

## THE A-Z OF BRITAIN

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#### 尊享 INDULGENCE :

# Make mine An Original

艺术生活

There is cookie-cutter luxury and then there are high-end developers such as SC Global that build original concepts into their homes, making them a work of art

TEXT KOH YUEN LIN / 辜媛琳 PHOTO SC GLOBAL

Some seek a prestigious address or an urban escape that kisses the fringe of city life and offers a commanding view of it. Others are charmed by designer décor or outstanding architecture. But few can resist a home that shouts original.

There are many concepts to luxury living and SC Global Developments delivers them in its inimitable style.

While The Boulevard Residences on Cuscaden Road resonates with the urbane with its cosmopolitan sophistication, an apartment housed within The Marq decorated entirely by Yves Taroni, the creative director of La Table Hermès – a first in the world – sets other kinds of hearts a flutter. On the other hand, SC Global's latest project, Sculptura Ardmore, offers an entirely different proposition, with its amorphous architectural form that changes and responds to its surroundings.

For all its diversity in style and concept, SC Global remains fiercely distinctive. "At SC Global, we constantly seek to create original lifestyle concepts for our clients and challenge ourselves to innovate and improve quality and design. This mantra is reflected in our tagline, 'Own the Original'," enthuses its chairman and CEO, Simon Cheong.

"To revolutionise luxury living standards, one must be willing to take a risk and push boundaries," he adds. "This focus leads us to break away from norms in the industry in order to create overall better residential living spaces. We pride ourselves as an innovator, always thinking ahead of better ways to design buildings and lifestyles and leading the way with concepts that have since been emulated by others and changed the way the consumer and industry think and operate."

He cites lifestyle concepts such as the development of the loft apartments of The Lincoln Modern (completed in 2002) and the open-kitchen concept of Thr3e Thr3 Robin (completed in 2005) as what have "become standard features of many developments".

#### Showcase Of Original Style

Apart from addressing the usual considerations of



Sculptura Ardmore by night

location and investment return, exclusivity and privacy, SC Global also offers originality, design and quality. The group's last three residential projects showcase just that.

Martin No. 38, which debuted in late 2008, is a radical development with its seemingly rugged industrial aestheticism. It is all raw concrete, base metals and natural timbers – yet it is in no way austere. Inside the open-plan apartments, sliding walls offer residents the ultimate luxury of carving the space up however they wish.

This design is not a mimic of the warehouse lofts found in New York and London, but an homage to the site where a warehouse once stood and the heritage of the riverside location, which was once a godown district. "Martin No. 38 is the embodiment of today's stylish and sporting urbanite," says Cheong.

In October 2009, SC Global launched Singapore's only beachfront condominium residence at the prestigious Sentosa Cove – Seven Palms.

On the resort-like setting and design, Cheong shares his own experience: "To step out of your residence and walk directly onto the beach is truly unique in urban Singapore. The allure of coastal living is truly captivating; nothing comes close to the hypnotic sounds of waves washing the shoreline and balmy breezes floating inland throughout the day."

Within sprawling grounds of 114,000 sq ft are just 41 large-sized units, ranging from 2,700 to 6,800 sq ft for the three- to five-bedroom apartments and 4,000 to 8,000 sq ft for the penthouses.

As for SC Global's latest venture, the artfully unconventional Sculptura Ardmore was unveiled in April and is the Group's first project in "the prestigious Ardmore Park enclave", as Cheong puts it. It will also be SC Global's most expensive project to date.

"It is important that internal living spaces are not compromised by unconventional architecture," says Cheong. "The challenge with Sculptura Ardmore was to create the best internal living spaces wrapped around with an architectural form designed as a beautiful and elegant sculptural work of art."

The solution was a fresh interpretation of luxury living space. The ultra high-end apartments wrap around a central core with a curved glass façade with glass fins which occupants can slide along the exterior to shield the apartments from the glare of the sun. In doing so, they actively change the façade of the building and become a part of the building's unpredictable beauty.

Sumptuous interior plans are in the works. The

72 ZbBz • ISSUE 34



Aerial view of Sentosa Cove - Seven Palms

36-storey freehold development offers 35 apartments spanning 2,800 to 11,000 sq ft. Celebrated as sprawling bungalows in the sky, they celebrate space as a basic tenet of luxury. And with full-height windows lining the living and entertainment area that stretches the length of a tennis court, they offer unsurpassed views of the lush greenery of Draycott Park. The building's sculptural form is further accentuated by four private lap pools – up to 14m in length – that "appear to peel away from the building's façade like outstretched fingers defying gravity".

While the date of completion has yet to be released, Cheong assures the indefinite wait will be worth it: "The creation of premium high-end luxury and artisan quality is a craft that involves meticulous attention to the finest of details, and we have never, and will never, compromise the creation of our developments in the interest of time."

For further details on SC Global properties, please call +65-61002323.

For financing options, please speak to OCBC's Mortgage Specialists at 1800-4386088.

谈论高尚品味家居生活，人人见解不一。SC Global 却能以独特姿态将不同的奢华概念融入其房地产发展项目，满足高端消费者的不同需求。

位于新加坡第十邮区之高尚住宅区的 The Boulevard Residences 之高尚住宅区所在的高端消费群；一所由 La Table Hermès 创意总监 Yves Taroni 精心布置的 The Marq 公寓让钟爱时尚精品之人倾心。SC Global 最新公寓发展项目 Sculptura Ardmore，则以前卫的建筑设计吸引频频求新的一众客户。这许多独特的项目概念，皆出自 SC Global 创办人、主席及总执行长钟世平。

他的创意让 SC Global 发展项目以前卫概念在市场深获好评；他的品味则确保完美品质及优雅气质贯穿所有旗下发展。

"在 SC Global，我们旨在为客户构思原创性的家居生活概念，并挑战自己，不断创新及提升品质与设计。SC Global 的标语 'Own

the Original' 正是我们创新精神的所在。"钟世平说。

"我们以革新者为荣，永远早一步构思更好的设计方式，并在市场上推出先锋生活概念，改变消费者及市场的观点。比方说，The Lincoln Modern (2002 年竣工) 呈现的 loft 户型设计，以及 Thr3e Thr3 Robin (2005 年竣工) 的开放式厨房设计，如今已被许多发展商效仿，称之为当今众多发展项目的必备设计。"

SC Global 旗下的 3 项新发展更体现公司的创意及灵活性。2008 年推出的 Martin No. 38 以重型工业建筑的粗犷美打破奢华房产模式化的形象。2009 年 10 月发布的圣淘沙湾公寓 Seven Palms 灵感则取于惬意的海滨度假村。11 万 4000 平方尺的范围内仅 41 所公寓，为住户提供尊贵性，并保护他们的隐私。

今年 4 月，SC Global 又发布新作 Sculptura Ardmore。钟世平说："Sculptura Ardmore 是一项非凡的发展……我们将 12 年来累积的经验、知识、以及创意全部注入其中，让它成一项独特且具前瞻性的项目。"其公建筑形态如优雅雕塑，全玻璃的弧形外观备有玻璃遮阳翼板。住户可自行滑动翼板，控制不同时间流入室内的自然光线。建筑的外观也随翼板的位置更改，宛如一件互动艺术品。艺术性之余，其项目为住户提供的更是至上的奢华舒适。36 层楼的发展仅容纳 35 所公寓，单位面积从 2800 至 1 万 1000 平方尺。

虽然项目的竣工日期尚未公布，但钟世平表示："开发超高端奢侈品，就必须一丝不苟。我们绝对不会因为时间的因素而对不完美妥协。"

预知更多 SC Global 房地产详情，请电：  
+65-61002323。关于贷款事宜，请电华商银行贷款部门，  
电话：1800-4386088。



Martin No. 38