

10<sup>th</sup> October 2012

PRESS RELEASE: For Immediate Release

**Attention: The Editor** 

# Martin No.38 wins prestigious International Design & Architecture Award

SC Global's development is conferred 'Best Housing Project' at The World Architecture Festival, the world's biggest architecture award

**Singapore**, **10**<sup>th</sup> **October 2012** - SC Global Developments is pleased to announce that its warehouse loft inspired development *Martin No.38* was awarded "Best Housing Project (Completed Developments)" last Friday evening at the prestigious 'World Architecture Festival' held at Marina Bay Sands, in Singapore. Now in its fifth year, the 'World Architecture Festival' is the world's largest festival and live awards competition dedicated to celebrating, and sharing architectural excellence from across the globe. The winners were selected from over 300 shortlisted entries in the sections of completed buildings, landscape and future projects, with separate categories for civic & community, culture, display, health, higher education/research, house, housing, hotel, office, old & new, schools, office, production/energy, shops, shopping centres, sport, transport and villa.

Martin No.38 won the coveted accolade of 'Best Housing Project' over 15 other housing developments from around the world including 4 other residential projects in Singapore. The festival's 75-strong judging panel was led by celebrated international architects Ben van Berkel, Moshe Safdie, Mok Wei Wei, J. Mayer H. and Yvonne Farrell.

Designed by Kerry Hill Architects, the industrial aestheticism of *Martin No. 38* was inspired by the warehouse lofts of Lower Manhattan in New York and combines an urban architecture of raw concrete and base metal finishes celebrating the rich textures and unadorned beauty of materials in their natural form. Martin No.38's original architectural design, with its meticulous detailing standards and unconventional take on luxury within a contemporary environment has evoked much interest within the international architectural and design community since its completion earlier this year. In their citation, the festival judges commented "Martin No. 38's planning stems from its location and climactic concerns in a disciplined, simple and logical way. Its materials are simple yet refined, and seamlessly integrate. The architecture of the building has a remarkable clarity that is able to react to the changing nature of day and night, contributing to Singapore's architectural heritage."

This is the second major accolade received by *Martin No.38* this year; in June 2012, the development was awarded both the prestigious 'Building of the Year Award' and the top Design Award within the residential category (apartments and condominiums) at the Singapore Institute of Architects (SIA) Architectural Design Awards 2012. The SIA 'Building of the Year' award is the highest accolade



(Co. Registration No: 197702459K)

conferred by the Institute, awarded across all categories of developments. *Martin No.38* has also been nominated for Singapore's 'Presidents Design Award 2012', which is due to be announced later in the year.

"We are all extremely excited to have our development stand on the world stage alongside some of the finest architecture and receive an award of this standing. It is gratifying to see the hard work of our architects, design team and project partners recognised by some of the world's most celebrated design talents," said Mr. Simon Cheong, SC Global Chairman and CEO. "It is always a pleasure working together in a creative exchange with Kerry Hill Architects; they are extremely talented and share our constant pursuit for perfection and commitment to design excellence."

He added, "The various awards conferred to Martin No.38 are further testament to our relentless commitment to creating original lifestyle concepts for our clients. We constantly challenge ourselves to innovate and further improve quality and design – a philosophy that is reflected in our tagline 'Own the Original'. Our developments have often been referred to as collectibles, each an original in its own right, and hand crafted to ensure the finest quality."

## **About Martin No 38**

Inspired by the warehouse lofts of New York, an austere and beguiling industrial aestheticism pervades the architectural details of *Martin No.38*. Like the warehouse lofts found in Lower Manhattan, New York, *Martin No.38* apartments feature high ceilings and seamless interior spaces that meld together or separate at will for privacy using walls that slide and hide away. A rugged architecture of raw concrete, base metal finishes and unvarnished timbers celebrate the rich textures and simple beauty of materials in their natural form. Designed by Kerry Hill, this 88 unit freehold development has received tremendous response since it made its debut in August 2008, achieving new price records for the area. The development comprises of mainly one-plus-one bedroom, two-bedroom and three bedroom apartments.

The development also includes a commercial space specifically created to enhance the lifestyle of the residents with a boutique commercial gymnasium managed by Fitness Factory and a range of award winning restaurants that provide an exclusive delivery service for residents at the poolside or direct to their unit.

Awards - Building of the Year' SIA Design Awards 2012 and Best Housing Project' - International Design & Architecture Award 2012.

More information can be found at www.martin38.com

## **About SC Global Developments Ltd**

SC Global Developments is listed on the main board of the Singapore Exchange. The Group is a leading developer of up-market residences of rare and exquisite design quality. With an uncompromising passion for the highest quality and detailing, exceptional design and craftsmanship, SC Global has been leading the luxury residential market, taking time to establish relationships with their partners and clients so that individual creative lifestyle originals can be offered.



(Co. Registration No: 197702459K)

The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing new living concepts, service standards and architectural treatment to its various properties. Recently completed developments include *The Marq on Paterson Hill*, which offers unparalleled luxury and uncompromised space, fittingly described as "Mansions in the Sky, *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts. Previous projects completed include the elegant and refined *The Ladyhill*, *The Boulevard Residence* with its definitive luxury, the hip and contemporary *The Lincoln Modern* which redefined loft living and the unique, trendsetting *Thr3e Thre3 Robin* which pioneered the feature of a unique open kitchen as the heart of every home, a concept which has been widely adopted in many residences today.

Other developments under construction include the ultra-luxurious resort-style *Seven Palms, Sentosa Cove*, Singapore's only beachfront condominium development and the visionary *Sculptura Ardmore* located in the prestigious Ardmore Park enclave. The Group has a valuable land bank of close to 1 mil sq ft of gross floor area, consisting of land, properties under development and completed units in the prime areas of Orchard Road and Sentosa Cove.

SC Global also holds a substantial interest of over 50% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at www.scglobal.com.sg

## For more information please contact:

## imPRESSions Public Relations

Tel: (65) 6354-0225 Fax: (65) 6354-3886

Ms. Corinne Tan Mr. Ronnie Tan

 $\begin{array}{lll} & & & & \\ & & & \\ & & & \\$ 

# SC Global Developments Ltd

Ms. Sarah - Jane Smith sarah.smith@scglobal.com.sg

DID: (65) 6739-1807 Fax: 6235 5115

HP: (65) 9782-3042

Note to Editor: A high resolution image will be available upon request.

Photo Credit: SC Global Developments