

## **MEDIA RELEASE**

### **SC Global Developments partners with K11 ARTUS with a first-of-its-kind collaboration at Cuscaden Reserve**

**Singapore, 12 September 2019** – Singapore's leading developer of luxury residences SC Global today announced a first-of-its-kind residential collaboration with K11 ARTUS from K11 Group, in the lead up to its upcoming launch of *Cuscaden Reserve* in Singapore.

Over the last twenty years, SC Global has earned a reputation for creating some of the finest residential developments setting benchmarks in architecture, design and luxury living. Since 2002, SC Global's collection of luxury properties have been managed by Seven Palms Resort Management, the estate management arm of SC Global, as part of the Group's long-term strategy to safeguard their architectural vision and promise of the ultimate living experience.

Always thinking ahead of better ways to design buildings and create lifestyle experiences to suit the changing lifestyles of their clients, SC Global embarked on this unique partnership with K11 ARTUS for *Cuscaden Reserve* to provide an extension of SC Global's ultimate living experience with a truly unique and absolutely exclusive cultural and artisanal living experience for the residents.

SC Global's Founder and Chairman Mr. Simon Cheong said "My personal belief is that form must meet function. This has been an emphasis for SC Global since day one as part of our mantra of the Ultimate Living. We are delighted that *Cuscaden Reserve* will be managed by SC Global in collaboration with K11 ARTUS. It is timely now in celebration of the 100th anniversary of the Bauhaus Movement that we embark on a new journey with the synthesis of art, culture and architecture."

With an enviable address flanked by The Four Seasons, St Regis and The Regent hotels within the genteel and more exclusive perimeters of Orchard Road, this luxurious residence is close to many of the city's high end restaurants, hotels and lifestyle amenities and less than 200 metres from the upcoming Orchard Boulevard MRT Station. Standing 28 storeys tall, *Cuscaden Reserve* will have 192 residences in one-, two- and three-bedroom configuration,

most with private lift access. But what sets *Cuscaden Reserve* apart is how it reflects the unique skills and conceptual approaches of two titans of refined living.

### **A new artistic and cultural dimension for Asia**

K11 ARTUS is the brainchild of entrepreneur and visionary Adrian Cheng, the founder of K11, and Executive Vice-Chairman and General Manager of New World Development. ARTUS is a portmanteau combining “Art” and the Latin term “Domus”, meaning home. This reflects the Asian inspired Artisanal Home concept which was created by Mr Cheng to bring a new artistic and cultural dimension to inspiring living.

K11 ARTUS is the third milestone in Mr Cheng’s ultra-private, luxury Victoria Dockside residential development that is set to open in Q3 of 2019 in Hong Kong. This utterly unique, one-of-a kind development was created by working with some of the world’s prominent architects and designers in a collaborative creative effort that has set new benchmarks for artistry and cultural sensitivity in residential living.

### **A modern renaissance encounter**

The K11 ARTUS was also the first luxury residence in Hong Kong to support and promote modern China’s cultural renaissance, blending the preservation and reinvigoration of China’s cultural heritage in collaboration with the **K11 Craft and Guild Foundation**, a non-profit organisation that preserves and conserves fast-disappearing Chinese craftsmanship that dates back to the Ming and Qing Dynasties.

The ARTUS experience pays tribute to the ancient skills of Chinese craftsman by showcasing many of their fast disappearing traditional artisanal objects in the public spaces for the enjoyment of the residents and cultivating an appreciation that will help sustain and preserve these ancient crafts.

### **A service culture second to none**

As a result of this unique collaboration, residents will experience a service culture delivered through K11 ARTUS, which takes inspiration from the craftsmen and principles of fine art, with a team of trained artisans empowered to anticipate residents’ needs and deliver thoughtful touches to delight and inspire.

By fostering an environment of harmony, beauty and respect, this partnership reflects the shared values of both the New World Development and SC Global brands and the collaborative and creative spirit that underpins their vision for *Cuscaden Reserve*.

### **Extraordinary curated spaces**

Residents of *Cuscaden Reserve* will enjoy extraordinary curated public spaces that integrate art, nature and exquisite objects to evoke inspiration and enrich the living experience.

Set alongside a natural forested landscape, the Clubhouse at *Cuscaden Reserve* provides residents with a relaxed art-filled contemplative space with an eclectic selection of books to intrigue and explore, all cleverly designed to provide a quiet co-working space and a place for relaxed entertainment to cultivate friendships. The Clubhouse brings together like-minded individuals with programmes that celebrate art, culture and creativity.

*Cuscaden Reserve* not only sets a new standard for luxury residences, but opens a new era in refined cultural living beyond mere aesthetics that satisfies an inner need for harmony and cultural fulfilment that is the very embodiment of the true art of living.

### **Privileged membership**

As part of this unique collaboration owners of *Cuscaden Reserve* will enjoy a host of exclusive discounts and privileges at K11 ARTUS Residences, Rosewood Hong Kong and K11 Musea including a lifetime KLUB 11 Gold Card Membership.

To learn more about *Cuscaden Reserve*, please visit <https://www.cuscadenreserve.com/>

- End -

### **About Cuscaden Reserve**

The 192-unit *Cuscaden Reserve* is located on a highly coveted site at 8 Cuscaden Road, in a rare collaboration between SC Global Developments Pte Ltd and two Hong Kong-listed developers and hotel operators, New World Development and Far East Consortium. The 28-storey residential tower comprises 192 apartments primarily in one, two and three-bedroom configurations spanning from 700 sqft to 2,078 sqft.

Inspired by the Bauhaus Movement which focuses on bespoke craftsmanship and the seamless integration of architecture, landscape & art, their design principles are evident throughout the architecture and design of the interiors and the common areas of *Cuscaden Reserve*.

Framed by a grand sweeping driveway of heritage trees, the lush landscape preserves the original sloping nature of the site with a series of interlocking, cascading planes - that create a succession of terraces and waterways including a salt-chlorinated swimming pool, an outdoor event pavilion and a Yoga Garden.

The residential tower is positioned at the highest point of the site to maximise the developments expansive views over One Tree Hill and Bukit Timah. In a gentle tribute to the Bauhaus giant Marcel Breuer, the tower is lifted up to the 5<sup>th</sup> floor allowing the lush landscape to flow through the building.

Carefully considered space planning is used to create a seamless living space, where flexibility in layout and function remain paramount. Large sliding doors replace traditional walls and each apartment is organised around a central functional core that combines the unit's service areas for the kitchen and bathroom. This allows the living space to be conceived as one single fluid space that can be modified to suit different and changing lifestyles - giving the resident the luxury of creating their own unique space and experience.

### **About SC Global Developments Pte Ltd**

Established in 2000, SC Global Developments Pte Ltd is a leading developer of up-market residences of rare and exquisite design quality. With an uncompromising passion for exceptional quality, craftsmanship and original thought, SC Global have successfully set new benchmarks in design and luxury living with an exquisite portfolio primarily located within the prime Orchard Road neighbourhoods.

The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties.

SC Global holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies. In recent years, the Group has diversified its portfolio with the acquisition of prime real estate in Japan, as part of a long term strategy to participate in the growing tourism market.

### **About the K11 Group**

Founded in 2008 by entrepreneur and visionary Adrian Cheng, the K11 Group combines art

and commerce in commercial and residential real estate, with a growing portfolio of brands across different sectors in Greater China and around the world.

To mark its 10th anniversary, the Group announced its most ambitious cultural-retail development K11 MUSEA in June 2018. This was situated at the heart of Hong Kong's new US\$2.6bn Victoria Dockside art and design district developed by parent company New World Group and is scheduled to fully open in 2019. In addition to its flagship K11 Art Malls, the K11 Group also operates K11 ATELIER, a network of office buildings for the next-generation workforce; K11 ARTUS, ultra-private luxury residences for cultural creatives; the open education platform K11 Kulture Academy; the terrarium-inspired transformative retail concept K11 Natural; the consulting and market research institution K11 Future Taskforce; and the K11 Art Foundation, China's first not-for-profit enterprise to incubate Chinese artists and curators.

The K11 Group is based in Hong Kong and has operations in Greater China, as well as investments in Europe and the US.

Through the K11 Group, Cheng's stated aim is to constantly innovate and "connect China's cultural ecosystem and its emerging millennials and Generation Z to the world", to create a new global identity for Chinese millennials. By 2023 the K11 Group will have gained a footprint in nine cities across Greater China.

### **New World Development Company Limited**

Founded in 1970, New World Development Company Limited ("the Group", Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality defined by The Artisanal Movement, the Group's core business areas include property development, property investment, infrastructure and services, department stores and hotels. As of 31 December 2018, the total asset value of the Group amounted to HK\$481.3 billion. The Group has an effective interest of approximately 61% in NWS Holdings Limited (Hong Kong stock code: 0659), approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and the wholly-owned New World China Land Limited.

For more information, please contact:

#### **Catherine Ong Associates**

Catherine Ong

cath@catherineong.com

HP : (65) 9697-0007

Jaslin Tan

jaslin@catherineong.com

HP: (65) 9060-7644

#### **SC Global Developments**

Sarah-Jane Smith

sarah.smith@scglobal.com.sg

HP : (65) 9782-3042