

YTL LANDMARKS

ISSUE—10

MAY—AUG 2022



Designed by masters, Built as masterpieces.



FIABCI World Prix
d'Excellence Awards 2022
*World Gold Winner Residential
(High Rise) Category*



FIABCI Malaysia
Property Award™ 2021
*Winner, Residential
(High Rise) Category*



PropertyGuru Asia Property
Awards (Malaysia) 2018
*Best Condo Development (Malaysia)
Best Condo Development (Klang Valley)*

DESIGNING FOR THE PEOPLE



At YTL Land, we place an incredible focus on designs that best exemplify the impact of architecture, innovation, sustainability and liveability on people and their user experience in the built environment. A well-conceived delivery of these elements is integral to achieving an outstanding project that surpasses all expectations and enriches the overall living experience. However, this only paints a small insight into the goals we hope to achieve at YTL Land.

With a more extraordinary cognisance towards recognising that architecture goes beyond aesthetics and site boundaries, we are increasingly mindful of the growing impact our projects can have on the surrounding communities. This inspires and drives our overall vision for each new development we contrive. We make an effort to consciously plan for the positive influence we hope to contribute to landscapes by looking at the multitude of ways we

can enrich, enliven and enhance the stature and appeal of an existing site for whole communities and future generations to enjoy.

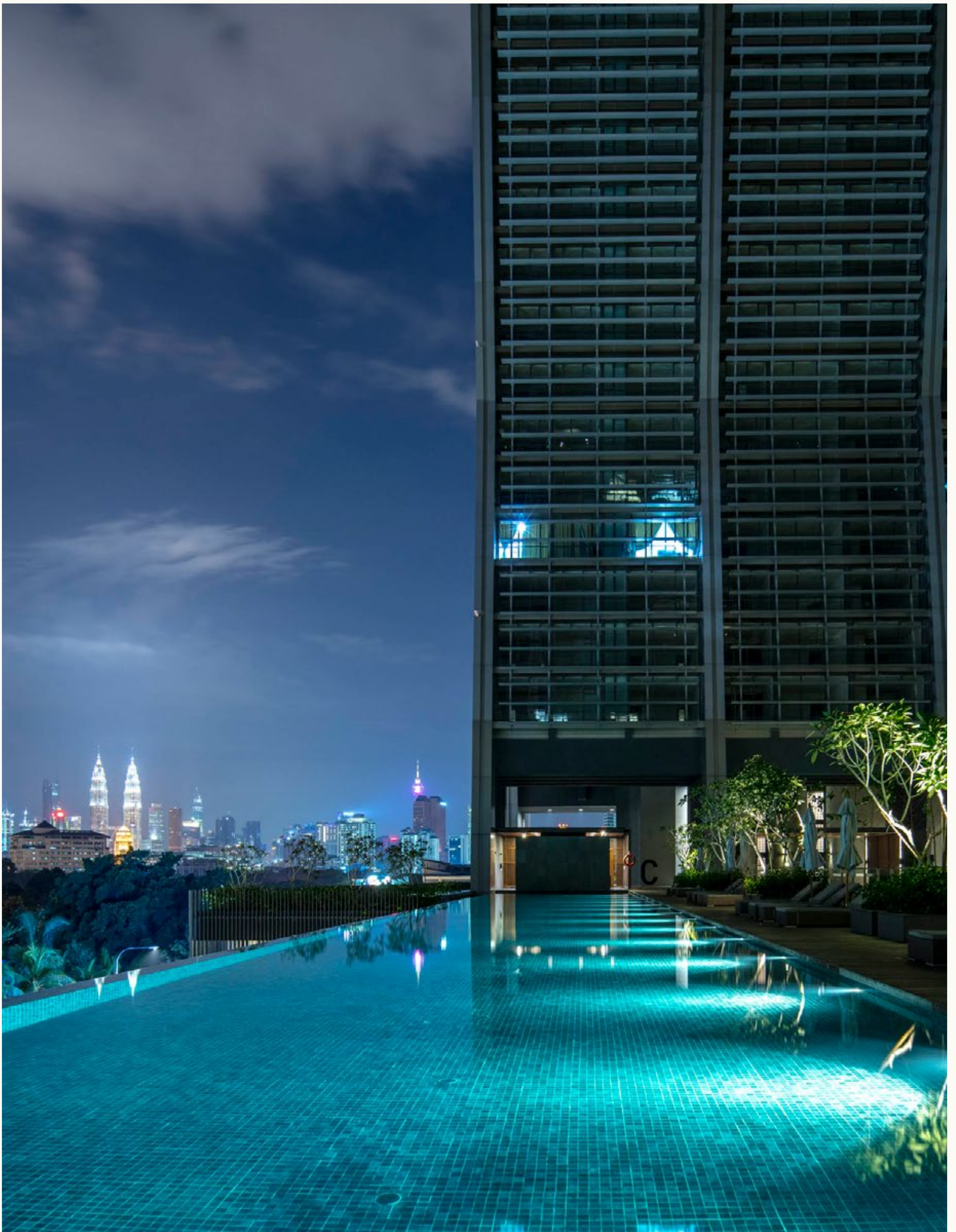
The Fennel's most recent accomplishment as the World Gold Winner in the FIABCI World Prix d'Excellence Awards 2022 signifies our commitment to this ideology in our pursuit of design excellence. The true reward is what this accolade means to Sentul and its community, which has been on the path of revitalisation and modernisation to enhance its appeal as a destination for modern urban living. The design, which straddles an industrial edginess with its sleek futuristic orientation, rose out of a pooled collaboration between the developer and designer in responding to the contemporary and historical context of the site as a former nexus of engineering and railway transportation.

The Fennel is a standard bearer of our efforts to herald change with its unique and iconic towering façade, thus elevating the benchmark for luxury lifestyle standards in the vicinity and representing our endeavour to stimulate urban revival.

As we continue to push the boundaries for design excellence, greater expectations will be placed on our future projects than ever before. We aim to set the bar higher and better serve our communities whilst remaining steadfast in our focus on the physical and mental wellbeing of our people, a connection with the community and a commitment to the environment.

Dato' (Dr) Yeoh Seok Kian
Managing Director
YTL Land & Development Berhad

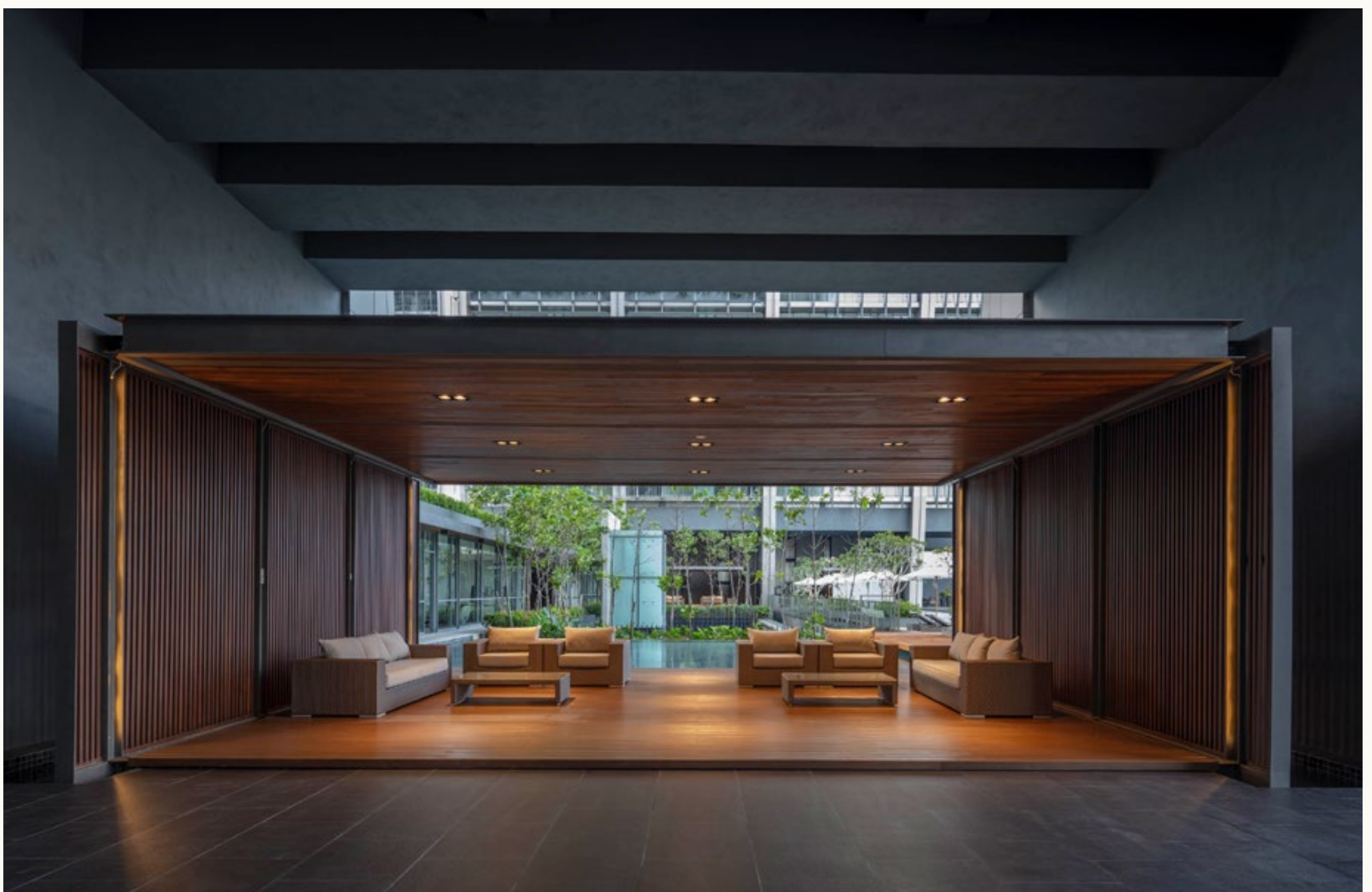
THE FENNEL SHINES ON THE WORLD STAGE



The great pride we take in our work stems from our desire to make a positive impact on every landscape we build on and our aim to cultivate socio-economic enhancements with the local communities we engage with.

As we remain ardent in our endeavour to rise above the benchmarks set and continue to push the boundaries surrounding evolving lifestyle trends, any recognition by the industry is always warmly embraced as a strong affirmation of our efforts. This re-energises our commitment and desire behind every project to enhance the lifestyle experience.

Recently, we had the honour of this experience when The Fennel at Sentul East emerged as the World Gold Winner in the Residential (High Rise) Category at the FIABCI World Prix d'Excellence Awards 2022. The FIABCI World Prix d'Excellence Awards recognise projects from all across the world that best embody excellence in all real estate disciplines involved in their creation, and the World Gold Winner award represents the absolute highest honour. FIABCI carefully determines award-winning projects that best encapsulate and epitomise the federation's ideal of providing society with optimal solutions to property needs.



The Fennel delivers a new definition of luxury and modern liveability that resonates with the evolving needs of contemporary urban dwellers.



The design blends innovation with sustainability, where the elegant profile of each iconic tower co-exists with landscaped gardens to create a seamless aesthetic.

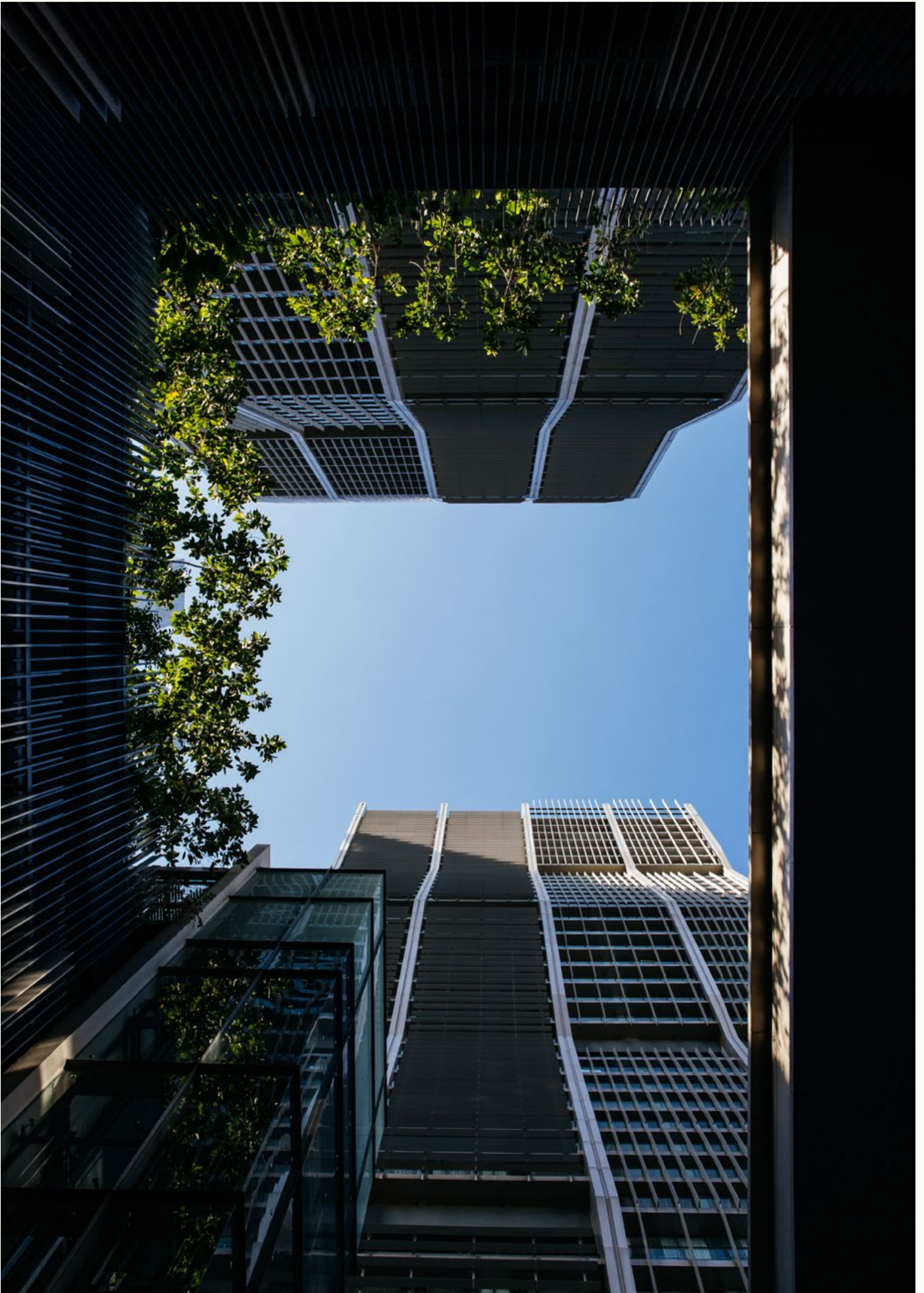
Receiving global recognition is a rewarding and extremely gratifying experience for YTL Land, knowing that our dedication to delivering an exceptional quality of life to the younger generation of urbanites has not only been acknowledged but applauded, by a wider international community. This truly inspires our belief that we can make a difference by embracing innovative ideas, outstanding designs and a collective desire to create game-changing masterpieces.

The Fennel faced fierce competition and edged out a stellar list of outstanding nominated properties to take home the World Gold Winner award, including the famed Wallich Residence, which sits atop Singapore's tallest building, Guoco Tower at Tanjong Pagar.

Calling the win remarkable, YTL Land & Development Berhad managing director Dato' (Dr) Yeoh Seok Kian said the journey towards the accomplishment of The Fennel was one that required unwavering commitment to achieving excellence across all aspects of design and construction. It also necessitated relentless determination to innovate and overcome design and construction challenges, all of which have now become milestones for the YTL Land team.

He said the win would further embolden YTL Land's continuous pursuit of excellence in design and innovation, as well as its adoption of intelligent technology solutions while upholding sustainability initiatives in an urbanised context. This achievement will fuel the company's goal of building on its legacy of surpassing industry standards to create modern liveable propositions that fulfil the everchanging needs of a new generation of property buyers.

The Fennel is certainly an exemplification of this philosophy. An iconic structure that stands as a beacon of modernity in the historically significant neighbourhood of Sentul in Kuala Lumpur, the four zigzagging towers of The Fennel draw immediate attention. Visually striking, the glimmering façades form a seamless continuity with the lushly landscaped carpark podium and a host of lifestyle amenities at Level 5. Bringing together design and sustainability strategies, the creation of a lush tropical concept renders an idyllic, liveable surrounding with emphasis on the wellbeing of residents.



A product of innovative thought, exemplary design and sustainable strategy, The Fennel makes an idyllic lifestyle in the city a reality.

From a bird's eye view, The Fennel as Sentul East's newest architectural icon blends strategically into Sentul East's urbanised surroundings. Two entrances at the development connect residents to multiple rail networks supporting mobility and accessibility to ease residents into a more green way of living in the city.

Already a multi-award-winning development, The Fennel previously received two top accolades from PropertyGuru Asia Property Awards (Malaysia) in 2018—the Best Condo Development in Klang Valley, as well as the Best Condo Development in Malaysia under the Best of Malaysia Awards. Earlier this year, The Fennel was also the winner in the Residential (High Rise) Category of the Malaysia Property Award 2021 by FIABCI Malaysian Chapter before being honoured as a World Gold Winner in FIABCI World Prix d'Excellence Awards 2022.

Today, the Sentul community has added to the pride of its history and legacy, a globally recognised iconic landmark in its midst. This is remarkably special not only because of the international recognition that comes with it but because it captures YTL Land's vision and aspiration to usher in a new era of design excellence to the neighbourhood of Sentul, in line with its ongoing urban rejuvenation initiatives.

Note: FIABCI is the French acronym for "Fédération Internationale des Administrateurs de Bien-Consolis Immobiliers", which means "The International Real Estate Federation" in English.

TRANSFORMATIVE CHANGE: SENTUL'S URBAN ENVIRONMENT



The true transformative power of an urban renewal endeavour does not come from a need to overhaul a landscape. It comes from a visionary approach toward rejuvenating an urban structure by infusing new vitality through strategic planning to respond to the present and future needs of the community.

Proceeding on that basis, this positive change does not require the complete reinvention of a neighbourhood that beckons a new lease of life. Instead, successful inception to reinvigorate an area first begins with embracing its existing charm. Then, by introducing a refreshed distinct purpose to counteract urban decline, this organically restores economic viability and attracts social change.

Essentially, it is a repositioning exercise that not only identifies and invests in the enhancement of a neighbourhood's existing positive qualities but also builds on this with the creation of new landmarks, opportunities and lifestyle appeal. It is an intricate balance between mending urban infrastructure and applying a new purpose and vision.



Tiffin At The Yard at Sentul Depot showcases the successful reinvigoration of a century-old depot by embracing the existing charm of the space before introducing refreshed purpose.

These principles capture YTL Land's outlook upon our first embarkation on the transformation of Sentul, which is strategically located in KL city and within a historical district. Sentul was once dismissed as an outdated community, stuck in a time capsule of abandoned heritage buildings, a stale urban landscape and old-fashioned traditions following the passage of time. Today, it is seen as a vibrant and eclectic community that preserves its rich culture and historic charm, while uniquely co-existing with a modern landscape of towering architectural icons, benchmark residential and office addresses, and exciting commercial lure. Sentul portrays a story that crosses the span of time, celebrating its legacy and modernity in the same breath. No longer perceived as a superannuated community, its appeal is now truly timeless.

Changing the public mindset towards a neighbourhood without compromising the authenticity of its character is a goal that lies at the heart of every successful urban renewal story, and it is certainly an integral part of ours. Every decision is informed by an underlying clarity of purpose, which is to bridge disparate societies and invigorate the social wellbeing and contemporary relevance of the surrounding community.

These are key elements that continue to drive our decision-making process at Sentul. Our efforts have produced the transformation of derelict colonial buildings into historical attractions, by repurposing them into a performing arts centre, modern offices and premium event destinations. The aged landscape has also witnessed a positive transformation. Traditional shophouses housing everyday old-charm eateries and sundry stores are now embraced within a skyline of modern structures, providing an interwoven and blended urban experience of cutting-edge modern design and old-school conveniences.

In the same vein, rather than building over the lush natural greenery of the area, we chose to preserve it, identifying the incredible value of rare green lungs close to the heart of the city. We also introduced the appeal of verdant surroundings to modern city dwellers, leveraging on its much sought-after tranquillity to lure a new generation of lifestyle aspirants to Sentul.

Also updated is the infrastructure surrounding this unique urban hub, with modernised roads and integrated rail links, as well as pedestrian-friendly walkways and overhead bridges. The goal here was to promote a more vibrant street culture that would encourage greater interaction and a stronger community spirit.

These fundamentals tie into our placemaking ideology, which provides spaces where both the local community and visitors from far and wide can intermingle, and bask in the unique Sentul experience. Whether it is an art and cultural event or a community gathering at Sentul Depot, or enjoying a smorgasbord of dining delights at Tiffin At The Yard, social hotspots within the community give it pride-of-place that can be appreciated by all.



Sentul Works at Sentul West. The historical landscape at Sentul inspires the new, as an old colonial structure provides a canvas to create timeless appeal.



Towering structures at Sentul East, The Capers and The Fennel herald a new age for the community, with the promise of a more modernised and relevant future.

Already viewed as standout KL landmarks, The Capers and The Fennel have immensely uplifted and revolutionised Sentul's image as a modern urban setting. Now, even more so, The Fennel's recent accomplishment as a Gold Award Winner at the internationally renowned FIABCI World Prix d'Excellence Awards 2022, places a global icon at the heart of the community.

The Sentul story was not reinvented to transform it into a rejuvenated urban community. Instead, its story was reimagined to resonate with the modern generation of urbanites with an added new chapter that is still being written about the promise of its future.

IT'S ALWAYS SUNNY AT SENTUL DEPOT





Channelling the better mood of the country as we emerge from the constraints of a pandemic, Sentul Depot played host to a brightly themed weekend festival that celebrated food, fashion, music, automobile culture and wellness—all under one roof, just like the good old days.

Held over the August 13-14 weekend, the Sunny Days Festival was a colourful extravaganza inspired by the famous California Food Festival, which is regularly held in the United States.

The weekend of entertainment, fun and sun offered visitors a taste of the So-Cal lifestyle experience, which included live music renditions from local artists, a variety of nourishing F&B delights deliciously ranging from lemon sourdough doughnuts to fried chicken sandwiches, thrifting retail opportunities that emulate LA's casual streetwear, art performances featuring virtual outdoor galleries, and a plethora of wellness experiences for the mind, body and soul.

The two-day festival was mindfully curated for individuals and families longing for an energetic activity-packed weekend that engaged with sub-culture communities that are outdoorsy, adventurous and who appreciate and yearn for new experiences.

Utilising the versatile spaces that Sentul Depot has to offer, the Sunny Days Festival was hosted in three distinct zones featuring specific activities to keep visitors entertained and engaged in the depot's expansive area. The "Sun's Out Zone" featured a staging area for live shows and performances, barbeque pits and a thirst-quenching bar. The "Vibe Park" hosted a refreshment station, a surf skate area for all skateboarding and roller-blading enthusiasts and yoga stations. Meanwhile, "Happy District" showcased vintage classic cars, a thrifting market filled with unique trinkets and space for visitors to enjoy "camping".

Among the key participating vendors that came together to create the eclectic atmosphere were JD Sports, Tiger, Jamesons, Venturi Motors, Miller Division and LuBar Camp, which topped off the overall immersive experience.



Promoting and celebrating outdoor urban culture, the energy-packed event drew over 10,000 visitors daily over the weekend.



With an aim to amplify the Californian outdoor lifestyle culture, the event certainly hit a chord with over 10,000 visitors daily who were drawn to Sentul Depot to patronise the event, the first of its kind in Kuala Lumpur.

Sticking true to the theme, the staff at Sentul Depot itself provided an instant photo booth for avid visitors to capture memories of their visit and a giveaway counter with a free flow of popcorn, cotton candy and cookies featuring their tagline “It’s Always Sunny at Sentul Depot”. At the same time, its resident F&B highlight, Tiffin At The Yard, hosted the “After Party at Tiffin” to wrap up the overall night.

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