

A masterpiece to call home at Orchard Boulevard



3 Orchard By-The-Park, a boutique freehold luxury condominium on prestigious Orchard Boulevard, has seen good momentum and interest in sales since its launch in December 2018. In end-April, it rang up four additional new sales of two- and four-bedroom apartments at an average price of \$3,600 psf by Singapore and foreign buyers from Asia. In June, a 6,555 sq feet penthouse was sold at \$31.5million or \$4,805 psf.

For its developer YTL Land, part of the diversified conglomerate YTL Corporation, this represents a recent resurgence in confidence and interest in the market for freehold properties on Orchard Boulevard. It is also testament to the company's distinguished track record of crafting luxury residential masterpieces for the most discerning in the world.

Tan Sri (Dr) Francis Yeoh, executive chairman, YTL Corporation (above), says: "For all residential projects YTL Land develops around the world, we stand by our motto "Designed by Masters, Built as Masterpieces". We select the best master or maestro of design and architecture in the world to partner with us to craft and build the most outstanding homes which we can truly call masterpieces."

For 3 Orchard By-The-Park, its first luxury condominium project in Singapore, it selected world-renowned Italian architect Antonio Citterio to create a masterpiece sure to be an heirloom for generations to come.

Explains Tan Sri (Dr) Yeoh: "For our first-ever luxury apartment project in Singapore, we want a true master of design who can holistically create the architecture and interior design of the entire development as one masterpiece. Residents can experience his timeless signature aesthetics throughout every aspect of the living environment.

"For a long time, we have admired Citterio's masterworks of timeless elegant design. His renowned architecture and interior design of Bvlgari Hotels and Resorts in Milan, London, Bali, Beijing and Shanghai is truly masterful. He is also well-known as a multi-award winning furniture designer for luxury brands including Hermes, B&B Italia, Flexform, Maxalto, FLOS and Arclinea; he demonstrates a deep appreciation of luxury living at its best."



3 Orchard By-The-Park is a precious collectible in its own right as Citterio's first project in Southeast Asia. Citterio says: "At 3 Orchard By-The-Park, I created a design experience harmonising all elements."

LIKE NO OTHER

Nestled along tree-lined Orchard Boulevard in District 10, yet shielded from the city's hustle and bustle, the freehold property is an exquisite collection of 77 exclusive residences with no purchase restrictions on foreigners.

Citterio's signature touch of elegance and simplicity runs through the entire development, holistically shaping its striking exterior and fine interior fixtures and fittings. No detail is forgotten.

Filled with lush landscape gardens with extensive species of flora and fauna, 3 Orchard By-The-Park is an urban oasis to call home.

Nature follows you to your home, be it north-south facing Wood, Wilderness or Water tower units. The homes —which range from two-, three- and four-bedroom apartments to two five-bedroom penthouses — are accessible through private lift lobbies and designed to be "villas in the sky". Each apartment leads into a private garden terrace, and select loft units feature double-volume living spaces and garden or private pools.

PRIME OPPORTUNITY

Sales in the super luxury segment of the market have not only been healthy, but from early to mid April, prices had crept up 5.8 per cent over the month of March, according to Mr George Tan, managing director of Savills Residential.

With prices generally on an upturn, 3 Orchard By-The-Park represents a unique opportunity to buy a rare, completed freehold property located in a prestigious district in Singapore.

Prices in the super luxury segment will be supported going forward. Mr Tan says, "The majority of sites coming up for launch in the second half of 2019 are derived from collective sales sites acquired at sequentially higher prices between 2016 to H1/2018."

Eugene Lim, key executive officer at ERA Realty Network, says: "Ultra high net worth investors are still keen to snap up luxury properties in Singapore despite the cooling measures in place. They still see Singapore as a robust investment destination, valuing its stable political landscape, transparent laws and the ease of purchasing properties here.

"The peak of property prices has yet to be seen from the onset of the cooling measures. This may present an opportunity for buyers to invest in luxury apartments in prime locations now, especially since land supply is scarce in such areas."

When two great minds meet and think alike, legends are created. The quality of the resulting masterpiece, combined with favourable market dynamics, makes 3 Orchard By-The-Park the best buy on Orchard Boulevard.

To own a Citterio masterpiece, please call 6578 9020 / 9011 3317.

BEYOND THE COMFORTS OF HOME

THESE ARE THE HALLMARKS OF 3 ORCHARD BY-THE-PARK
• Excellent location opposite the upcoming Orchard Boulevard MRT Station • Proximity to UNESCO World Heritage Site Singapore Botanical Gardens • Swimming pool • Alfresco dining options • 24/7 security • Bespoke YTL concierge services • F&B offerings from gourmet market Jones, The Grocer • Green Mark GoldPlus Award-winning architecture with sustainability features



大师倾力打造 传世经典杰作 – 乌节三翠林

当大师碰上大师，两个大师的思想碰撞，往往会激发无限想象，创意火花光彩四射，造就令人赞叹的杰作。

所以当旷世洲商界巨擘、杨忠礼集团（YTL Group）执行主席杨肃斌，碰上意大利建筑与设计大师奇特里奥（Antonio Citterio）时，两人强强联手下，便铸造乌节林荫道（Orchard Boulevard）的传世豪宅项目——乌节三翠林（3 Orchard By-The-Park）。

这个位于新加坡黄金地区的最新优质房产，是奇特里奥在东南亚首个亲自操刀设计的住宅项目，为巧夺天工的旷世杰作，自去年12月推出以来备受市场瞩目，最近更卖出4个单位，取得平均3600元尺价的亮眼销售纪录。在六月份，一个6555平方英尺的顶层公寓，以3150万元售出，换算成尺价是4805元。

杨肃斌透露，乌节三翠林买家来自新加坡、中国、印度尼西亚和马来西亚等各地。他相信，凭着项目地点优越、由名师设计以及仅77个单位等条件，乌节三翠林中长期价值增长潜能巨大，甚至会随着乌节林荫道私宅市场逐步复苏而回返到5000元尺价水平。

豪宅，向来被许多人视为身份的标签，资产配置的选择，更是上流社会的“入场券”。随着亚洲人财富增加、对豪宅的需求提高，近年也有越来越多新豪宅项目推出，甚至一些平庸项目也冠上豪宅的名衔。

然而对杨肃斌来说，豪宅定义不仅是拥有昂贵地段、名牌家居配件或庞大居住空间，它还是一种生活品质的体现，从选材到做工的每一处细节都精心雕琢。

简言之，真正豪宅是拥有超越时间的恒久价值，有如艺术品般能世代相传。

在此前提下，YTL推出的大师系列作品，与当代建筑大师和设计名家合作，把房地产与艺术、品味、时尚结合起来，从美学角度阐释了现代豪宅传奇。

杨肃斌说：“YTL在全球各地开发的所有住宅项目，一直都秉承着“大师倾力打造，传世经典杰作”的座右铭，选择的合作对象皆是当前世界最杰出的建筑与设计大师，所建造的皆是可跨越时代的华美宅邸。”

天工巧匠追求完美

谈及芸芸建筑与设计大师中，为何选上奇特里奥，杨肃斌表示，长期以来，YTL一直很欣赏奇特里奥的永恒优雅设计作品，特别是他在米兰、峇里岛、伦敦、北京和上海等地设计的一系列宝格丽(Bulgari Hotel)精品酒店，备受业界推荐，是完美大师作品。

另外，奇特里奥也是著名的奢侈品家具设计师，包括爱马仕（Hermes）、B&B Italia、Flexform、Maxalto、FLOS和Arclinea等，表现了对奢华生活的深刻理解。所以，他的房地产作品，从餐具到灯具，从厨房和浴室，从家具到总部大楼，俱是完美巧妙结合，无一丝一毫的妥协。

杨肃斌说：“乌节三翠林作为YTL在新加坡的首个豪华公寓项目，我们需要一位真正的设计大师，能够全面地把项目的建筑与室内设计结合在一起，打造一个恒久、经典的房地产项目，让住户从生活环境各个层面体验他标志性的设计美学。”

乌节三翠林位于新加坡核心地带第10邮区——乌节，数分钟便可到达世界文化遗产之一——新加坡植物园。该项目的优越地点，启发奇特里奥的创造灵感，让他实现“天空中的别墅”（villas in the sky）的设想。

项目占地面积超过6万平方英尺，却仅有77个单位，限量臻选彰显出其非凡身价。这些单位分布在三栋25层高、分

别为“木”（Wood），“原野”（Wilderness）和“水”（Water）的住宅大楼。庞大居住空间给乌节三翠林的每个单位提供充足的隐秘和绿化空间，住户能闹中取静，在繁华城市中仿佛拥有另一个世外桃源。

乌节三翠林的每个单位皆能享有城市壮阔景观，以及葱郁的园林景观。奇特里奥的设计美学也反映在单位的室内设计里。

重要的是，乌节三翠林单位固然拥有其定制化的室内设计，同时又保留了住户发挥自己独特创造性的余地，奇特里奥说：“在乌节三翠林，我创造了一个让所有元素和谐共生的设计体验。”

黄金地区永久地契 稀缺物产永恒价值

新加坡向来是超高净值人士青睐的置业地点，豪宅市场表现稳定。即便去年政府推出降温措施，超级豪宅领域的销售却未受挫，反而出现上扬趋势。

根据第一太平戴维斯住宅部（Savills Residential）提供数据显示，今年4月中旬以来，豪宅价格较3月上扬了5.8%。

第一太平戴维斯住宅部董事长陈德荣指出，豪宅市场健康趋势，反映在乌节三翠林等乌节林荫道一带的最近项目销售，平均尺价超过3600元。他也表示，由于今年下半年即将推出的新项目地段，大多是来自2016年至2018年期间以较高价格收购的集体出售地段，为豪宅市场价格提供了良好支撑基础。他也说：“豪宅市场买家寻找项目时，往往注重房产项目定位、完成质量、提供服务与生活方式等各方面的属性，特别是倾向有像奇特里奥这样的知名建筑师所提供的优质产品和全球认证。”

的确，就地点而言，乌节三翠林位于城市黄金地区——乌节，属于超级豪华住宅区，周围尽是奢侈品购物商场和五星级乐趣。项目步行可达已列入世界文化遗产的新加坡植物园，附近的医疗设施、康乐设施、教育机构和国际学校等也十分齐全。公寓还位于即将开放的乌节林荫道地铁站旁边，交通连接四通八达。

值得一提的是，乌节三翠林属于永久地契住宅项目，意味着它升值空间更大、抗跌性更强，可抵御房地产周期性起落，更无须担心房子地契到期，房子价格可能归零的局面。

在全球所有一线城市中，优越住宅地段极其珍贵，像乌节三翠林这样的豪宅项目更是越来越稀缺。而这个巨匠品质的传世豪宅，仅有77个限量单位共你竞藏，具备极致珍藏价值。

ERA主要执行员林东荣说：“尽管新加坡施行了降温措施，超高净值投资者仍然热衷于抢购新加坡豪宅。这些投资者把新加坡视为重要的投资目的地，重视其政治格局的稳定性、法律透明化、以及购买房产的便利性。

他也认为，房价还未达到高峰，正是买家投资优质豪宅的良好时机，特别是乌节三翠林位于乌节地区，是永久地契项目，更是奇特里奥在东南亚的首个住宅项目，这样的购买投资良机无疑非常可贵。一旦错过，可能就不再出现了。

乌节三翠林已建成，随时入住，有意选购者，可拨电9011 3317询问。

