades to be original, unique and meaningful. The journey is just beginning for me which is why I welcome feedback on my lamp art. I will continue to experiment because I want my work to be appreciated by people; and I want them to sit and stare at it." Epi's distinctive and picturesque shades do not only look pleasing in themselves but I feel sure they will become a decorative accessory that will come into its own.

<https://paradesa.company.site/>



Welcome to Virtual House Hunting at Ireka

Although house hunting digitally has been around for a while, the Covid pandemic accelerated this process because buyers are not able to physically view properties. Ireka introduced the use of virtual technology to showcase our properties and buyers, in turn, use these tools as an initial screening mechanism. A virtual tour provides the prospective buyer a walkthrough of the property, giving a sense of the space and layout of the property, using 360-degree views. A virtual tour can help a buyer make a well-informed purchase and save them a lot of time in visiting many properties physically and without having to step out of their homes, thereby making the house-hunting process safe during the pandemic. Best of all, virtual tours can expand the reach of our properties to property buyers around the country, and even internationally.

At Ireka, we have provided the virtual viewing service since May 2020 because many potential buyers told us they were still looking around for new properties but movement restrictions during the lockdowns prohibited travelling to view properties. On our virtual platform, Matterport, viewers can get a 360-degree virtual link of the overall project. Our online services include presentations via Zoom or MS Teams; live chats and pre-recorded video tours. Soon we will provide a live chat video to allow more interaction to answer all your queries, ultimately to improve the buyer experience.

We also offer a digital Loan checking link that corresponds with your online booking. We have included Loanplus and MHUB loan tracking links that provide most up-to-date loan screening and approval technology to improve the whole loan eco-system. The features help the developer, agents, banks, and buyer to maximize their loan potential and speeds up processes.

So, what do you get to view from your preferred device?

Dwi @ Rimbun Kasia & The RuMa Residences Show Units

Here are the links :

• **Dwi show units –**

o 645 SF (2+1 bedrooms / Dual-key) - <https://my.matterport.com/show-mds?m=AN3SJx1KmaL>

o 954 SF (3 bedrooms) - <https://my.matterport.com/show-mds?m=bXyzjm8R3qv>



The 360-degree VR link on the overall development <https://storage.net-fs.com/hosting/6781893/1/>, allows viewers to see the unit type, facilities, central park and aerial view.

• **The RuMa show units –**



o 915 SF (2+1 bedrooms) - <https://my.matterport.com/show-mds?m=w1mAB7W7iRF>

Benefits?

- Able to manoeuvre around the properties, checking out the bedrooms, bathrooms, living room and kitchen;
- Can view properties in different modes (i.e. 3D mode, Dollhouse mode & Floor Plan mode);
- Can take measurements i.e. area of the room (in 3D mode & Dollhouse mode);
- Able to provide the 'feel & look' of our show-units
- It's simple to use!

To learn more about our projects, kindly contact our sales representatives –

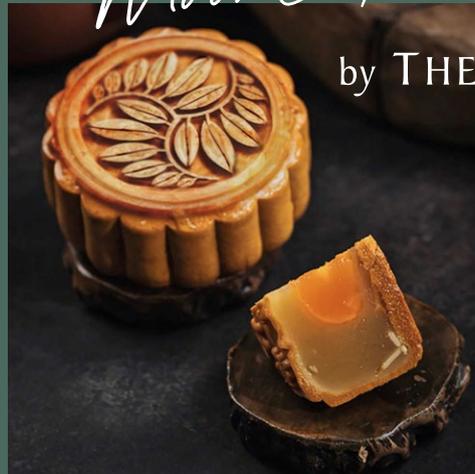
Dwi @ Rimbun Kasia : 1800-18-6388 / 011-1123 3882

Dwi @ Rimbun Kasia Website : <https://rimbunkasia.com.my/>

The RuMa Residences : 018-388 6988

The RuMa Residences Website : https://www.the-ruMa.com/m_resi_main.html

Limited Edition Mooncakes



by THE RUMA

In celebration of Mid-Autumn Festival 2021, The RuMa Hotel and Residences has worked meticulously behind closed doors for months to produce Limited Edition Mooncakes.

Each mooncake is individually handcrafted and made with finest picked ingredients to ensure we meet the highest quality product customers always expect from The RuMa.

Priced at RM98 per box of two pieces, every box will come with one Durian Paste with Single Yolk and one Pandan Lotus Paste with Single Yolk.



On sale from 12 July until 21 September 2021 or while stocks last.

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For more information or to place an order,

WhatsApp +603 2778 0735,

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THE RUMA

HOTEL AND RESIDENCES

7 Jalan Kia Peng, 50450 Kuala Lumpur, Malaysia
www.theruma.com T+60 3 2778 0888



i is for Ireka

Founded in 1967, Ireka Corporation Berhad's current focus is mainly on four core businesses: Construction, Real Estate, Technologies and Urban Transportation.

Its distinguished construction portfolio developed over a 53-year track record includes the construction of the Kuala Lumpur International Airport runway, sections of the Kuala Lumpur Middle-Ring Road II and North-South Expressway, Putrajaya Government Administrative Offices, OCBC Head Office, Wisma AIG, DiGi Head Office (D'House), Technology Park Malaysia, The Westin Kuala Lumpur and Aloft KL Sentral. The Group also previously developed and managed The Westin Kuala Lumpur and Aloft KL Sentral, both are the winners of multiple regional and international awards.

Ireka also created the much celebrated i-ZEN brand of luxury properties, continuing

to raise the bar for contemporary high end designs in our developments, striving to meet the needs of our customers at all times so that they can live in homes they desire. The essence of i-ZEN is embodied in the 6S philosophies of Style, Service, Security, Sophistication, Soul, and Sustainability. These are demonstrated in its portfolio of properties.

In Malaysia, i-Zen's portfolio includes Sandakan Harbour Mall and the recently opened The RuMa Hotel and Residences in Kuala Lumpur City Centre.

Ireka's current projects under construction include Dwi @ Rimbun Kasia, KaMi Mont' Kiara and ASTA Enterprise Park in Kajang. Some of the completed projects undertaken include award-winning SENI Mont' Kiara, Kiaraville and Tiffani by i-ZEN, 1 Mont' Kiara, i-ZEN @ Villa Aseana, I i-ZEN @ Kiara I, i-ZEN @ Kiara II, Luyang Perdana and

Sandakan Harbour Square (Phase 1 & 2).

In 2003, Ireka's Technologies arm, i-Tech Network Solutions Sdn Bhd (i-Tech') was set up as a systems integration and networking company, offering customized IT infrastructure solutions and outsource services. From there, i-Tech expanded to provide co-location services, disaster recovery services, hyper-converged infrastructure, and managed services in Malaysia and Vietnam.

In late 2016, iTech, with its extensive knowledge in IT consultancy services, moved into the Cloud Service as a Cloud Service Provider.

In July 2019, Ireka and CRRC UT established a joint-venture company, Mobilus Sdn Bhd to spearhead its urban transportation business in Malaysia and Southeast Asia (ASEAN).

by
i-ZEN
Life, styled.

An  **IREKA** concept

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

