

Cuscaden Reserve: the Latest Limited-Edition by SC Global Developments

Where Art, Design and Lifestyle Converge

(Singapore) 8 August, 2023 - [Cuscaden Reserve](#), the latest addition to the illustrious portfolio of luxury property developer [SC Global Developments](#) is set to redefine residential living in Singapore. Like its predecessors' Cuscaden Reserve strictly adheres to the design ethos of privacy, space, and timeless elegance that underpins every SC Global home. Developed in collaboration with acclaimed Hong Kong-listed developers New World Development and Far East Consortium, *Cuscaden Reserve's* innovative design and understated luxury epitomises contemporary city living.

Nestled within the serene enclave of 8 Cuscaden Road, the development's elegant architecture comprises 192 apartments housed within a refined 28-storey tower adorned with striking golden bronze fins. The essence of exclusivity is further emphasised by the rich connotations of its carefully chosen name reflecting the prestigious and coveted nature of this remarkable development. Its name *Cuscaden Reserve* says it all. "Reserve" carries rich connotations, evoking the vast reservoir of experience and knowledge of its developers within the world of luxury. Cuscaden Reserve presents an unrivalled sense of arrival, leading residents up a sweeping driveway through zen-like planes of cascading landscape that artfully highlight the site's distinctive terraced topography.

For *Cuscaden Reserve* the timeless adage of location, location, location couldn't be more true. Situated adjacent to Orchard Road, *Cuscaden Reserve* finds itself in quintessential company with global luxury icons such as St Regis and Four Seasons right next door. Its immediate neighbourhood offers prime access to no less than five renowned 5-star hotels, 13 Michelin-star restaurants, luxury shopping destinations, and medical facilities. With Orchard Boulevard MRT station just a two-minute walk away, exceptional connectivity is ensured.

Additionally, the area is undergoing a vibrant rejuvenation, with the nearby presence of the Botanic Gardens, a UNESCO World Heritage Site, Dempsey Hill, and riverside park connectors, offering residents a seamless blend of urban convenience and serene green spaces.

Cuscaden Reserve offers outstanding long-term value and is a prime investment in a much sought-after neighbourhood. It carries on SC Global Development's tradition of introducing sophisticated lifestyle concepts, serving as an ideal home for a new generation of changemakers, or a 'pied-à-terre' for those seeking a luxurious retreat in the heart of Singapore's premier lifestyle precinct.

Simon Cheong, Founder and Chairman of SC Global Developments, expressed his excitement for the unveiling of *Cuscaden Reserve*, stating, "Our second Petit Collectible represents the epitome of luxury living; the perfect symbiosis of art, design, and nature. We have gone above and beyond to foster a feeling of escape and belonging within a calming zen-like environment. The careful curation of art throughout the grounds presents a kaleidoscope of views, designed to delight and surprise every time you come home."

Unparalleled Adaptability for Discerning Residents

True high design transcends form and function, transporting residents to a living masterpiece. In homage to the centenary of the famed Bauhaus movement, the development seamlessly integrates architecture, interiors, and surroundings within each apartment. The versatile and flexible design of *Cuscaden Reserve*, with its centralised core comprising the kitchen and bathroom, enables residents to customise their living spaces, drawing inspiration from the modular approach adopted by Mies van der Rohe's Farnsworth House.

With its modular concept, *Cuscaden Reserve* embraces the uniqueness of every individual with versatile living spaces that harmoniously accommodate work and leisure; interior sliding walls effortlessly transform the apartments, allowing residents to create personalised environments that suit their specific needs or lifestyle. The custom millworks, crafted by skilled artisans, showcase bespoke cabinetry with built-in dehumidifiers and dedicated compartments for jewellery and watches. Embracing the mantra of bringing the outside inside, generous fully utilised balconies create a private haven of outdoor space perfect for tranquil moments of yoga or alfresco dining.

Inspired by Marcel Breuer, the tower's stunning cantilevered design allows the landscaping to gracefully flow beneath it, creating seamless harmony with the natural surroundings and facilities of the estate. The Clubhouse Lounge, Event Pavilion, Yoga Garden, salt-chlorinated swimming pool and Gymnasium all offer beguiling views across a series of landscaped planes with sculptures and waterways. The private Clubhouse Lounge is an oasis of design and literature for relaxation, co-working or elegant soirees. Residents can also access one of three private work pods designated for meetings whether virtual or in person.

A range of one, two, and three-bedroom apartments from 700 sq ft to 1,163 sq ft provides ample choices for astute buyers seeking refined living spaces. A bespoke collection of four-bedroom apartments spanning 2,099 sq ft, located from the 21st floor, offers stunning South-facing views over the city towards Orchard Boulevard and beyond. The 27th & 28th floor is home to a Duplex Penthouse spanning 3,755 sqft. With prices of units starting from S\$2.35 million, *Cuscaden Reserve* is ready for occupation, providing an opportunity to embrace a contemporary new style of luxurious living in this desirable location.

Dr. Adrian Cheng, Executive Vice-chairman and CEO of New World Development, shared, "Working directly with SC Global through this creative process, we are proud to have created an incredible new development that sees an evolution of the Bauhaus principles and creates a new paradigm in the way living spaces are designed and created."

Cuscaden Reserve offers an unparalleled luxury living experience that goes beyond conventional boundaries, aptly reflecting our brand philosophy of "The Artisanal Movement". It is a privilege to be part of this collaboration that redefines the boundaries of refined living, setting a new benchmark for excellence in our industry."

Where Art Meets Living

SC Global Developments and New World Development's art philosophy is exemplified through their collection of works, which inspire and enrich. SC Global Development's renowned corporate art collection features esteemed artists like Fernando Botero, Ju Ming, Sun Yu-Li, and Jaume Plensa, with a rotating collection loaned and displayed across their properties.

At *Cuscaden Reserve*, this tradition continues with a carefully curated collection of artworks. A tree-lined driveway unveils a series of thoughtfully placed sculptures throughout the estate, inviting residents to embrace art, nature, and life. The captivating Botero stallion at the grand entrance sets the tone for the artful ambience within. The collection includes 'Forward and Backward No.2' by Chinese sculptor Wenqin Chen and the striking 3-metre long stainless steel sculpture 'Mercury Droplet #1'; the first of a new series of sculptures conceived and curated by Simon Cheong.

Cuscaden Reserve offers residents an extraordinary curated experience provided by SC Global Development's expert concierge and resort management team - Seven Palms Resorts Management. Attending to every aspect of residents' lives, from booking personalised housekeeping to co-ordinating caterers and recommending lifestyle service providers, they ensure an exceptional living experience.

Dennis Chiu, Executive Director of Far East Consortium, shared his enthusiasm for the launch of *Cuscaden Reserve*, stating, "Our collaboration with SC Global and New World Development has resulted in an iconic development that redefines residential living in Singapore. *Cuscaden Reserve* represents the epitome of elegance and exclusivity with its innovative design and prime location, presenting a unique opportunity for residents to embrace a sophisticated and vibrant lifestyle."

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Note to Editor: For hi-res images, Chinese translation of the press release and more details, please see the **Cuscaden Reserve Press Kit** on [Google Drive](#) here.

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About SC Global Developments

[SC Global Developments](http://www.scglobal.com.sg) is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle. 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. Completed developments include the iconic architectural landmark *Sculptura Ardmore*, Singapore's only beachfront development *Seven Palms*, *Sentosa Cove*, the unparalleled luxury of *The Marq on Paterson Hill*, fittingly described as 'Mansions in the Sky', *Hilltops*, the botanical resort-themed residential haven overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts.

In 2018, the Group launched its new '*Petit Collectibles*' collection designed for those seeking stylish pied-à-terre apartments within prime city locations. The first award-winning '*Petit Collectible*', *Petit Jervois* located in the distinguished Bishopsgate enclave completed in January 2022.

Aligned with the Group's strategy of geographical diversification through the acquisition and development of prime real estate in destinations around the region, the Group's inaugural hotel project '*Setsu Niseko*' nestled in the heart of Japan's skiing paradise opened its doors to guests in 2022. SC Global Developments also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

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About New World Development

Founded in 1970 and listed on the Hong Kong Hang Seng Index, New World Group's core business areas include property development, infrastructure and services, retail, and hotels and serviced apartments. New World Development is premium brand infused with a unique personality best defined by The Artisanal Movement, a cultural vision and philosophy for living founded by Executive Vice-chairman and Chief Executive Officer Dr. Adrian Cheng. New World Development has meticulously created two artisanal residence series, Pavilia Collection and Bohemian Collection which resonate perfectly with the brand essence and spirit.

Pavilia Collection is a signature series of the luxurious residences in Hong Kong inspired by a Pavilion like villa that sits grandly amidst a paradise of green. Each project is scalable to form an Artisanal community within its neighbourhood with unique elements of global culture to create one-of-a-kind Artisanal Living experience.

Bohemian Collection is a series of modern residences deliberately crafted for a community of urban elites with bohemian spirits to enjoy an artisanal living with the like-minded. Adhering to the concept of Collect. Connect. Collide, New World's project design team travels around the world to collect ingenious pieces with prominence in humanity and culture then instils the idea to the Bohemian Collection.

About Far East Consortium International Limited

Far East Consortium International Limited is a leading regional conglomerate mainly engaged in property development and investment, hotel operations and management, as well as car park operations and facilities management and gaming operations. The Group adopts a diversified regional strategy with business covering Hong Kong, mainland China, Australia, New Zealand, Malaysia, Singapore, the United Kingdom and other European countries. With over forty five years of experience operating in Asia Pacific, Far East Consortium's regional knowledge and local expertise enable it to develop and deliver residences and communities that target Asia's rapidly-expanding and affluent middle class, while advancing its position as a premier hospitality group with a broad array of interests.