



CENTROPY

New York | Kansas City | Los Angeles | Hong Kong | Singapore | Shanghai | Ho Chi Minh | Dubai | Johannesburg | Cape Town



# CENTROPY

[sen-truh-pee] - noun.

In the study of thermodynamics, centropy is an entropy antonym metaphor term posited to refer to the energetic tendency for particles of a system to come together in an organized manner.





# MISSION

Our mission is to reshape the future of design and consulting by empowering boutique firms with a platform that honors their individuality while amplifying their impact. We unite diverse talents under a sophisticated management framework, enabling our collective to deliver world-class services that transcend traditional industry boundaries. With a relentless commitment to excellence and a deep dedication to meaningful collaboration, we're not just challenging the norms—we're setting a new standard. By fostering creativity and preserving the unique strengths of each firm, we're paving the way for a future where the possibilities in our field are limitless.



# OUR STORY

*In the design and engineering world, large corporate practices often prioritize financial metrics and expansion over the pursuit of excellence, which can make it challenging to attract and retain top-tier talent. Throughout my extensive corporate tenure, I've consistently sought to challenge this paradigm by fostering creative freedom and delivering high-quality projects while meeting corporate operational demands. Although I encountered numerous obstacles along the way, my commitment to this vision never wavered.*

*Initially, I believed reshaping corporate culture would be the solution, but after more than two decades of dedicated effort, I realized the magnitude of this challenge and adjusted my approach. I envisioned a platform that offers a diverse array of services while preserving the unique culture of each team, combining the scale and broad capabilities of a large corporate practice with the personalized touch and specialized expertise of boutique firms.*

*This vision led to the founding of Centropy—a realization of my long-held dream. At Centropy, we bring together the talents of boutique firms to deliver unparalleled service and project ownership on a grand scale, creating a space where excellence and innovation can thrive.*





SERVICES

CENTROPY

Masterplan

Architecture

Interiors

Landscape

Advisory

PMCM



# CLIENT





OUR TEAM



**ALTON CHOW**

Chief Executive Officer  
Centropy



**STEVEN TOWNSEND**

Founding Principal  
Studio Urban Design



**DAVID MALOTT**

Chief Executive Officer  
AI PlanetWorks



**MAURO RESNITZKY**

Founding Director  
Girimun Architects



**JOEY SHIMODA &  
SUSAN CHANG**

Founders | Partners  
Shimoda Design Group



**VICKY CHAN**

Founder  
Avoid Obvious Architects



**CK LIM**

Founder | Principal Architect  
AR43 Architects



**PATRICK WARING &  
SUSAN HENG**

Founders | Partners  
Silverfox Studios



**SIMON PARK**

Managing Director  
SPARK Design Group



**JOHN GALLOWAY**

Owner | Founder  
40NORTH



**STEVEN SONG**

Chief Executive Officer  
AIBE



**OLAF MUELLER**

Chief Executive Officer  
mg-ES



**ANDRE VAN HUYSSTEEN**

Executive Board Member | Director  
SIP Project Management





# ALTON CHOW AIA

Chief Executive Officer  
Centropy

Location: Hong Kong | Los Angeles  
Specialization: Commercial Markets  
Discipline: Management



Alton has over 25 years of experience in both architecture and engineering, focusing on creating operational platforms that drive industry advancement and practice success. He has held senior management positions at prominent global firms including AECOM, Gensler, Aurecon, Woods Bagot, and Wilson Associates, where he developed expertise in adaptability and best practices across various typologies and disciplines. Alton's contributions extend to his roles as President of AIA Shanghai and board member for institutions such as the School of Architecture at Syracuse University, AIA International, Urban Land Institute China (ULI), and the US-China Business Council. He is also an active member of the Young Presidents Organization (YPO). Known for his commitment to honesty, transparency, and fostering environments where ideas and growth thrive, Alton prioritizes building trust with clients through clear communication and timely delivery. Throughout his career, he has collaborated with exceptionally talented professionals and is enthusiastic about the opportunity to unite these individuals at Centropy, aiming to drive innovation and shape the future of the industry.

*For more information about Alton and Centropy, please visit: [CentropyPartnership.com](http://CentropyPartnership.com).*





## STEVEN TOWNSEND AICP

Founding Principal  
Studio Urban Design

Location: Ho Chi Minh  
Specialization: Site | Cities | Transportation  
Discipline: Masterplan

### HOW WE MET

*Steven and I have a long and storied history together. I first met him during my time at Gensler when I was tasked with building a Master Planning team within my studio. While we saw some initial success, it became clear we needed someone with deeper expertise. That's when Steven came on board and transformed our entire practice, teaching me invaluable lessons about focusing on the human experience while working on a grand scale. Our paths crossed again at AECOM, where I was managing the China practice and assisting the Asia CEO with overall design strategies for the region, while Steven played a crucial role as head of Planning for South East Asia. When I conceived the idea for Centropy, I immediately knew that Steven and Studio Urban Design would be a perfect fit, as their expertise in Master Planning and Urban Design will enable us to shape the evolution of cities before buildings even come into play.*

### ABOUT STEVEN

Over the last 30 years, Steven has been a leader in urban design developing a wide variety of projects in urban design and master planning. Steven is focused on sustainable development practices and provides an interdisciplinary approach to the master planning and urban design process. Steven continues his role, directing teams of diversified talents to incorporate new thought leadership processes in urban design expertise into conceptual architectural design, land planning, transportation planning, development programming, and landscape concept design. His belief and studies in Interdisciplinary Design have been the key to providing multinational clients with completed and often award-winning projects of higher quality-setting benchmarks in sustainability at all levels, for the provisions needed to enhance the quality of life for future generations.

### ABOUT STUDIO URBAN DESIGN

Studio Urban Design takes a human-centered approach, designing spaces from the inside out to prioritize the needs and behaviors of users. Focusing on real-life interactions rather than aesthetics, they align creativity with how people naturally navigate spaces. Their commitment to sustainability extends beyond technology, fostering adaptable frameworks that support evolving societies, economic opportunities, and healthy ecosystems. Through open workshops, tangible modeling, and transparent communication, they enhance creativity and minimize redundancy by bringing specialists and clients together early in the design process. With expertise ranging from small infill developments in heritage villages to large-scale master planning in sensitive regions, Studio Urban Design integrates local cultures with international knowledge, applying their diverse experiences to successful projects across Southeast Asia, China, India, the Middle East, Europe, and the Americas.

*For more information about Steven and Studio Urban Design, please visit: [LinkedIn.com](https://www.linkedin.com/company/studio-urban-design).*





## DAVID MALOTT

Chief Executive Officer  
AI PlanetWorks

Location: New York  
Specialization: High Rise Mixed Use  
Discipline: Architecture

### HOW WE MET

*David and I first met in China in 2007, where we were both invited to participate in a panel discussion. At that time, David had just completed the SWFC Tower with KPF, which was then the tallest building in China. We quickly developed a strong connection, and over the years, I have deeply admired his talent as a designer and his intellect. In 2016, when I was the Managing Director of AECOM, an opportunity arose for us to work together. David was considering leaving and I saw this as a chance to bring him on board to lead Architecture for the Asia Pacific region. We were enthusiastic about the prospect, and even went as far as signing a deal. David was prepared to move to Shanghai to work with me. However, in the end, he decided to pursue his own path and founded AI PlanetWorks. Now, at Centropy, I am excited to have the opportunity to collaborate and finally realize our shared vision.*

### ABOUT DAVID

David Malott is an award-winning designer and expert in tall building architecture. As the Founder and Chief Architect of PlanetWorks, he leads a global team in creating greener, more tech-enabled, and livable high-rise and mixed-use projects. PlanetWorks, with offices in New York, Barcelona, and Shanghai, is quickly gaining recognition for its innovative approach. Previously, David led the design of three of the world's ten tallest towers, including the Shanghai World Financial Center and the Ping An Finance Center. As the youngest design partner at KPF and former Chairman of the Council on Tall Buildings and Urban Habitat (CTBUH), he has made significant contributions to the field. David is hands-on in every PlanetWorks project, bringing his innovative and tech-forward vision to each design. From his start at the MIT Media Lab to leading a team that won the NASA Centennial Challenge, he remains at the forefront of architectural innovation.

### ABOUT AI PLANETWORKS

At PlanetWorks, we drive architectural innovation by blending cutting-edge technologies with human-centric design to enhance urban environments worldwide. Founded by David Malott, our award-winning boutique practice operates across New York, Barcelona, and Shanghai, with a mission to make architecture more engaging, approachable, and socially impactful. Our culturally diverse team infuses creativity and technical excellence into every project, believing that each design tells a unique story shaped by its site, client, and community. Committed to excellence, we craft ecosystems that thrive in urban settings, setting new benchmarks for architectural achievement. At PlanetWorks, we are pioneers shaping the future of spaces and skylines, creating buildings that inspire and unite communities.

*For more information about David and AI PlanetWorks, please visit: [AI-PlanetWorks.com](http://AI-PlanetWorks.com).*





## MAURO RESNITZKY

Founding Director  
Girimun Architects

Location: Hong Kong  
Specialization: Retail Mixed Use  
Discipline: Architecture | Interiors

### HOW WE MET

*My introduction to Mauro was serendipitous. We first bonded over our shared love for beach tennis in Hong Kong. As we got to know each other, I learned that Mauro was not only a skilled player but also a highly talented architect. Interestingly, he was my competitor during my time at Gensler, where his team at Benoy consistently outshone us. Our paths nearly crossed again at Woods Bagot, where Mauro was the lead Design Director in Hong Kong, just missing each other by a month. I later managed the Shanghai practice, pitching and selling many of the works he had designed. It's remarkable how I had unknowingly admired his work for years and meeting him just before launching Centropy feels like destiny. Adding Mauro's extensive experience in Retail Centers to our team will greatly enhance our total offering in architecture design, expanding the scope and quality of our services as a whole.*

### ABOUT MAURO

Passionate about architecture, cities, nature, and photography, Mauro is a dedicated globe-trotter with a career spanning a dozen countries across three continents. He earned his Diploma in Architecture and Urbanism in 1994 from his hometown of Rio de Janeiro, Brazil, and completed his Master's Degree at the Architectural Association School of Architecture in London in 1999. Since 2002, Mauro has lived and worked in Hong Kong, where he has held directorial roles in prestigious international firms before founding Girimun Architects in 2008. From Hong Kong, he has led projects throughout the Asia Pacific region, establishing offices in the Far East and opening markets in Southeast Asia and India. Mauro has been instrumental in pioneering successful commercial mixed-use designs in China and beyond, earning accolades such as the MIPIM Asia Awards, ICSC Asia-Pacific Shopping Centre Awards, Asia Pacific Property Awards, Hong Kong Quality Building Award, and Wan Awards. With a blend of creative design, commercial acumen, and a focus on sustainable solutions, Mauro is dedicated to harnessing design team collaboration to transform opportunities into innovative, impactful, and inspiring solutions for clients and communities.

### ABOUT GIRIMUN ARCHITECTS

We are architects, master planners, and interior designers united by a passion for placemaking and creating desirable cities. Established in 2007, our firm specializes in large-scale retail mixed-use commercial developments, with a diverse portfolio that includes retail centers, office towers, leisure and hospitality projects, and expansive master plans and urban regeneration schemes. From the initial brief to final delivery, we combine innovative design with commercial insight to unlock exceptional potential and solve complex challenges. Our approach views design as a powerful tool to enhance project value through creativity and quality, often revealing unforeseen opportunities. Collaborating with developers, investors, and real estate consultants across various continents and cultures, we leverage our global perspective to ensure our designs are functional, aesthetically pleasing, and contextually relevant, ultimately contributing positively to the urban environment and fostering vibrant communities.

*For more information about Mauro and Girimun Architects, please visit: [Girimun.com](http://Girimun.com).*





## JOEY SHIMODA FAIA FIIDA ASID

Founder | Partner  
Shimoda Design Group

Location: Los Angeles  
Specialization: Commercial Office  
Discipline: Architecture | Interiors



## SUSAN CHANG AIA IIDA ASIID

Founder | Partner  
Shimoda Design Group

Location: Los Angeles  
Specialization: Commercial Office  
Discipline: Architecture | Interiors

### HOW WE MET

*Joey and Susan were among the first friends I made at the start of my career. Joey, especially, played a pivotal role at AECOM, serving as both my first boss and mentor. Under his guidance, I was introduced to the intricacies of the profession and learned invaluable lessons about architecture. One of the most impactful experiences during this time was working alongside Joey on the Rolex Building, where we navigated the complexities of taking a project through construction. His mentorship not only imparted technical skills but also taught me how to think on my feet and solve problems creatively to bring our designs to life. When Joey shared his decision to leave the company, I understood that his true calling lay in pursuing his own path. Together with Susan, they have since built an exceptional practice, making a significant mark on the landscape of Los Angeles architecture and is a great contribution to our team by offering an integral specialization of Commercial Office and Corporate Headquarters to the lexicon of abilities at Centropy.*

### ABOUT JOEY

Joey Shimoda is curious about anything beautifully designed. A lifetime of searching has created an exceptional architect, planner, and interior designer. Born in Alabama and educated in California, wanderlust has led him to live and work in Los Angeles, Florence and London. Joey’s Japanese design DNA is infused with his love of European design. His perspective on engineering, form, function, history and beauty creates an edgy yet refined design cocktail. He has helped companies that are more than 100 years old to find new energy without losing their identity just as he has helped small start-ups grow with smart and inspirational spaces. With curiosity and talent, he creates a mystic alchemy of unexpected solutions that are functional, brilliant and beautiful.

### ABOUT SUSAN

Susan Chang is a partner and founding member of Shimoda Design Group. A boutique studio specializing in bespoke design solutions for leading companies around the world. Born in Taiwan and educated at the University of Southern California, she brings a uniquely global perspective that allows her to fuse her Asian heritage with a progressive west coast vibe. She is an architect, interior designer, builder and a workplace strategist. Her experience has a global impact and her vision has created an award winning multi-disciplined design practice. The scale of her design insight ranges from the spoon to the City. Her philosophy of total design implements equality, efficiency, and beauty to enhance productivity, and brand impact.

### ABOUT SHIMODA DESIGN GROUP

Joey Shimoda and Susan Chang founded their Los Angeles studio on St. Valentine’s Day 2000, driven by an inclusive design philosophy inspired by people, context, and culture. From their live-work loft in the Artist District, they have become known for transformative work in architecture, interiors, landscape, and product design. With projects spanning major cities like Manhattan, San Francisco, and Los Angeles, they have collaborated with clients such as Bad Robot Productions, Steelcase, Rolex, Bloomberg, and Warner Music Group. As a minority-owned business (MBE), they are dedicated to mentoring future designers and presenting for organizations like AIA, IIDA, and ASID. Joey’s contributions have earned him Fellowships from the American Institute of Architects and the International Interior Design Association, and he was named ASID’s 2020 Designer of Distinction, highlighting his significant impact on the industry.

For more information about Joey, Susan, and Shimoda Design Group, please visit: [ShimodaDesign.com](http://ShimodaDesign.com).





## VICKY CHAN AIA

Founder  
Avoid Obvious Architects

Location: Hong Kong | New York  
Specialization: Public Works  
Discipline: Architecture | Interiors

### HOW WE MET

*Vicky and I first met at the American Institute of Architects (AIA), where he was leading the Hong Kong Chapter while I was heading the China Chapter. Despite the geographical distance, we shared a common goal of reshaping an organization that had long been US-centric. Our collaboration was fruitful, and together we pioneered ways to bring an Asian perspective to the forefront. Over the years, I've closely followed Vicky's journey and have always admired his commitment to designing and constructing projects with the common citizen in mind, steering away from the corporate sphere. His extensive experience in engaging with communities and his involvement in numerous NGOs have positioned him as a leader in understanding the genuine needs of cities. During my time at Aurecon, I had the privilege of inviting Vicky to collaborate with my team on several proposals. His unique approach, characterized by care and compassion, not only gave us a significant advantage but also enriched our projects with a human-centered focus. I believe that Vicky's contribution to Centropy will bring a fresh perspective, serving as a true advantage to our team as we strive to make a meaningful difference in the world.*

### ABOUT VICKY

Vicky Chan founded Avoid Obvious Architects in 2012, with offices in New York and Hong Kong, and has since led the firm to win 60 design awards for its innovative approach to sustainable architecture. The firm is known for integrating farming, net-zero design, and circular economy strategies into its projects, pushing the boundaries of how buildings and cities can contribute to a more sustainable future. Beyond his architectural practice, Vicky is passionate about education and has founded several non-profit organizations dedicated to teaching sustainable design principles. On his farm, he has educated over 7,000 children, believing that equipping the next generation with creative and sustainable thinking is key to a brighter future.

### ABOUT AVOID OBVIOUS ARCHITECTS

Avoid Obvious Architects is dedicated to green and sustainable design, with a 20-year legacy of creating award-winning buildings and cities. Their collaborative approach uncovers innovative ways to live, work, and play, specializing in unique, sustainability-focused solutions that bring joy to clients and communities. The firm works closely with NGOs and government organizations, offering non-profit sustainable designs, and integrates art, health, context, buildability, and science into each project. Committed to education, their Architecture for Children initiative has taught sustainable design principles to over 7,000 students. Globally impactful, with lectures at the New Cities Summit in Seoul and work featured alongside the White House, they have partnered with 20 NGOs since 2019 to support community projects.

*For more information about Vicky and Avoid Obvious Architects, please visit: [AOArchitect.us](http://AOArchitect.us).*





## LIM CHENG KOOI (CK)

Founder | Principal Architect  
AR43 Architects

Location: Singapore  
Specialization: Luxury Residential  
Discipline: Architecture

### HOW WE MET

*When Patrick from Silverfox joined Centropy, he quickly recognized the platform's potential and introduced me to CK of AR43. After reviewing his impressive portfolio, I was eager to bring him and his team on board. CK's exceptional design skills and talent for creating stunning residences offer Centropy a unique advantage that sets us apart from traditional corporate firms. With the growing shift towards flexible working and the booming residential market, partnering with AR43 positions us perfectly to meet this demand. I'm genuinely excited about the possibilities this collaboration brings and thrilled to welcome CK to Centropy.*

### ABOUT CK

After graduating from architectural school in 1988, CK began his career with renowned Singaporean architect William Lim at William Lim Associates, where he refined his skills on modernist projects, including the award-winning extension of the Central Market in Kuala Lumpur. Prior to founding his own practice, AR43, in 2006, CK co-founded and served as Director of an established Singaporean architectural firm for 12 years, gaining extensive experience and contributing to numerous award-winning projects recognized in top architectural journals. Dedicated to responsible design, CK has worked on socio-communal projects like the pro bono Karuna Home for the Disabled in Mysore, India, reflecting his sensitivity to user needs and site context. Beyond architecture, Lim is passionate about the arts, with his paintings featured in the Shell Discovery Exhibitions and a solo art exhibition in 2008 that raised funds for charitable causes. This integration of art and architecture defines his practice, as he continues to create spaces that are both aesthetically beautiful and functionally impactful.

### ABOUT AR43 ARCHITECTS

AR43 Architects, established in 2006 by Lim Cheng Kooi (CK), is an award-winning firm known for its strong commitment to responsible design. Over its 18-year history, the firm has made a significant impact in the design and architectural fields, driven by a philosophy that emphasizes responsiveness to site context, client needs, and contemporary issues. CK, with over 35 years of design experience, has infused his expertise into the firm's projects, leading to several prestigious international awards, including those from The Chicago Athenaeum & European Centre for Architecture, Iconic Design Awards, and Design for Asia Awards. The firm's work, frequently featured in top architectural journals, reflects its dedication to pushing the boundaries of design. AR43's approach focuses on harnessing the physical and emotional potential of architecture to create designs that seamlessly integrate site and program, turning client dreams into reality and achieving extraordinary results within ordinary budgets.

*For more information about CK and AR43, please visit: [AR43.com](http://AR43.com).*





## PATRICK WARING

Founder | Partner  
Silverfox Studios

Location: Singapore | Dubai  
Specialization: Hospitality | F&B  
Discipline: Interiors



## SUSAN HENG

Founder | Partner  
Silverfox Studios

Location: Singapore | Dubai  
Specialization: Hospitality | F&B  
Discipline: Interiors

## HOW WE MET

*During the late 2000s at Wilson Associates, Patrick served as the Deputy MD of Asia, while Susan was a Design Director. Both were considered some of the top designers in the firm. While I served as the Managing Director of China, I quickly recognized their exceptional talent and made them my go-to team for all significant projects. Their expertise in hospitality design, a discipline that demands a blend of spatial architecture and fashion-forward style, was truly exceptional and is reflected in their numerous accolades. Having Patrick and Susan at Centropy presents a unique opportunity to introduce a design typology not commonly found in large practices, further enriching our team's capabilities.*

## ABOUT PATRICK

Patrick started his career in the 1980's in London working for acclaimed Architect Michael Aukett, whose multi-disciplinary practice gave a grounding in Architectural / Interior design with a specialty in Restaurant and hospitality. Moving to Singapore in the early 1990's he joined a small team at Hospitality design firm Wilson Associates, quickly becoming the deputy Managing Director, and enabling fast and expansive growth, from 5 to over 150 staff members. In 2007 he became one of the founding partners of Silverfox studios alongside Susan.

## ABOUT SUSAN

Susan worked at William Lim where she pursued a modernist design set of principles in keeping with the firm's academic design ethos. She joined the Wilson Associates team in the late 1990's as the lead Design Director responsible for Hospitality projects and was responsible for many of the design success that propelled the firms global recognition and growth. Susan and Patrick became founding partners of Silverfox studios in 2007.

## ABOUT SILVERFOX STUDIOS

Susan and Patrick, the founding partners of Silverfox Studios, established the firm in 2007 after extensive experience in senior roles at major international firms. With a focus on hospitality design, they have transformed Silverfox into a multi-award-winning practice with a diverse global portfolio. Their projects span prestigious regions including the Middle East, the United States, the UK, and Asia Pacific, with notable clients such as Mandarin Oriental, Hyatt, Hilton, Marriott, and the Abu Dhabi Investment Authority. Silverfox Studios is renowned for its ability to reflect the environment, project purpose, and brand values in its designs. Their approach emphasizes principles like volumetric interplay and layering, aiming to create environments that evoke strong emotional responses. By starting with an open mind and exploring a wide range of ideas, they craft experiences that are both visually striking and emotionally impactful.

*For more information about Patrick, Susan, and Silverfox Studios, please visit: [SilverfoxStudios.design](http://SilverfoxStudios.design).*







## SIMON PARK

Managing Director  
SPARK Design Group

Location: Shanghai | Hong Kong | Singapore  
Specialization: Commercial Office | Retail Stores  
Discipline: Interiors

### HOW WE MET

*In 2015, during my tenure at AECOM, I was responsible for relocating our Shanghai office to a new location within the city. Despite my initial attempt to utilize our internal interiors team, they were unable to deliver the required results. This prompted me to seek an external solution, leading me to Simon, who was then the Managing Director of PDM (now owned by JLL). Simon successfully completed the relocation project, and since then, we have developed a strong friendship. Impressed by his capabilities, I attempted to recruit Simon to lead our design/build business, but he declined and instead founded Spark Design Group and has since been a dominant force in the corporate and retail interior market in Asia. With Simon now part of Centropy, I am excited about the opportunity to add another level of talent to bring our clients from exterior architecture to interior design.*

### ABOUT SIMON

Since relocating from New Zealand to Shanghai in 2007, Simon has been a key player in delivering top-tier design and build solutions for both multinational and local clients across China and the APAC region. His extensive experience spans hundreds of projects across eight countries, showcasing his ability to handle a wide range of creative and complex challenges. Operating from SPARK's headquarters in Shanghai, Simon leads six design teams in developing innovative concepts and overseeing project documentation and site delivery. His expertise and distinctive design philosophy place him at the forefront of the industry, with numerous international awards and industry recognition reflecting his commitment to pushing boundaries and setting new standards in design and build.

### ABOUT SPARK DESIGN GROUP

SPARK Design Group excels in creating spaces that both impress and inspire, enhancing brands and corporate culture through thoughtfully designed workplace environments. We approach each project with a focus on aligning with our clients' financial, well-being, and brand objectives, delivering designs and builds that meet high standards of quality. Our commitment to excellence is reflected in the strong, long-term relationships we build with our clients, earning their trust and loyalty through consistent performance. Between 2018 and 2023, SPARK Design Group completed over 200 projects across Greater China, supported by a dedicated team of over seventy professionals from diverse disciplines, including design, construction, project management, MEP engineering, LEED & Wellness consulting, and quantity surveying.

*For more information about Simon and Spark Design Group, please visit: [SPARKDesignGroup.com.cn](http://SPARKDesignGroup.com.cn).*





## JOHN GALLOWAY

Owner | Founder  
40NORTH

Location: Kansas City  
Specialization: Hospitality  
Discipline: Landscape

### HOW WE MET

*During my time at Wilson Associates, John Galloway's name frequently came up as one of the foremost experts in landscape design. His reputation was well-established, and as my career advanced and I began entering the Middle East market, I quickly realized that John was the go-to choice for many high-profile projects in the region. His work was not only well-known but highly respected, making him a standout figure in the industry. Given his prominence, I was pleasantly surprised when the opportunity arose to meet John while I was looking to expand our planning and hospitality capabilities at Centropy. The timing couldn't have been better, and with John and his team at 40NORTH joining us, Centropy now benefits immensely from their deep expertise in landscape architecture. This addition has significantly strengthened our offerings, enabling our Hospitality team to provide more comprehensive services and allowing our Planning teams to design more detailed, innovative parks and green spaces. John's influence is already evident, and his contribution is elevating our projects to new levels of excellence.*

### ABOUT JOHN

John Galloway, the founder of 40NORTH, has been leading the company's creative direction for 19 years, playing an integral role in every project from inception to completion. With nearly 30 years of experience in luxury resort hospitality design, he has collaborated with top talent to create some of the most coveted luxury experiences globally. Operating the business from a 30-acre working farm north of Kansas City, Missouri, John stays connected to his roots, reflecting the values of four generations of cattle ranchers from the high plains of western Kansas. Despite his global influence, he remains deeply tied to the land and frequently returns with his family to the windy wilderness of his youth, where he draws inspiration and maintains a strong connection to his heritage. This unique blend of worldly expertise and deep personal heritage defines his leadership and the work produced by 40NORTH.

### ABOUT 40NORTH

40NORTH, a landscape architecture practice based in the Midwest U.S., has been creating some of the world's most iconic luxury resorts and hotels since 2005 through global collaborations. Led by John Galloway, the team has extensive experience across various scales, from expansive hospitality projects and regional master planning to intricate site details. Their process is driven by curiosity, drawing, and engaging conversations, ensuring that every project reflects a unique signature or sense of place. Each project has its own history, beginning with a sketch or email and culminating in a celebratory moment that marks the achievement of dreams and ideas after extensive collaboration. With decades of expertise, 40NORTH excels in listening to clients, understanding their needs, and navigating the diverse rules, regulations, and cultures of different labor pools, drawing on insights gained from working with top hoteliers to successfully bring complex projects to fruition.

*For more information about John and 40NORTH, please visit: [40NORTHdesign.com](http://40NORTHdesign.com).*





## STEVEN SONG RA

Chief Executive Officer  
AIBE Inc.

Location: Los Angeles | Dallas | Seoul  
Specialization: Property Development  
Discipline: Advisory

### HOW WE MET

*Steven and I connected through our mutual involvement in the Young Professional Organization (YPO), where our shared architectural background quickly brought us together. When he first introduced AIBE to me, I was captivated by its innovative use of AI to increase accuracy and transform the entire development advisory services market. I was eager to integrate their approach into my previous companies but faced significant hurdles due to their complex approval processes and rigid corporate structure. Now, at Centropy, we have the flexibility to fully utilize AIBE's groundbreaking technology, adding a unique capability to our platform that sets us apart from our competitors. I'm genuinely excited about the possibilities this integration offers and am thrilled to finally collaborate with Steven and his team.*

### ABOUT STEVEN

Steven Song is the founder and CEO of AIBE (AI for Built Environment), a platform revolutionizing the real estate industry through advanced AI-driven analysis. AIBE extracts intelligence from diverse sources to determine the optimal use of any site. Previously, Steven was the founding principal of SCAAA, an international design office in Los Angeles, and has held roles at firms like Skidmore, Owings & Merrill and Arquitectonica. He also collaborated with Pritzker Prize-winning architects Robert Venturi and Denise Scott Brown. As CEO of Axle Companies, a family office focused on real estate and social impact investments, Steven developed the SCAAA Process™, a proprietary real estate strategy tool that underpins AIBE's AI. He holds degrees in architecture from Carnegie Mellon University and the University of Pennsylvania and serves on the boards of the Hammer Museum and SCI-Arc. He has been a member of the Young Presidents' Organization (YPO) since 2013.

### ABOUT AIBE

AIBE (AI for Built Environment) is a pioneering AI-driven platform founded by Steven Song, designed to transform the real estate industry by delivering comprehensive, actionable insights for determining the highest and best use of any site. By leveraging advanced AI, AIBE integrates qualitative data from sources like news, social media, and expert opinions with quantitative information on zoning, regulations, construction costs, and profitability. This holistic approach enables real estate professionals to navigate complex decisions with precision, offering in-depth analysis that goes beyond traditional methods. AIBE empowers strategic planning and operational efficiency by streamlining research processes, saving time, and improving accuracy through automated data aggregation and analysis, ultimately revolutionizing the way the real estate industry approaches site development and investment decisions.

For more information about Steven and AIBE, please visit: [AIBE.io](https://aibe.io).





## OLAF MUELLER

Chief Executive Officer  
mg-ES

Location: Ho Chi Minh | Bangkok | Hong Kong  
Specialization: Branding & Marketing  
Discipline: Advisory

### HOW WE MET

*Olaf and I were introduced by a mutual friend who, after learning about Centropy and our vision, knew we needed to meet. As is often the case when you connect with a good friend of a good friend, we quickly hit it off. Olaf's company specializes in branding and marketing projects after completion, but he's often expressed frustration about not being involved in the creative process from the start. Meanwhile, our designers frequently feel disconnected from the final stages when a project goes to market. Bringing Olaf and his team into Centropy has created a unique opportunity to bridge this gap. Now, our designers can influence how a project is positioned from the very beginning, seamlessly integrating branding and design – a feature that's unique to Centropy. This collaboration not only sets us apart but also exemplifies how our platform is poised to revolutionize industry collaboration and workflow.*

### ABOUT OLAF

Born in 1980 in Germany, Olaf Mueller has spent most of his professional life in Asia, working in dynamic markets like Hong Kong, Singapore, Vietnam, Japan, and Thailand. With over two decades of experience, he is a seasoned project leader and client servicing director, known for his strategic insight and hands-on approach. After earning a Master of Science in Real Estate from Hong Kong University, Olaf began his career in the investment division of Jones Lang LaSalle, which laid the foundation for his success in business development and strategy across various industries. He has led key projects and managed prestigious accounts like Techcombank, Masterise Homes, Military Bank, SonKim Land, and Gaw Capital, showcasing his versatility and deep market understanding. Olaf's work has earned him over 13 prestigious awards, including Agency of the Year Vietnam and Digital Agency of the Year Vietnam by Campaign Asia. His passion for real estate led him to establish mg-ES, a branding and marketing agency that combines strategic thinking with creative solutions, offering services like renderings and CGI animation.

### ABOUT MG-ES

mg-ES is a specialized marketing agency for the real estate industry, formed through the merger of two leading creative agencies – Mueller Group and Elephant Skin. We are uniquely positioned to offer a comprehensive range of services that blend strategic planning, creative solutions, and in-house renderings and CGI, bridging a crucial gap in the market. With a team of over 130 professionals spread across 7 global offices and a track record of more than 300 successful projects, we combine global outreach with local impact. Our approach is driven by innovation and a deep understanding of the real estate industry. By offering everything from strategic planning to cutting-edge creative and technical execution all under one roof, mg.ES sets new standards in real estate marketing, ensuring that each project benefits from a seamless integration of strategy and execution.

*For more information about Olaf and mg-ES, please visit: [mg-ES.asia](http://mg-ES.asia).*





## ANDRÉ VAN HUYSSTEEN

Executive Board Member | Director  
SIP Project Management

Location: Dubai | Abu Dhabi  
Specialization: Middle East | Africa  
Discipline: PMCM

### HOW WE MET

*I had the pleasure of meeting André through mutual friends, and from the moment we connected, it was clear we shared a deep passion for delivering exceptional quality in our work and a genuine commitment to caring for our teams and families. André's values align perfectly with Centropy's mission, and his extensive experience with SIP is a tremendous asset. By joining forces with André and SIP, Centropy is now uniquely positioned to offer unparalleled on-the-ground management throughout the Middle East. This collaboration not only strengthens our ability to oversee projects from design to construction but also enhances our capability to deliver world-class results in one of the most dynamic markets globally. We are excited about the opportunities this partnership brings and look forward to making an even greater impact within the region.*

### ABOUT ANDRÉ

With over two decades in the construction and development industry, André has established a distinguished career in Development Management, Project Management, Construction Management, Contract Administration, and Project Planning and Execution. His expertise encompasses large, multidisciplinary projects across diverse regions including the UAE, Africa, and Asia. Since 2013, André has been a Director and Executive Shareholder at SIP Project Managers, where he has been crucial to the company's growth and success. His leadership was pivotal in launching SIP Global in the UAE, significantly expanding the company's regional influence. André's hands-on approach and commitment to excellence ensure the successful delivery of high-quality projects globally. Renowned for his ability to navigate complex challenges and foster a collaborative, results-oriented environment, André is a key industry figure, respected for his extensive experience and leadership.

### ABOUT SIP

Established in 1978, SIP has become a leading force in construction project management with a strong presence in the Middle East. Over the past 45 years, we've built a reputation for delivering innovative, high-quality solutions in some of the region's most challenging markets, particularly in the UAE. Specializing in large-scale, themed developments and complex, high-profile projects, we are guided by core values of Integrity, Passion, Commitment, and Professionalism. A key milestone was our partnership with Mirage Leisure & Development and MLC International from 1997 to 2013, where we developed iconic UAE resorts, solidifying our regional expertise. As the Middle East continues to grow as a global innovation hub, SIP remains committed to contributing to its success through unmatched project management expertise.

For more information about Andre and SIP, please visit: [SIPpm.co.za](http://SIPpm.co.za).





OUR WORK

MASTERPLAN

Cities  
Transportation  
Site

HIGH RISE TOWERS

Architecture  
Office Interiors

RETAIL MIXED USE

Architecture  
Interiors

COMMERCIAL OFFICE

Architecture  
Lobby Design

HOSPITALITY

Interiors  
Landscape

LUXURY RESIDENTIAL

Architecture

PUBLIC WORKS

Architecture  
Interiors

ADVISORY

Property Development  
Branding & Marketing

PMCM

Middle East  
Africa

MASTERPLAN



**Cities**

Transportation

Site



An aerial photograph of a city model, likely for Saigon South. The model is composed of numerous small, rectangular blocks representing buildings, arranged in a grid-like pattern. A bright, glowing light emanates from the left side of the model, illuminating the surrounding area. The background is a dark, textured surface, possibly a table or a wall, with some faint lines and shadows. The overall tone is warm and golden.

## SAIGON SOUTH

Ho Chi Minh City, Vietnam  
Central Trading and Development Company

*Skidmore Owings and Merrill San Francisco / Hong Kong  
Lead Planner / Lead Urban Designer  
3200 hectares / 1993 / 2002 Guidelines*

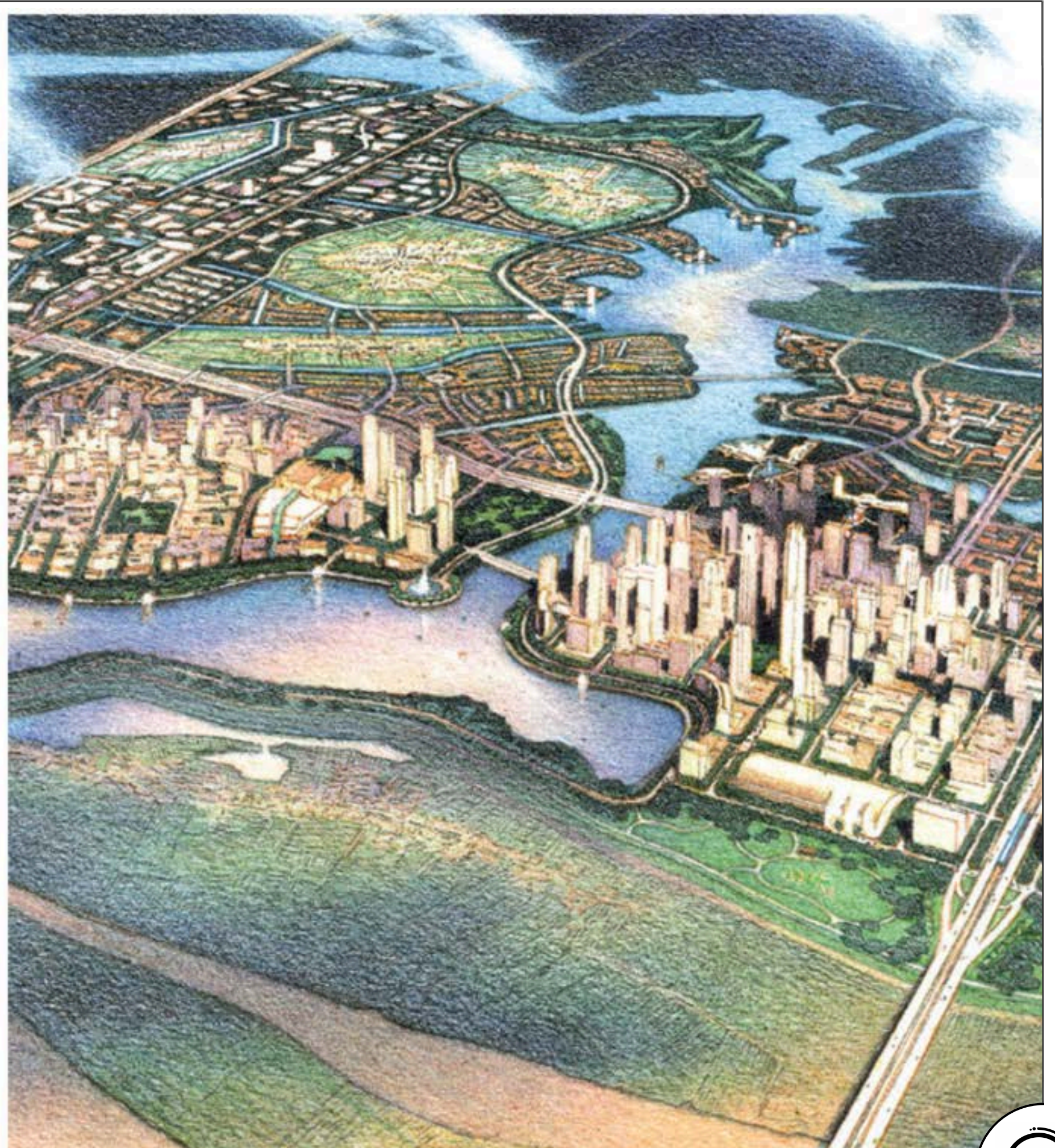
A new strategy by a foreign investor to provide new growth in Ho Chi Minh City away from the sensitive heritage-rich city centre district provides a development model that balances daytime and night-time populations in a fully integrated mixed-use format. This project has been a benchmark for generations of projects throughout Asia.



# HANOI NEW TOWN

Hanoi, Vietnam  
Daewoo Corporation / Bechtel Engineers San Francisco

*Skidmore Owings and Merrill San Francisco / Hong Kong  
Lead Planner / Lead Urban Designer  
1200 hectares / 1998 - 1999*



As Jakarta expands, innovative transitions in the north industrial area welcome higher density transit-oriented urban development. This is the first endeavour of this scale by a private developer to redevelop their underutilised landholdings. The urban design considers the contemporary issues with climate-related flood control challenges facing the overall city and reflects on the heritage "Dutch polder" system used in Jakarta's founding years.

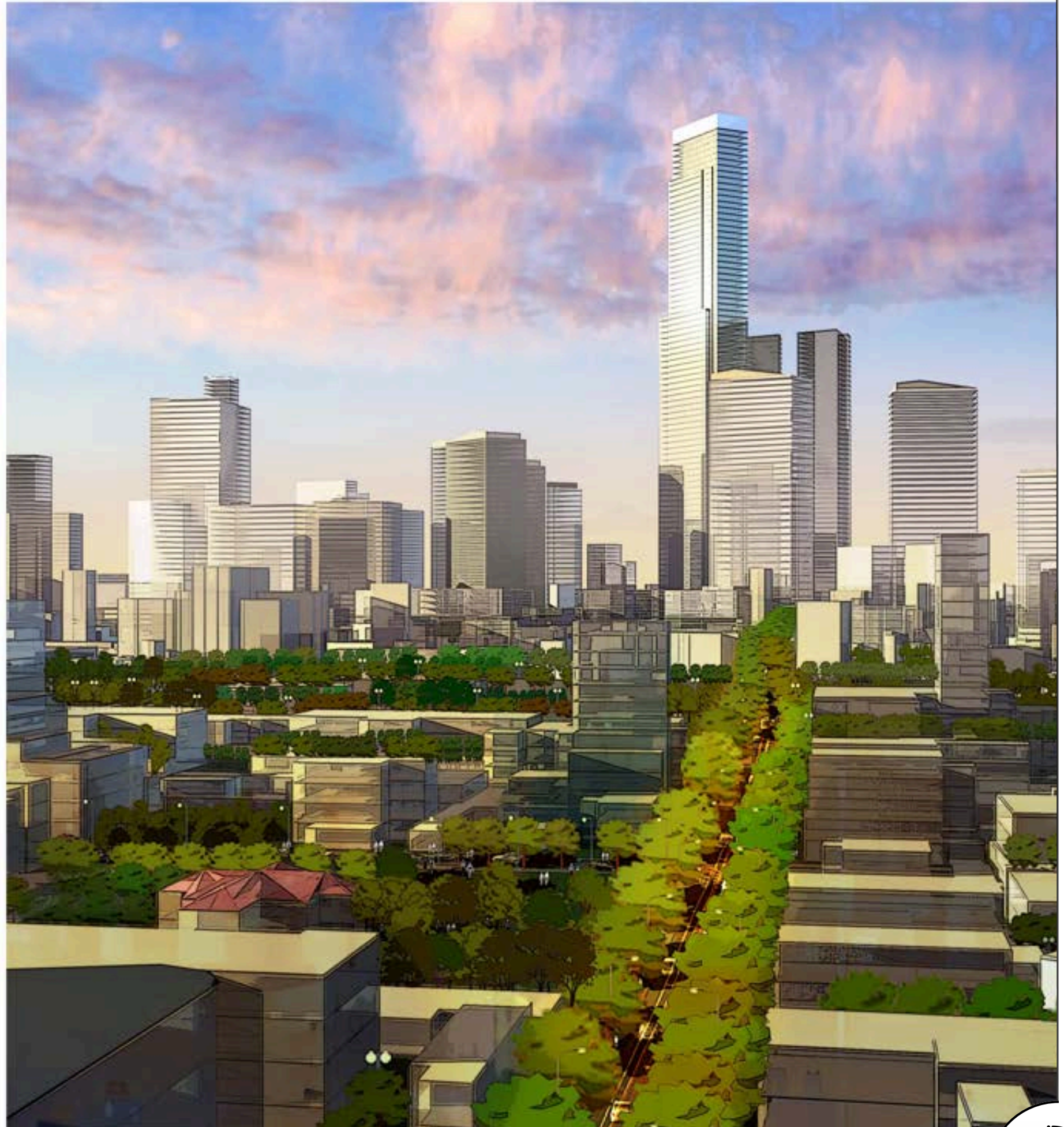
# DISTRICT 1 URBAN DESIGN

Ho Chi Minh City, Vietnam  
Ho Chi Minh City Central Committee

*HOK Planning Group  
Masterplanner / Transportation Planner / Urban Designer  
1200 hectares / 2008*



The Masterplan was based on an implementation-focused process that ultimately yields a realistic, buildable, and comprehensive Masterplan vision. Heritage areas and open spaces are protected from over-densification by a guided process of density transfer. The amount of space that is not built due to conservation is then placed back into the city where zones of density are appropriate and served by an improved transit system.



# ASTRA WORLD CITY

Jakarta, Indonesia  
Astra World Development / A Division of Jakarta Land

*Gensler and Associates / Atkins Engineering*  
*Master Planner / Urban Designer / Concept Architecture*  
180 hectare / 2014

A robust satellite urban business centre that establishes an idyllic setting for new business and lifestyle by preserving existing villages, farmlands, and blue corridors. These elements provided resilience against the constant threat of flooding while setting the stage for landmark commercial development for the capital city of Hanoi.

**STUDIO** URBAN DESIGN



# HONG KONG CENTRAL WATERFRONT

Hong Kong, SAR, China  
Swire Properties Limited Hong Kong

*Skidmore Owings and Merrill San Francisco / Hong Kong  
Lead Planner / Lead Urban Designer  
28 hectares / 1998 - 2002*



A new outline zoning plan and urban design framework to protect the landmark harbour from further reclamation – the park has become a focus for the business and visiting community and part of the famous landmark aesthetic of Asia's World City.

# NEW CLARK CITY

Angeles City, Philippines  
Bases Conversion and Development Authority

*AECOM Singapore and Philippines  
Master Planning / Urban Design / Concept Architecture  
2300 hectares / 2017 - 2019*

The masterplan commits to a multi-density mixed-use framework to balance workplace in residential populations as a self-sufficient benchmark new community in the Philippines. The new city will be connected to the Capitol via a new Japanese-designed and sponsored high-speed rail network linking traditional urban fabric to the new efficient smart city.



# XINTIANDI URBAN DESIGN AND PRESERVATION

Shanghai, China  
Shui On Properties, Hong Kong and Shanghai

*Skidmore, Owings and Merrill, San Francisco, Hong Kong  
Masterplanner / Transportation Planner / Urban Design  
150 hectares / 1996 - 2004*



The famed Xintiandi is a small part of the larger commercial and residential masterplan around a signature lake. The Taipingqiao District is the first of many contemporary heritage re-use developments in China. The masterplan was a pioneer in the post-90s phase of quality, world-class projects, with concepts of stepped massing, retail circuits, and unique street identities created by a strong urban cultured destination.

# BANDAR SERI BEGAWAN CAPITAL DEVELOPMENT

Bandar Seri Begawan, Sultanate of Brunei  
Brunei Minister of Home Affairs

*HOK Planning Group / JLL / MVA  
Masterplanner / Project Director / Urban Designer  
12 hectares / 2014*

Bandar Seri Begawan is taking a major step to create a new vision and set a course to become one of the world's most liveable cities. This capital of Brunei Darussalam is stable, its citizens enjoy a high quality of life and education, its culture has built solid family values and a belief that home is a place to extend hospitality. All of this is set in one of the most important global resources: the Borneo

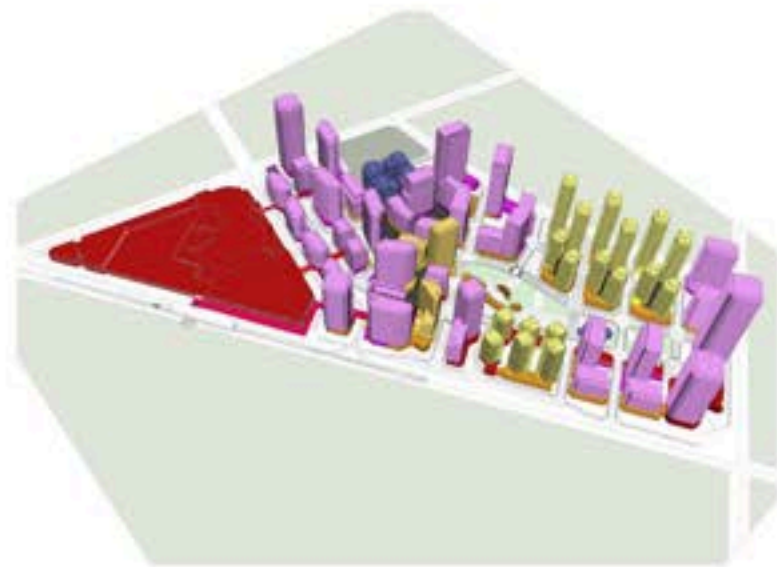




# VERTIS NORTH CBD

Pasig, Philippines  
Ayala Land

*Skidmore, Owings and Merrill San Francisco  
Masterplanner / Urban Designer / Architect  
32 hectares / 2006*



Lexington is a peaceful residential oasis at the rapidly developing edge of Metro Manila. In a competitive housing market, this project offers a unique option to subdivisions. Public open spaces are central, creating a garden-like setting. An organising composition includes a large park and clubhouse at the heart of the development, balanced by a small park at the property's edge and landscaped residential courts serving as extended front yards.



# DALIAN FUTURE CITY

Dalian, China  
Dalian City Development Group

*STUDIO URBAN DESIGN LTD*  
*Masterplanner / Transportation Planner / Urban Design*  
*1200 hectares / 2012*

In a city of integrated engineers, there's a unique opportunity to create a robust community focus in north Dalian. The masterplan transforms a topographic challenge into a network of greenways, watersheds, retail, and social threads. Around these, neighbourhoods form, with scale, diversity, vibrancy, and connectivity creating a framework for organic community growth and sustainability.

**STUDIO URBAN DESIGN**



# SHIZIMEN CBD

Zhuhai, China  
Huafa Industrial Shore

*HOK Planning Group  
Masterplanner / Transportation Planner / Urban Designer  
600 hectares / 2007*

The development of this CBD will enhance the Pearl River Delta, integrating with the entertainment and cultural hub of Macau. Interconnected with a transit hub, extensive canals, and open space network, The masterplan for the 5.77 square kilometre Zhuhai Shizimen Business District is organised to allow maximum connectivity between residential and commercial elements, focused around a central open space amenity and framework.



# DUBAI STUDIO CITY

Dubai, United Arab Emirates  
Dubai Land

*STUDIO URBAN DESIGN*  
Founding Principal  
15 hectares / 2009



The Dubai Studio City Town Centre is vital for the entire Dubai Studio City development. Branded as a special "world of entertainment" within Dubai City, it will gain high media profile and recognition. This branding, along with the Film Studio, will make Dubai Studio City the prime location for film, media, communications, and advertising businesses.

# KINGDOM CITY MASTERPLAN

Jeddah, Saudi Arabia  
EMAAR Properties Dubai

*STUDIO URBAN DESIGN LTD*  
Founding Principal  
250 hectares / 2009



Kingdom City will be the first comprehensive and integrated mixed-use commercial hub to be developed on the picturesque bay, providing workplace, commerce, and high-quality lifestyle opportunities for future generations. At the crown of the outer island will be the world's tallest building designed by Adrian Smith, partner of Smith Gill Associates, and will reach 1000 metres in height as a symbol of dynamic progress in the Kingdom.

# KING ABDULLAH ECONOMIC CITY

Jeddah, Saudi Arabia  
Pacific Century Group

STUDIO URBAN DESIGN LTD  
Founding Principal  
230 hectares / 2001

The detailed masterplan for Bay La Sun development is one of the 3 first phases of development in King Abdullah Economic City. Bay La Sun offers a diverse environment for residential and commercial lifestyles unlike any other along the Red Sea coastline. The development demonstrates that King Abdullah Economic City offers not only world-class infrastructure, but also vibrancy and diversity of living.



# NHON TRACH RIVERFRONT CENTRE

Dong Nai, Vietnam  
Dona Coop

*Subana Jurong / STUDIO URBAN DESIGN LTD*  
*Urban Design Director*  
*3000 hectares / 2023*

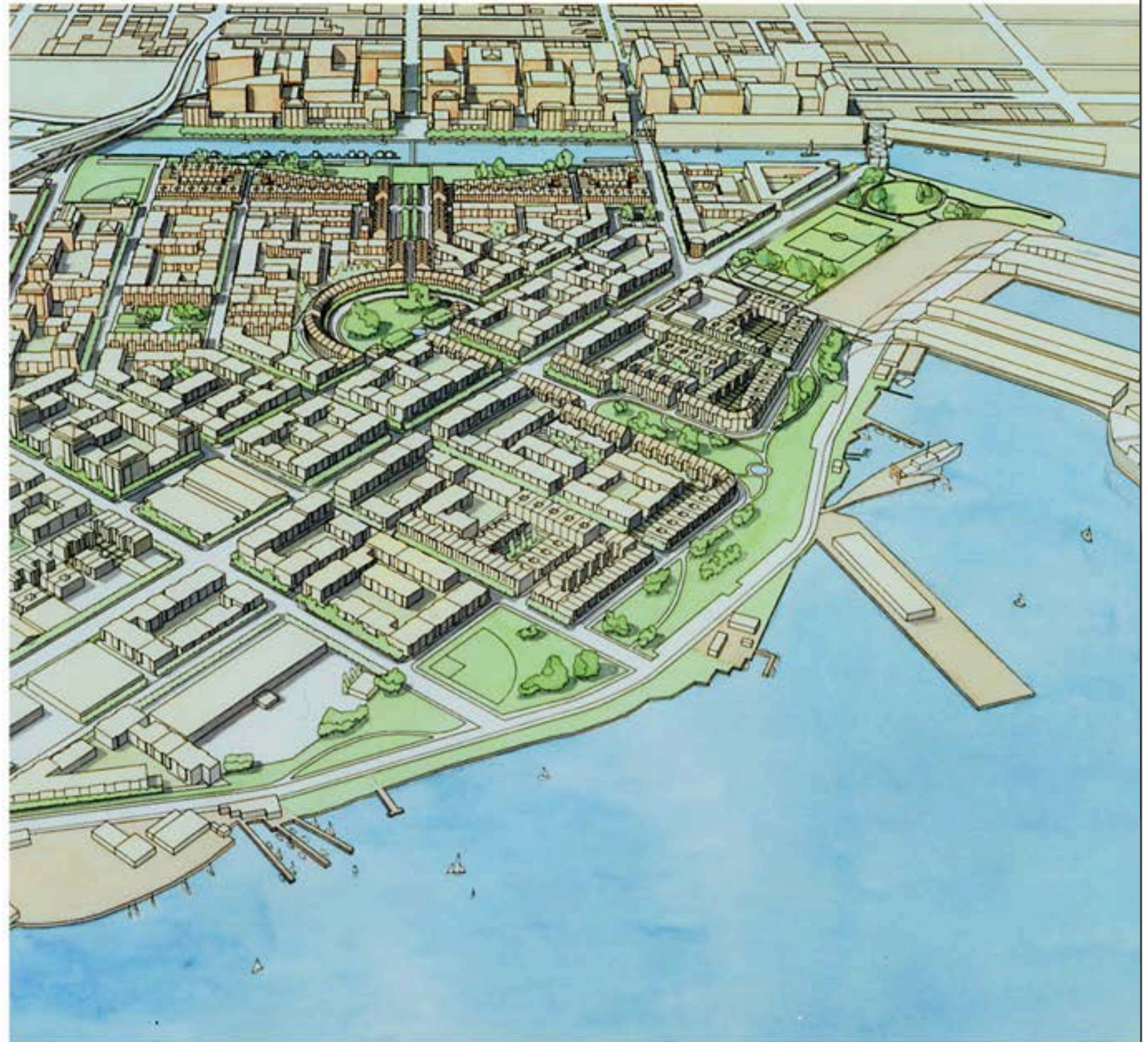


At the majestic gateway established by a unique bend of the Dong Nai River, a multiple use, mixed density urban centre is developed to establish a landmark for the province.

# MISSION BAY

San Francisco, California  
Santa Fe Pacific Realty Corp

*Skidmore, Owings and Merrill San Francisco  
Lead Urban Designer / Guidelines Co-Author  
55 hectares / 1987 - 1989*



An integrated community plan for the re-missioning of the vacated rail yards south of the increasingly popular South of Market district in San Francisco. The Mission Bay masterplan, now fully implemented, sponsored the downtown ballpark and the extension of the Muni Metro into the Third Street corridor, serving an overlooked section of San Francisco society in the past.





MASTERPLAN



Cities

**Transportation**

Site

# MUMBAI INTERNATIONAL AIRPORT / SKY CITY

Mumbai, India  
GVK Infrastructure India

*HOK Planning Group / ARUP Engineers  
Lead Urban Designer / Civil Engineer Concept  
560 hectares / 2008 - 2009*

With the new Terminal 2 opening soon, this international gateway is also one of Mumbai's most expansive commercial centres. The masterplan and guidelines provide deep guidance to capitalize on expansive open spaces for six neighbourhoods, linked by metro train services, parks, and an art and design coherence unprecedented in Mumbai, including a signature gateway by artist Anish Kapoor.

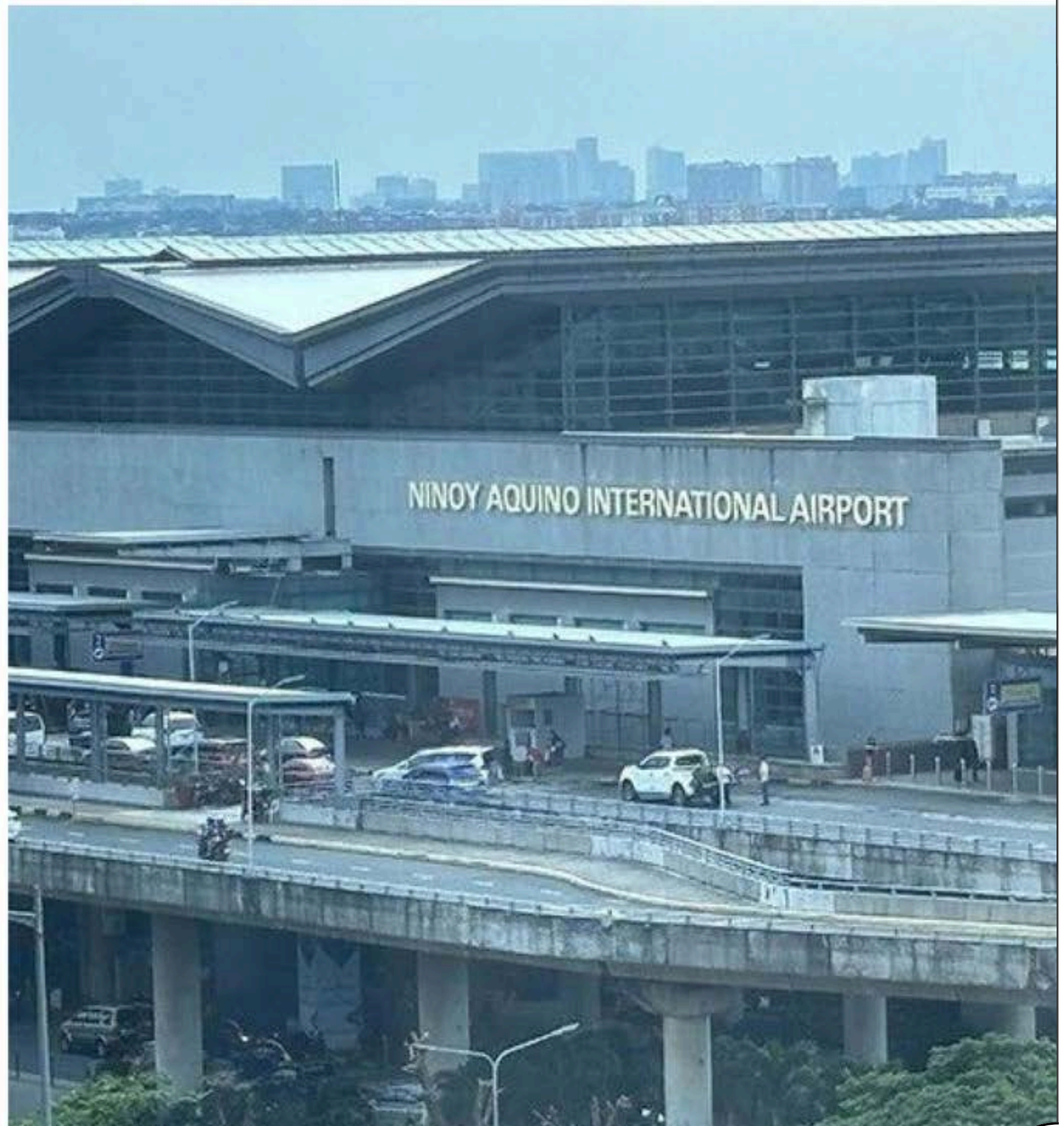


# MANILA INTERNATIONAL TERMINAL MASTERPLAN

Manila, Philippines  
Philippine Air Ground Services

*Skidmore, Owings and Merrill San Francisco  
Lead Urban Designer / Civil Engineer Concept  
300 hectares / 1998 - 2000*

Connectivity of the new Terminal 3 to the other terminals and to the Metro Manila roadway network was a fundamental part of the expansion masterplan, including skyway connections to Makati, tunnels under the runways, and an arrival/departures/ground transport circulation system that organizes the notorious traffic of the city making access to the airport extremely efficient for all of Manila.



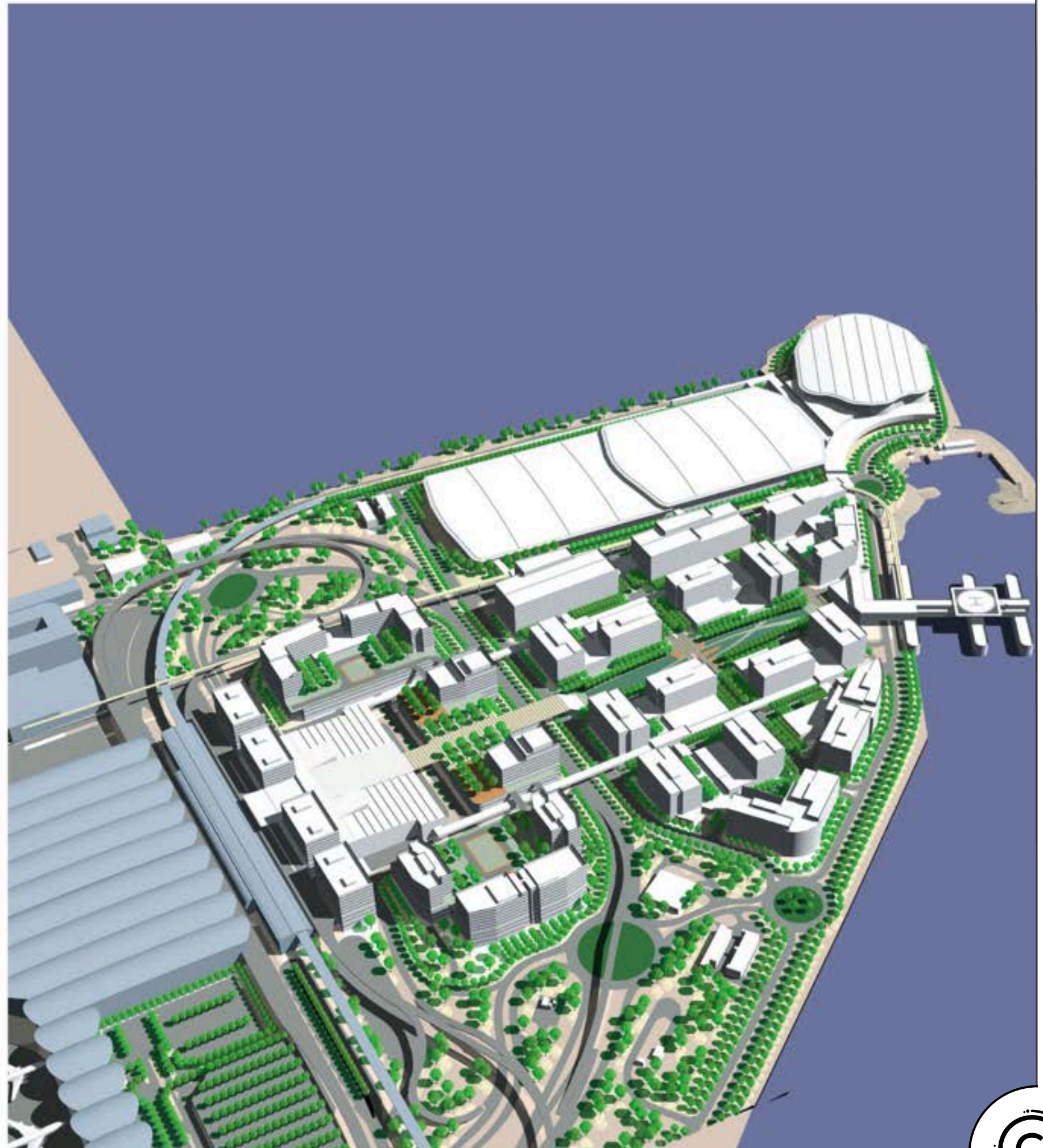
# HONG KONG INTERNATIONAL AIRPORT

Hong Kong, China  
Hong Kong Airport Authority

*Skidmore, Owings and Merrill New York, Hong Kong*  
Lead Urban Designer / Lead Architect  
250 hectares / 2002-2004

The plan provides unique addresses, adaptable service routes, and a layer of airside connectivity via underground APM, SkyPier (the cross border ferry service directly connected to the airport terminal), and a bonded route around the Asia World Expo. HKIA offices, Terminal 2, the Marriott, and the Expo are currently complete, and an interim 9-hole golf course occupies the centre of SkyCity.

**STUDIO URBAN DESIGN**



# SAN FRANCISCO INTERNATIONAL AIRPORT

San Francisco, California  
City and County of San Francisco

*Skidmore, Owings and Merrill San Francisco*  
Lead Urban Designer / Civil Engineer  
1150 hectares / 1989 - 1991

The 1.65 million sq ft (153,000 sq m) terminal provides for clear, direct passenger movement, including a smooth connection to the airport's domestic terminals - facilitating fast international to domestic transfers - and two in-terminal AirTrain stations, which will ultimately link all SFO terminals and remote parking and car rental facilities, as well as a link to a new BART station next to the terminal with service to downtown San Francisco.



MASTERPLAN



Cities

Transportation

**Site**

# DANANG MEDICAL PARK

Danang, Central Vietnam  
Trung Nam Group

*B+H Architects / STUDIO URBAN DESIGN LTD*  
*Master Planner / Programmer / Architecture Coleader*  
*25 hectares / 2022*



At the heart of Danang's northern expansion area, a campus of medical service buildings will become a primary public service centre to a robust new series of residential neighbourhoods, offering an elevated quality of life.



# HUE GOVERNMENT CENTRE

Hue, Central Vietnam  
Hue Ministry of Construction

*Woods Bagot Architects Hong Kong  
Master Planner / Programmer / Architecture Coleader  
12 hectares / 2012*

The new urban expansion area south-east of the central city creates an efficient new complex of offices and more accessible public services to enhance the government's programmes. The structure is a response to the city's more delicate scale, and representation of new directions in technology the country was committed to.



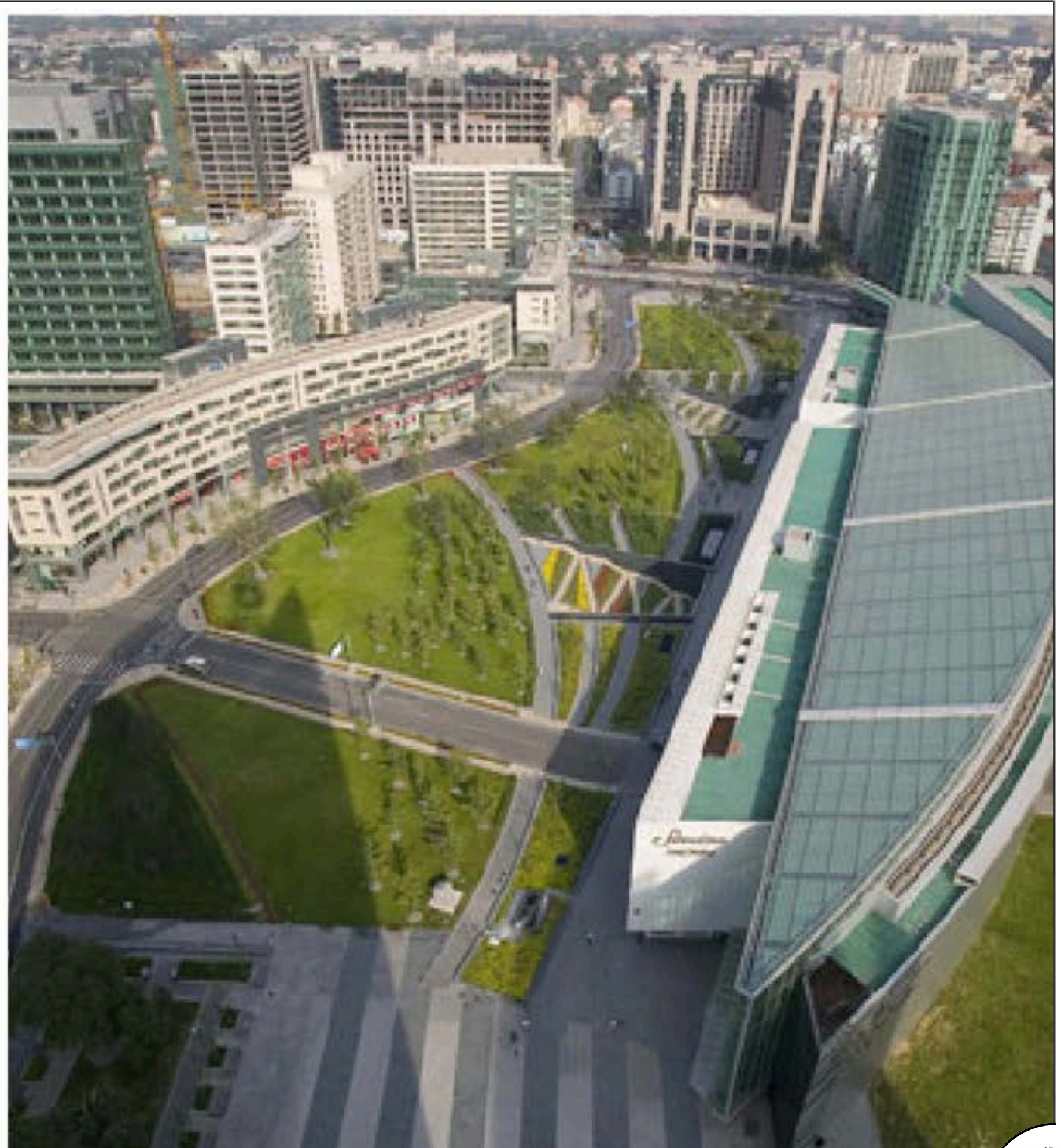


# BEIJING FINANCE STREET

Beijing, China  
Financial Street Holdings China

*Skidmore Owings and Merrill San Francisco / Hong Kong  
Lead Planner / Lead Urban Designer  
Technical Data / 1998 - 2004*

Asia's first integrated mixed-use development also creates a unique public destination: its innovative informal park becomes a focus for the new workforce serving the financial sector of the country, and connecting retail and lifestyle to the new community.  
Urban Design Architecture Landscape-Ecological Framework Transportation Public Approvals



# HONG KONG GOVERNMENT CENTRE

Tamar Site, SAR, China  
Government of the Hong Kong SAR, China

*HOK Planning Group  
Masterplanner / Transportation Planner / Urban Designer  
2009 - 2011*

The urban design and architectural expression of Hong Kong's most landmark building establishes the philosophy of openness and transparency of the administration. The public space that extends through the building is a welcoming gesture as well as a connection of the community to the world famous harbour front.

**STUDIO URBAN DESIGN**



# ELECTRONIC ARTS MASTERPLAN

Redwood City, California  
Electronic Arts

*Skidmore, Owings and Merrill San Francisco*  
Lead Urban Designer  
70 hectares / 1998

That inspiring new home for one of the leading gaming design teams specializes in popular sports and entertain a landmark feature, part scaled exactly to a professional football field. The complex includes gems, food services, and interaction space both indoors and out to inspire creativity.



# BANK OF AMERICA MASTERPLAN

Concord, California  
Bank of America NTSD

*Skidmore, Owings and Merrill San Francisco*  
Lead Urban Designer  
15 hectares / 1983



As the financial market in America, realize the need for expanding technological framework the requirements for high population data centers, occupying large footprints, created the opportunity for growth in the perimeter communities of San Francisco.



HIGH RISE TOWERS

**Architecture**  
Office Interiors



## Guohua Finance Center

Planetnetworks has redefined Shanghai's North Bund district by crafting a human-centric hub that artfully merges historical elegance with innovative, contemporary design, giving rise to a sophisticated urban landmark.

PLANETWORKS





## Shanghai Chic

Planetworks infused the colors and textures of the historic Bund with a bold, modern flair to resonate with Shanghai's increasingly sophisticated urban dwellers. We playfully inverted traditional roof forms into outdoor ceilings, framing dramatic views of the futuristic Pudong skyline. This inventive twist continues Shanghai's celebrated tradition of blending old and new, crafting a chic, unexpected aesthetic that enlivens the cityscape.



Location: Shanghai, China  
Program: Headquarters, Office, Retail, Community Center  
Status: Completed 2024

PLANETWORKS 







## High-Rise Oasis

Planetworks transformed a congested central location in Beijing into a serene workplace sanctuary, with terraced forms and arched shading elements that envelope rooftop microclimates. This design not only enhances employee well-being but also plants an urban green lung in the heart of the city, offering a breath of fresh air in the bustling city center.



## ByteDance Headquarters

In the heart of Beijing, Planetworks transformed the headquarters for TikTok parent company ByteDance into an urban oasis, intertwining greenery and innovative microclimates to create a refreshing workplace sanctuary.

PLANETWORKS

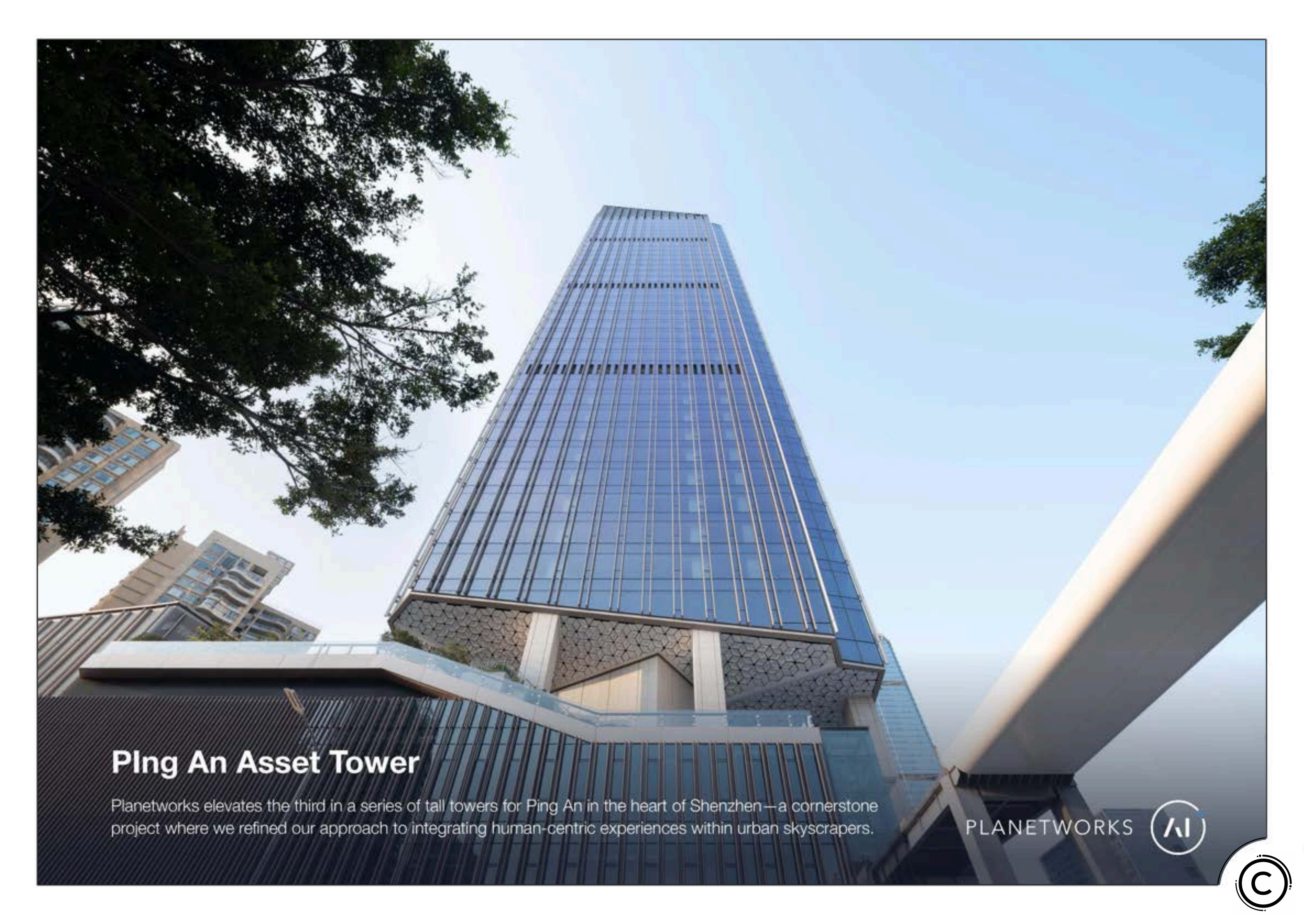




Location: Beijing, China  
Program: Headquarters, Gallery, Athletic Facilities  
Status: Completed 2023

PLANETWORKS





## Ping An Asset Tower

Planetnetworks elevates the third in a series of tall towers for Ping An in the heart of Shenzhen—a cornerstone project where we refined our approach to integrating human-centric experiences within urban skyscrapers.

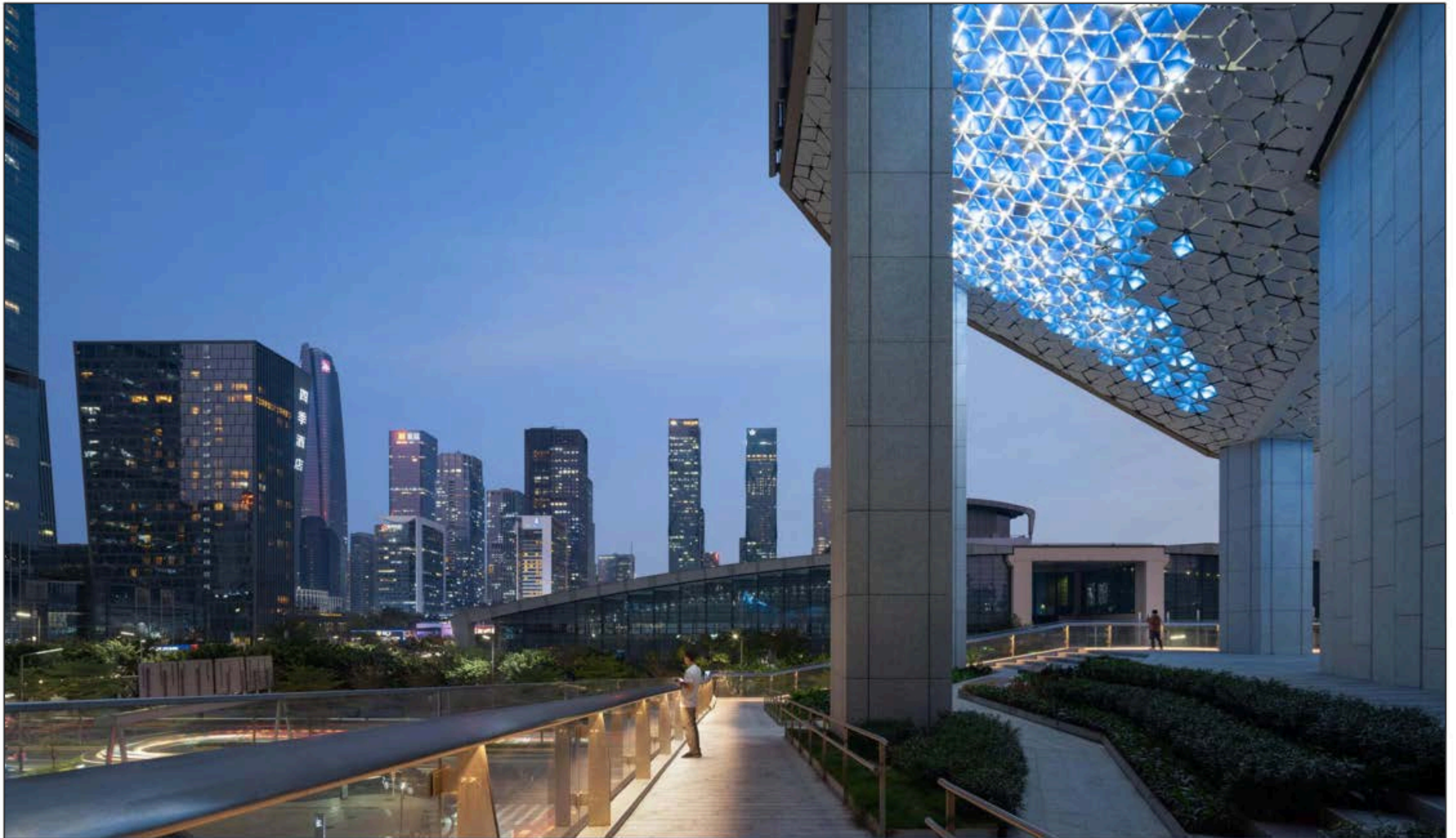
PLANETWORKS





## Elevating Experience

Planetworks deconstructed the imposing scale of the high-rise tower into relatable human experiences. We designed an uplifted tower base to not only provide open, communal settings amid the urban sprawl but also serve as focal points where nature and architecture converge. By making the towering structure more accessible and inviting, we aim to transform it into a series of personal encounters that resonate with daily human interactions.



Location: Shenzhen, China  
Program: Headquarters, Office, Retail, Pedestrian Bridge  
Status: Completed 2023

PLANETWORKS





# Ping An Fortune Tower

Planetnetworks has enriched Changsha's riverfront by transforming a challenging site into a sleek, terraced form that rises up to command views along the Xiang River.

PLANETWORKS

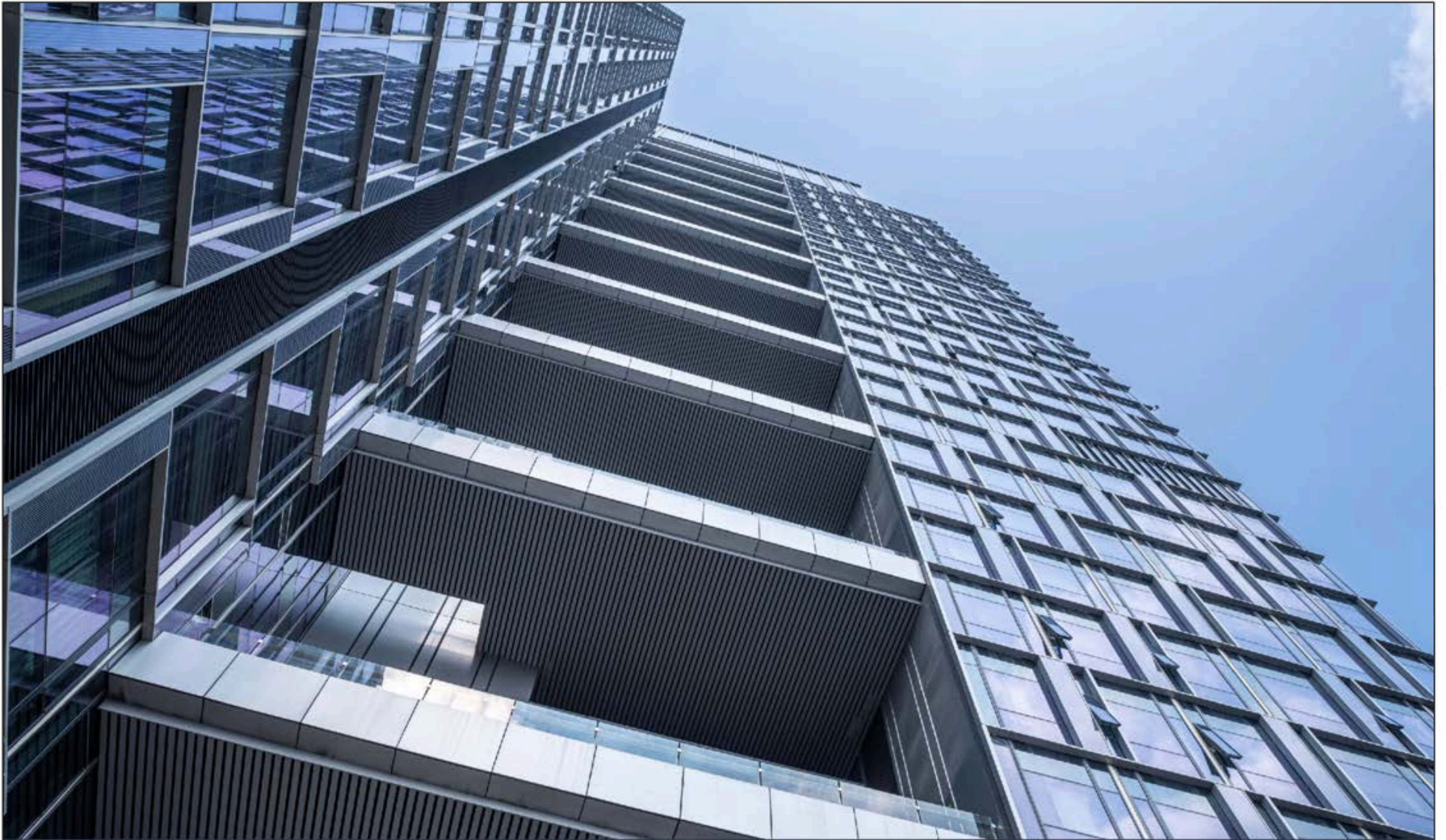




## Work-Live Convergence

When our client's request for separate office and residential towers didn't quite fit the site, Planetworks pursued a hybrid strategy that compacted and uplifted the project. We transformed the conventional dual-tower blueprint into a singular architectural statement—a terraced office groundscraper that ascends to elevate an apartment tower, providing each resident with panoramic views of the Xiang River.






Location: Changsha, China  
Program: Serviced Apartment, Office, Retail  
Status: Completed 2023

PLANETWORKS 





## Supertall at Prince Bay

In the first of two landmarks for China Merchant, marking the Silk Roads — maritime and overland — Planetworks designed a 380-meter tower as a modern-day lighthouse glimmering above Shenzhen's Prince Bay.

PLANETWORKS





## The Lighthouse

The Supertall at Prince Bay rises as a beacon of resilience and innovation. Shaped by the forces of wind and seismic design, its aerodynamically optimized contours—rounded volume, tapering profile, and smoothly curved top—significantly enhance structural efficiency, reducing both energy use and construction costs. Amidst times of uncertainty, this architectural marvel stands as a symbol of optimism, guiding the way forward like a lighthouse in safe harbor, its design not only practical but profoundly inspiring.



Location: Shenzhen, China

Program: Headquarters, Office, Hotel, Retail, Observation Deck

Status: Under Construction (2026 Completion)

PLANETWORKS





## Supertall at Tianfu Park

Planetnetworks' second tower for China Merchant marks the start of China's Overland Silk Road. Set within a park, Its form and materiality is more earthy than its sister tower, connecting the urban expanse with the tranquility of nature.

PLANETWORKS 





## The Beacon

Nestled inland, away from the coastal winds that shaped its sister tower, the Supertall at Tianfu Park embraces its natural setting. This sheltered location allowed Planetnetworks to experiment with creating an indoor-outdoor bioclimate—the world's highest botanical garden—at the tower's crown. This lush oasis at the top not only symbolizes the tower's integration with the natural environment but also offers a tranquil retreat in the heart of the city.



Location: Chengdu, China  
Program: Office, Hotel, Retail, Botanical Garden  
Status: Under Construction (2028 Completion)

PLANETWORKS



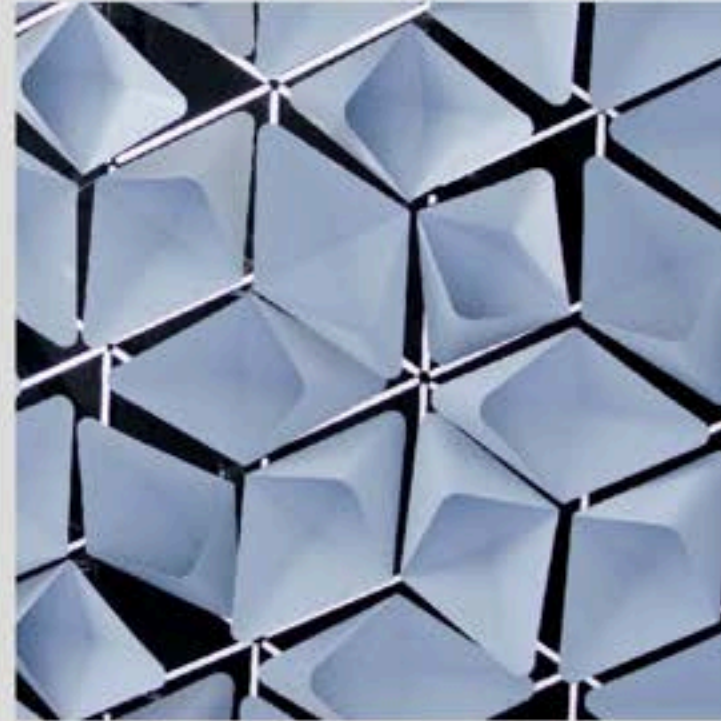
# CELIA

Embarking on a new era of tech-enabled architecture, Planetnetworks introduces CELIA—an expansive, interactive surface situated beneath a high-rise office tower that captivates and engages urban passers-by

PLANETWORKS







## Bringing a Building to Life

Enabled by state of the art Internet of Things (IoT) technology, CELIA processes sensor data to generate its intricate motion and lighting patterns in response to human movement and the building's ventilation systems. 108 moving petals and 2,484 LED light fixtures are deployed to create the subtle motion and glow of a bioluminescent, living and breathing piece of architecture.



Location: Shenzhen, China  
Program: Public Space, Interactive Architecture  
Status: Completed 2023

PLANETWORKS 



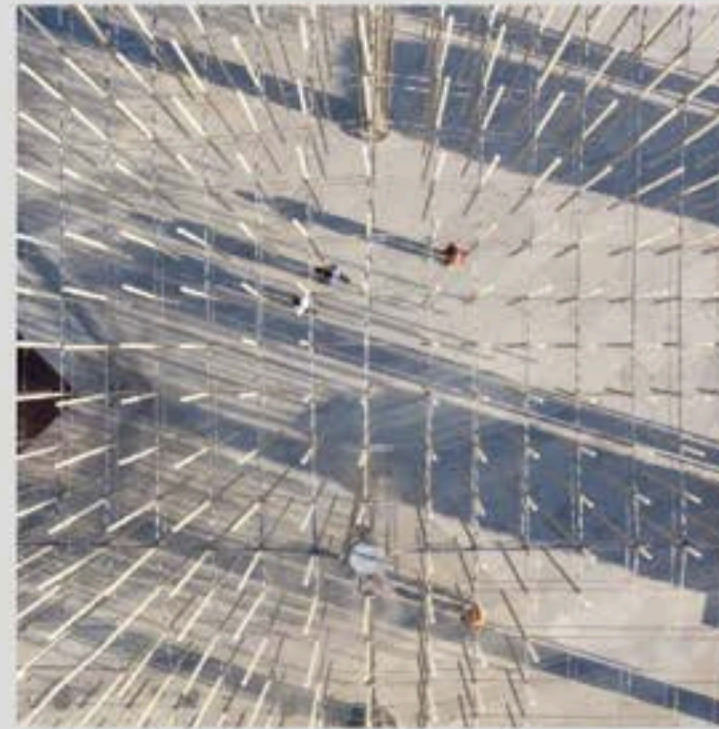


# CIRI

Planetworks ushers in a new age of urban design with CIRI—a revitalizing urban cloud that illuminates and cools, transforming a public rooftop.

PLANETWORKS 





## A Cooling Cloud

Harnessing advanced IoT technology, Ciri responds intuitively to human presence and ambient temperatures, activating light and a cooling mist to rejuvenate public rooftop areas. Equipped with responsive sensors, Ciri creates an interactive urban oasis, featuring over 500 pendant lights and 200 mist nozzles, designed to provide a refreshing, engaging atmosphere where people can connect and relax in comfort.



Location: Shenzhen, China  
Program: Public Space, Interactive Architecture  
Status: Completed 2023

PLANETWORKS





Ping An Finance Center



Shanghai World Financial Center



Hong Kong ICC



Park Hyatt Shenzhen



Shenzhen OCT Tower



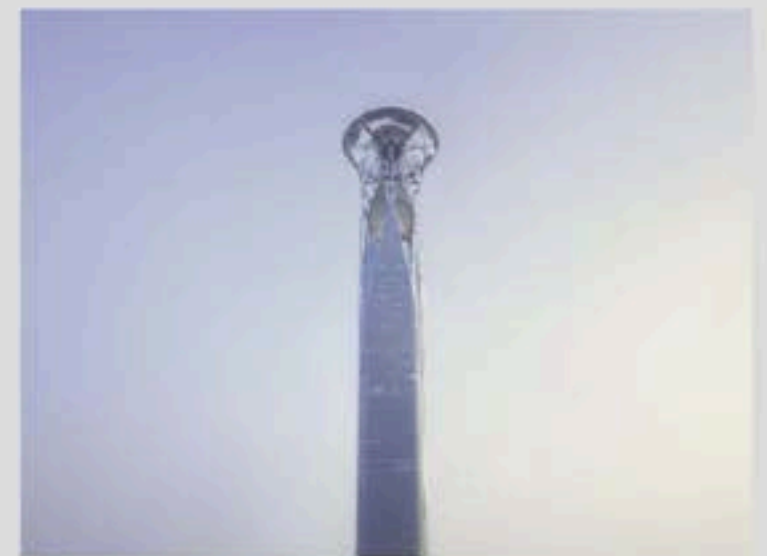
Mandarin Oriental Macau



Oriental Finance Center



Tokyo Bay Mile-High Tower Concept



Burj 2020 Proposal



HIGH RISE TOWERS

Architecture  
**Office Interiors**



# APPLE

SHANGHAI | 10,000 SQM | DESIGN CONSULTANCY

Our team has completed over twenty projects in the region, with different levels of complexity and size. We have been successful in providing reliable consultancy services by taking responsibility for managing subcontractors, conducting technical assessments, creating design concepts and documents, and regularly visiting project sites to ensure quality and compliance with our instructions. We have been flexible in adjusting our resources based on the clients' project needs, allowing us to consistently meet the expectations of stakeholders in different locations.

OTHER PROJECT LOCATIONS - Shanghai / Beijing / Hong Kong / Chengdu / Guiyang / Shenzhen

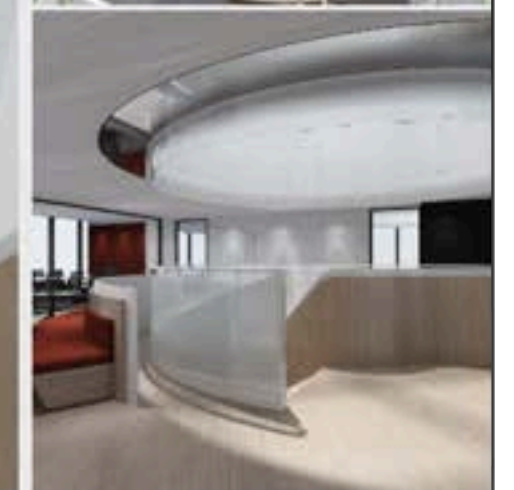
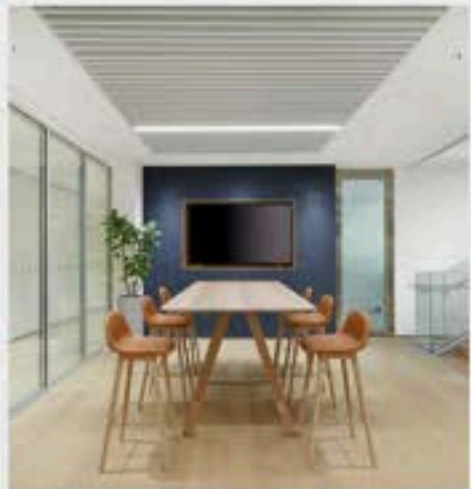


# ROCHE

SHANGHAI | 8,000 SQM | DESIGN CONSULTANCY

Simon Park was contracted to develop and deliver a strategic master plan and concept design for the 8,000m2 facility in Shanghai. Working in conjunction with the ROCHE appointed global architect, Simon was instrumental in translating the brief and requirements from the global team to develop for the site conditions and make the functionality compassionate to the local code and company culture.

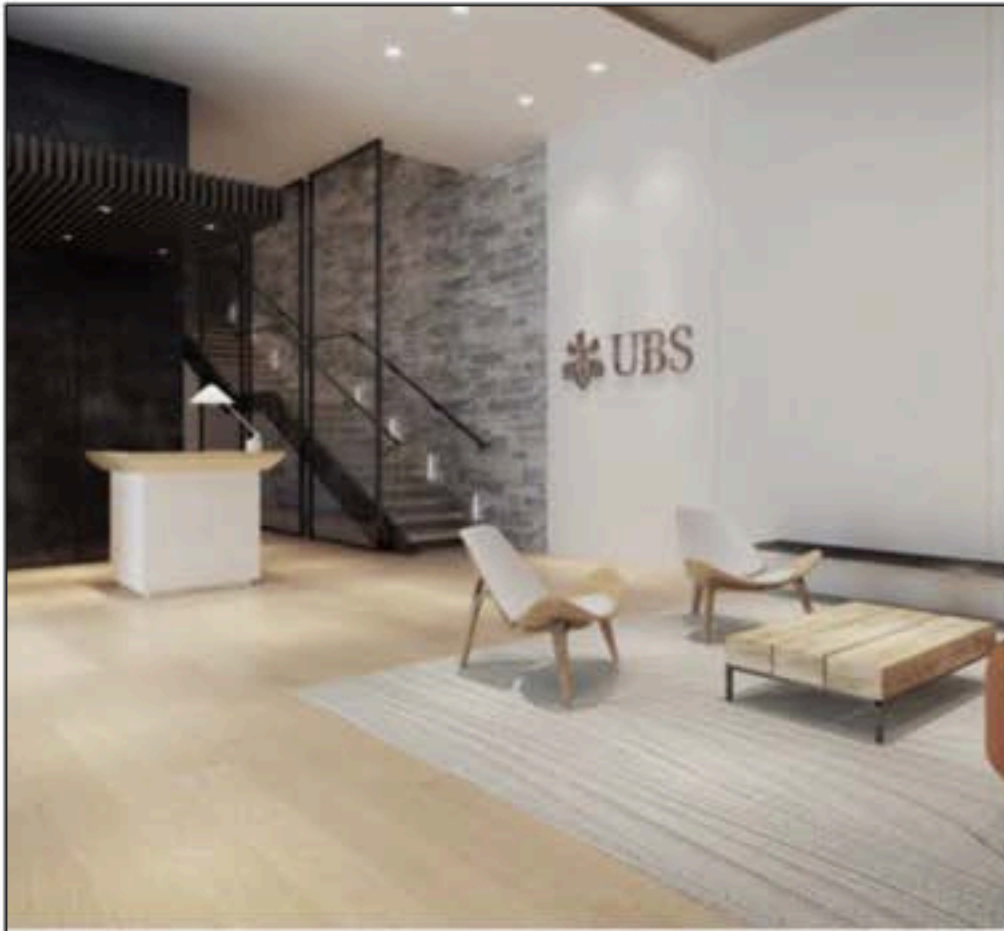
In line with strict permitting guidelines and adherence to local regulatory rules, he worked with numerous ROCHE appointed sub contractors to design a facility that was advanced, compliant and fit for purpose.



# SPARK







# UBS

SHANGHAI | 2,000 SQM | DESIGN & BUILD

UBS is committed to providing financial advisory services and solutions to wealthy individuals, institutional and corporate clients around the world, as well as private clients in Switzerland. In the design, we tried to create an atmosphere of warm, elegant opulence, using platinum and gold tones in color with taupe, brown and cream to create a lush rich color.

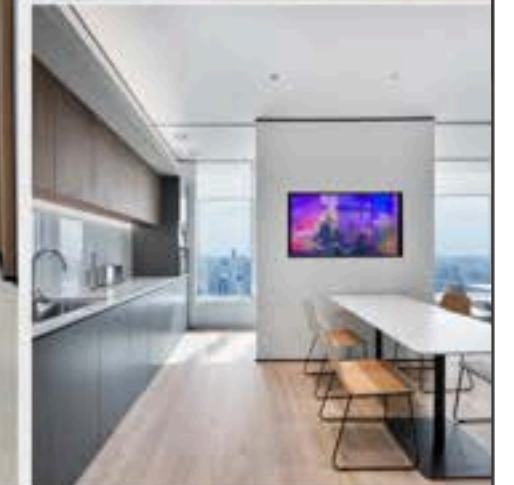
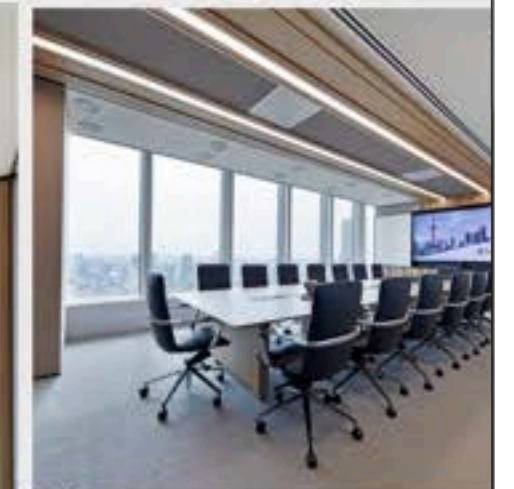
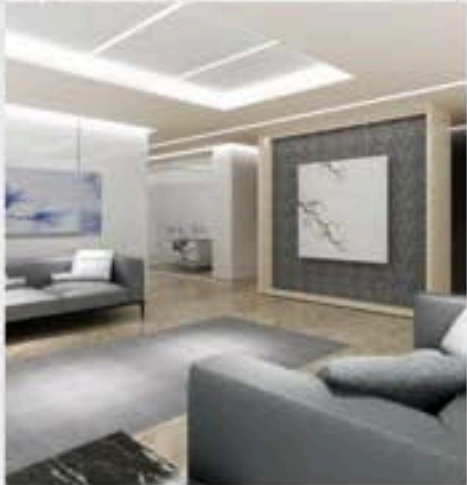
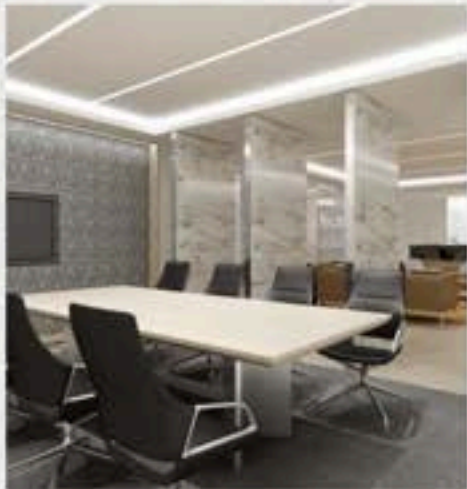


# BAIN CAPITAL

SHANGHAI | 8,000 SQM | DESIGN CONSULTANCY

Simon Park was contracted to develop and deliver a strategic master plan and concept design for the 8,000m2 facility in Shanghai. Working in conjunction with the ROCHE appointed global architect, Simon was instrumental in translating the brief and requirements from the global team to develop for the site conditions and make the functionality compassionate to the local code and company culture.

Inline with strict permitting guidelines and adherence to local regulatory rules, he worked with numerous ROCHE appointed sub contractors to design a facility that was advanced, compliant and fit for purpose.





## PAG

HONGKONG | 4,000 SQM | DESIGN CONSULTANCY

We first partnered with PAG for their Hong Kong office headquarters in 2018. The design language and intent achieved an inviting and professional aesthetic for guest areas and front of house with comfortable and playful accents. A fully catered and third party operated café was the heart of the workplace in which all the main business units flanked. This consisted of a full time barista, juice bar, pre-prepared cuisine, and a wine bar for functions and after-hours rejuvenation. The format was incredibly well received and PAG has engaged E to roll out the concept design for their offices around the region.

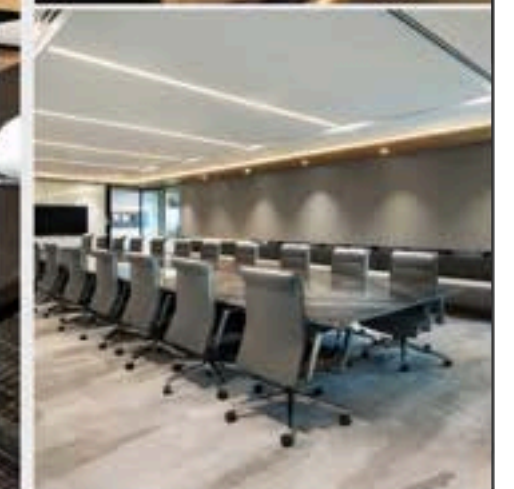
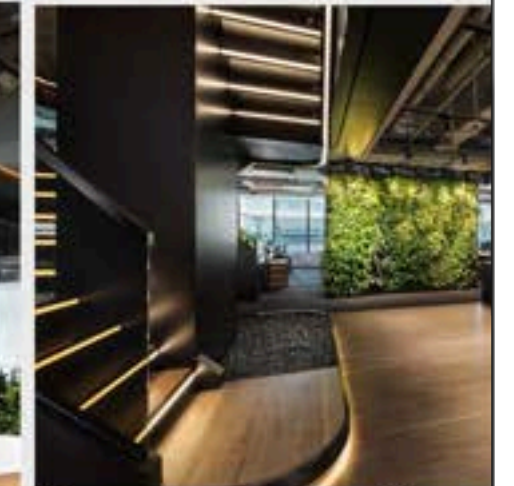
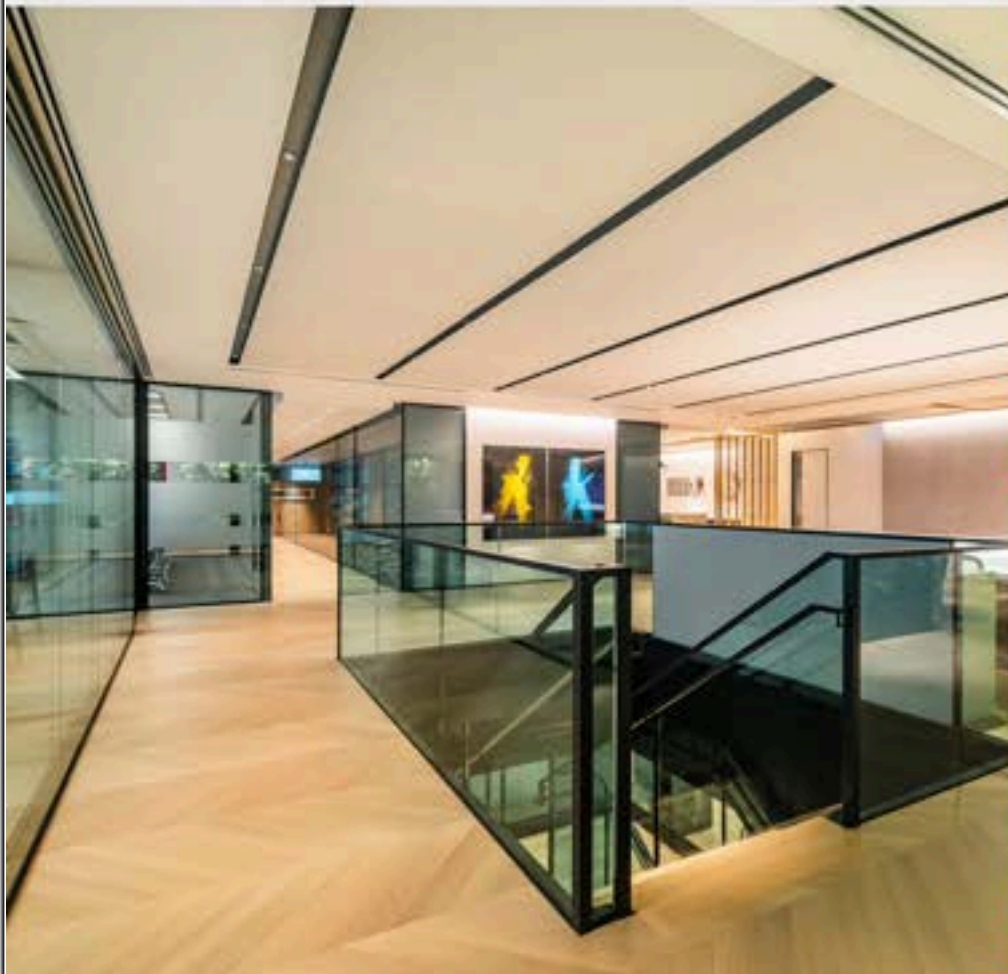
OTHER PROJECT LOCATIONS – Hong Kong / Tokyo / Sydney / Singapore / Shanghai / Beijing / London



## AECOM

SHANGHAI | 2,000 SQM | DESIGN CONSULTANCY

AECOM is a multinational engineering firm that provides design, consulting, construction, and management services to a wide range of industries. The company was founded in 1990 and is headquartered in Los Angeles, California. AECOM operates in more than 150 countries, employing over 50,000 professionals worldwide.



SPARK





# FERRARI

SHANGHAI | 1,000 SQM | DESIGN & BUILD

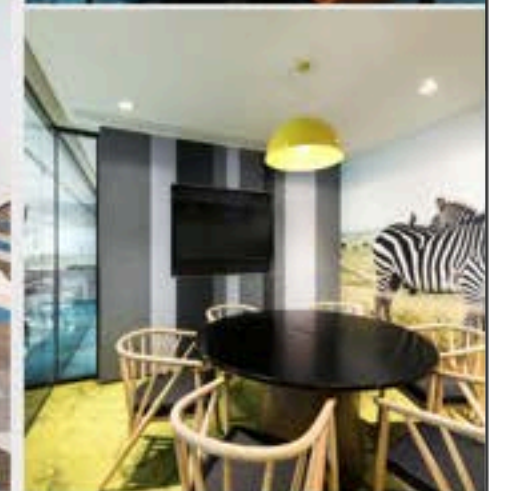
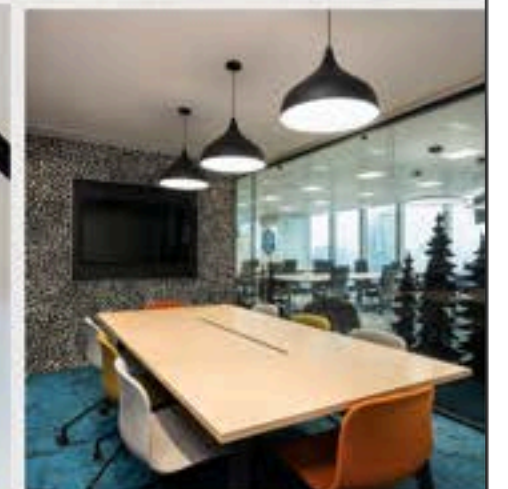
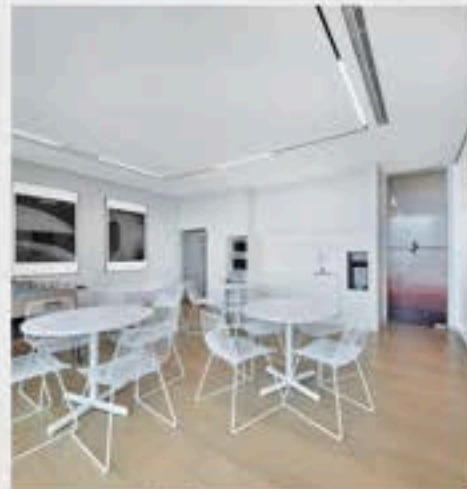
Ferrari's office design is inspired by the sense of kinetic energy brought by strong speed, emphasizing speed, strategy and beauty in the environment. The smooth lines flow like waves in Ferrari's traditional red, bringing visual impact. In the design we tried to evoke the passion and nostalgia that surrounds the brand in a highly contemporary way.



# BOOKING

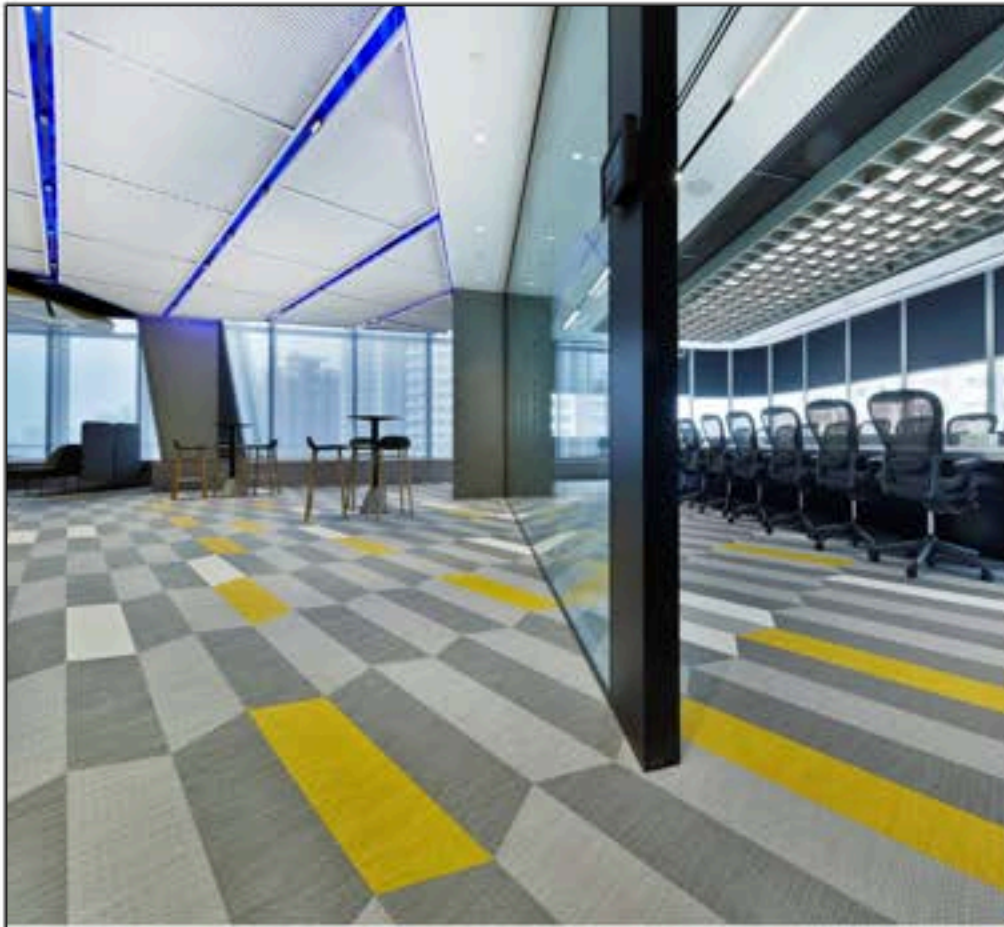
SHANGHAI | 2,000 SQM | DESIGN CONSULTANCY

Approaching this project, we endeavored to extract the essence of Booking's core business. Ideas of escapism, destination and the journey were an overarching narrative supported by themed rooms harnessing images of the employees travels. These environmental graphics coupled with a brief quotation from the traveler about the moment displayed within the room, enhanced the story telling thread creating discovery moments within the space.



# SPARK

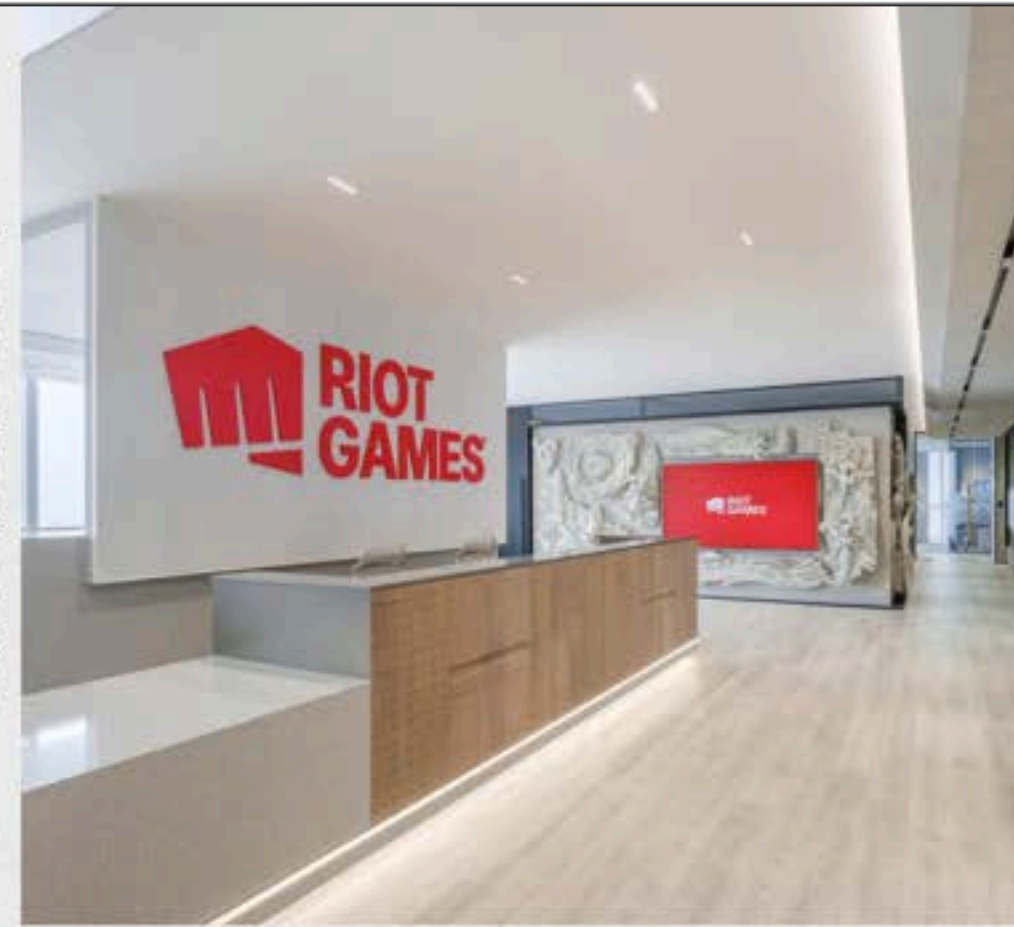




## ADIDAS

SHANGHAI | 30,000 SQM | DESIGN & BUILD

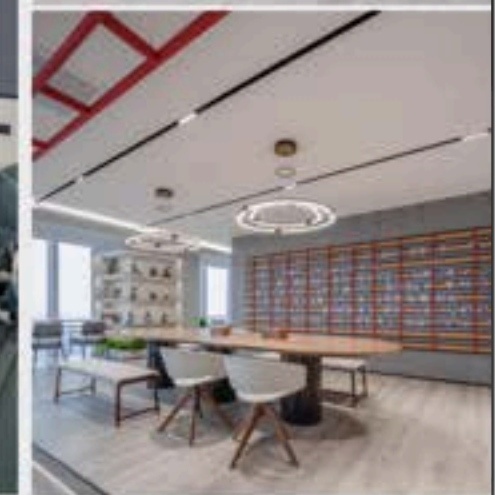
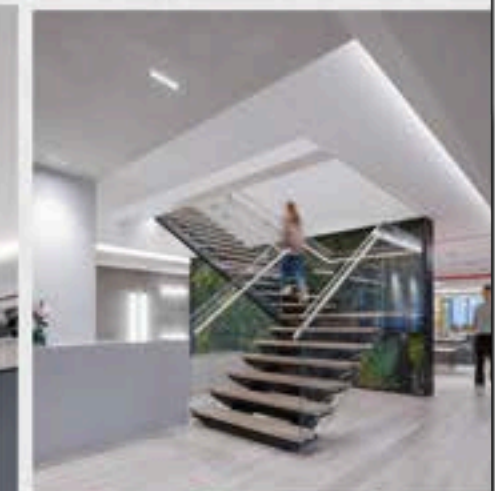
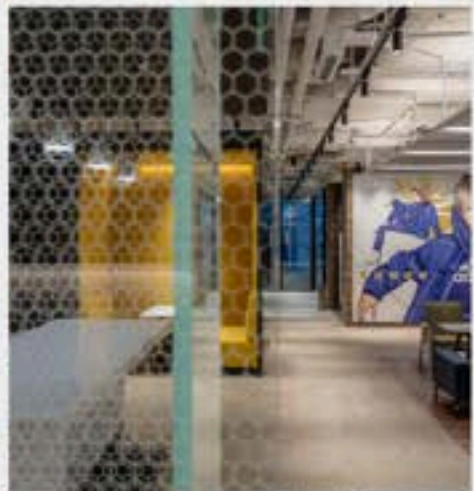
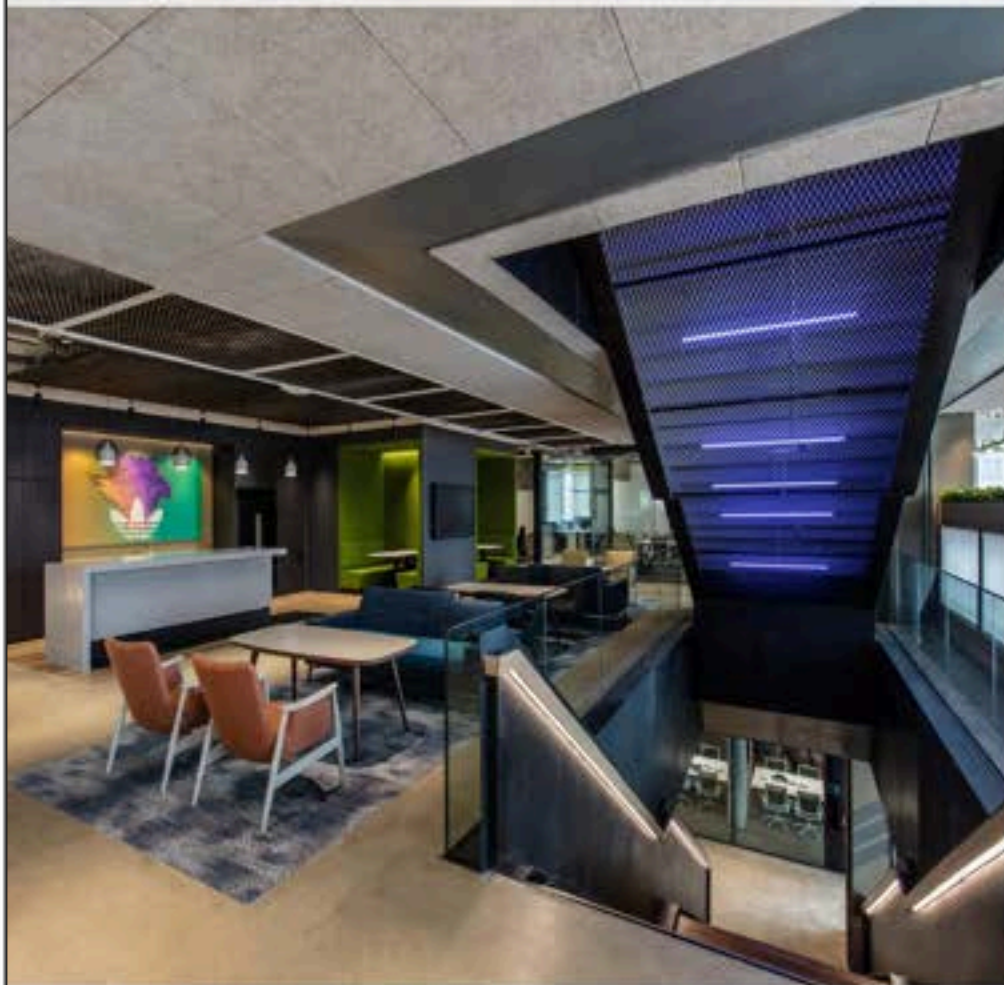
ADIDAS utilized an entire building in Xujiahui, ITC to create a new environment. This included dedicated shared services, design and marketing areas, activity-based working floors, and a revitalization of sample handling and showroom activities. The facilities provided a vibrant campus atmosphere with a canteen, gymnasium, lounges, cafés, and various amenities. This fostered internal connectivity, encouraging innovation and synergy across departments. Additionally, ADIDAS has entrusted our team with designing and constructing their workplaces for over a decade, as well as their key retail sites in multiple locations such as Shanghai, Beijing, Chengdu, Guangzhou, and Suzhou.



## RIOT GAMES

SHANGHAI | 4,000 SQM | DESIGN & BUILD

Approaching this project, we endeavored to extract the essence of Booking's core business. Ideas of escapism, destination and the journey were an overarching narrative supported by themed rooms harnessing images of the employees travels. These environmental graphics coupled with a brief quotation from the traveler about the moment displayed within the room, enhanced the story telling thread creating discovery moments within the space.



SPARK





# PEPSICO

CHENGDU | 5,000 SQM | DESIGN CONSULTANCY

The office designed by SPARK Design Group for PepsiCo incorporates various unique elements to create a versatile and visually engaging space. Taking inspiration from PepsiCo's logo, we skillfully incorporated its distinct curved elements and infused them with different colors and forms.

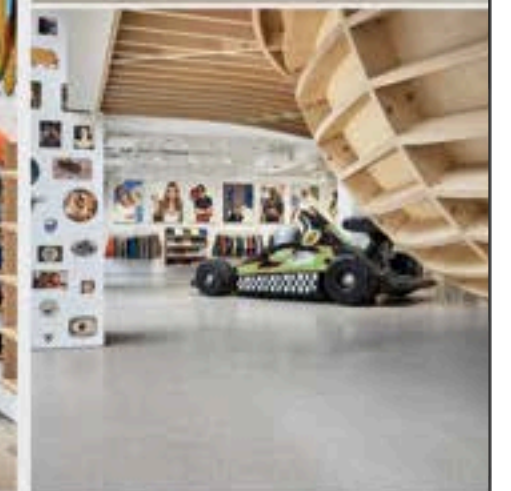
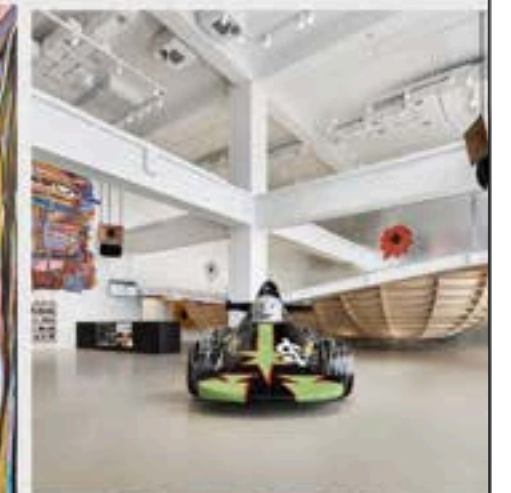
Considering PepsiCo's diverse range of beverage and food brands, each with its own distinctive organic and geometric shapes, we successfully integrated these characteristics into the interior design, resulting in a visually distinctive effect.

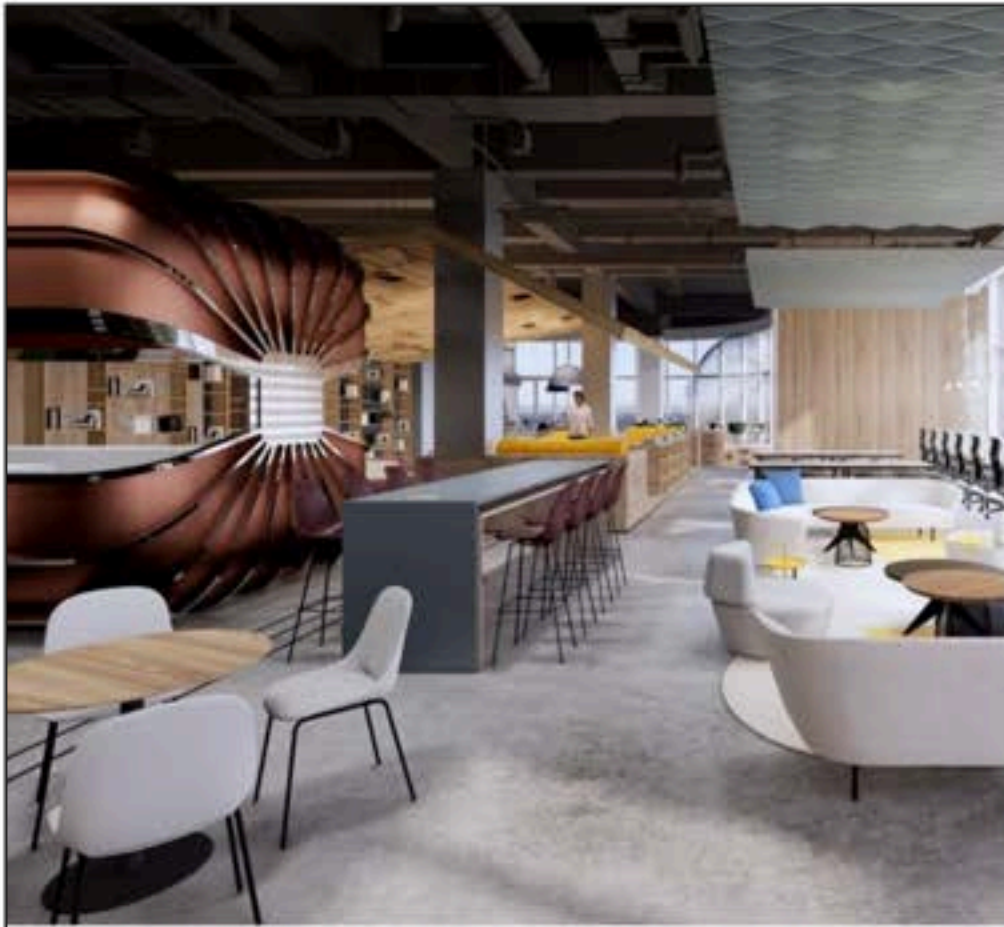


# SUPREME

SHANGHAI | 1,500 SQM | DESIGN CONSULTANCY

In 2023, SPARK Design Group felt deeply honored to work with the world-renowned Supreme team and Brinkworth design studio to successfully establish the 17th store of Supreme globally in Shanghai, which is also the first independent store in China. As a brand rooted in skateboard culture, Supreme deeply embodies the spirit of individual independence, creativity, and the pursuit of freedom, whether it is in its products or store design.

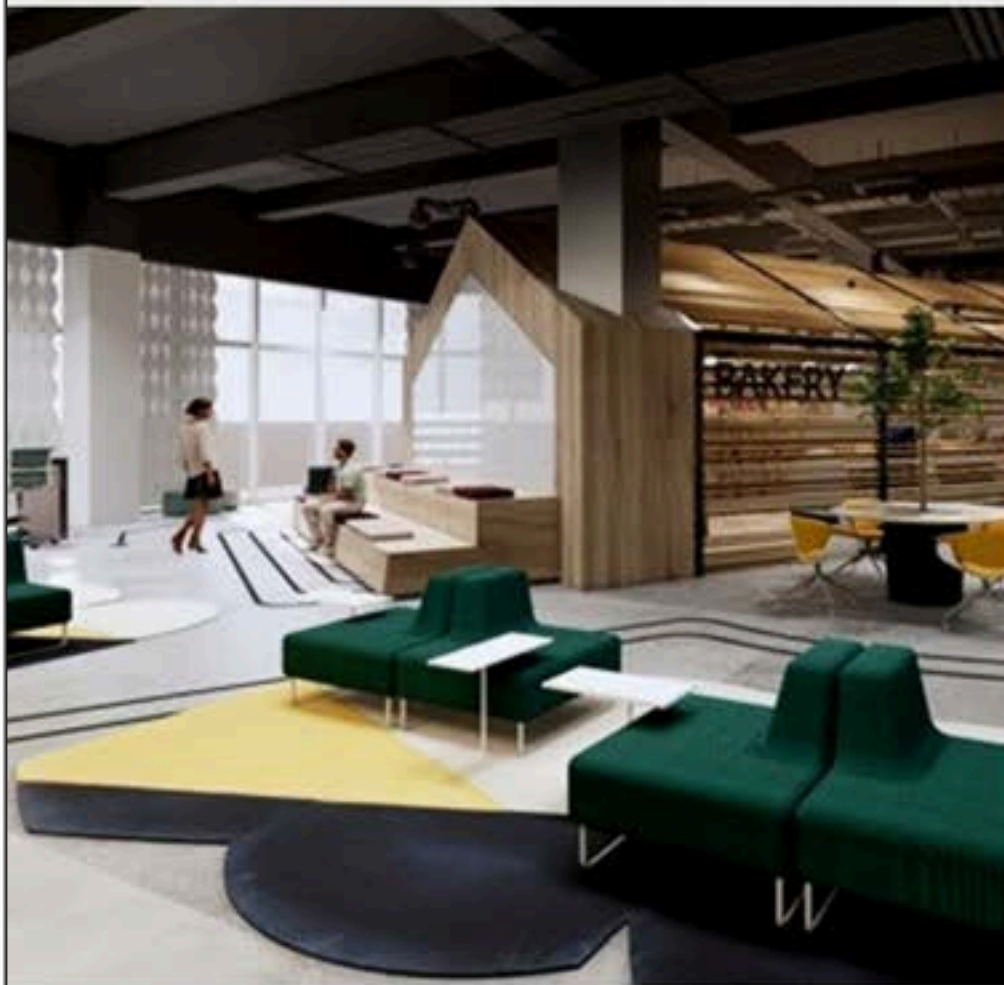




# ALIBABA

SHANGHAI | 4,000 SQM | DESIGN CONSULTANCY

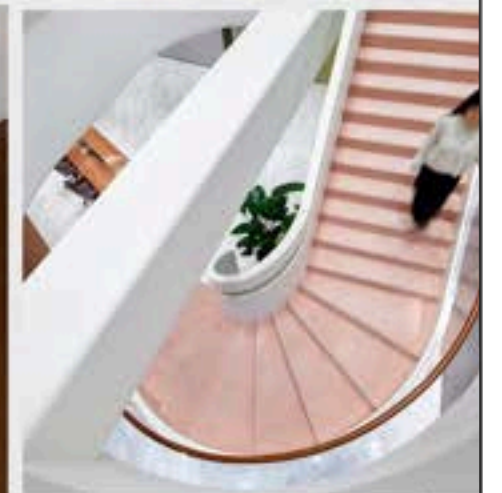
SPARK was engaged to re-interpret a large transitional space feeding the main building of Alibaba's HQ. Inspired by a data processor, like a microcosm of a city street. In the new world of the Internet of everything, the boundaries between people, places, cultures and industries are constantly being broken. Our ambition was to create a shared ecosystem within the space and integrate the realms of lifestyle into the office experience. This included a grocery store, bakery, florist, pet house, library and work café for all to enjoy.



# HANG LUNG

SHANGHAI | 4,000 SQM | DESIGN & BUILD

Hang Lung Properties is a real estate company listed on the Hong Kong Stock Exchange. From the style and material selection of the entire design, we tried to create an office space full of life and natural atmosphere, and we did achieve this. We run through the whole design with lively streamlines to represent looking forward to the future, and at the same time bring vitality and new vitality by creating the real estate company's brand story and market dynamics.



SPARK

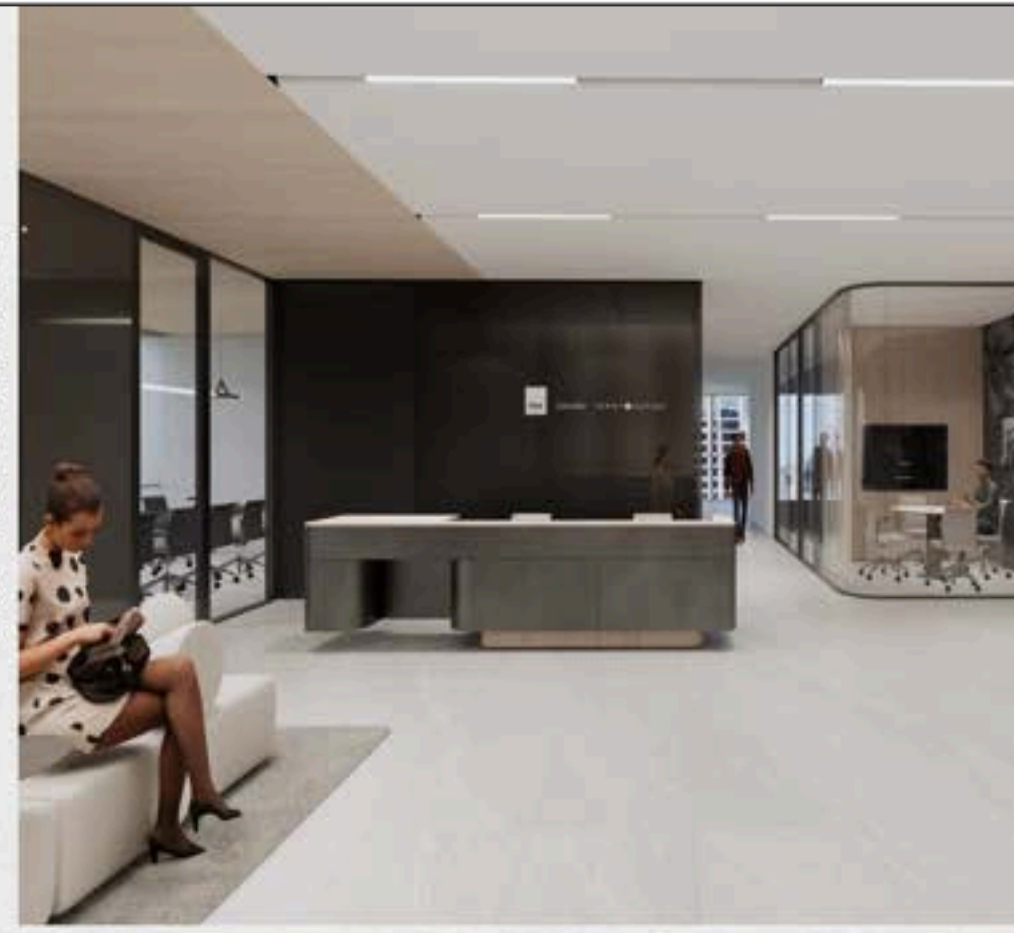




# SHISEIDO

SHANGHAI | 10,000 SQM | DESIGN & BUILD

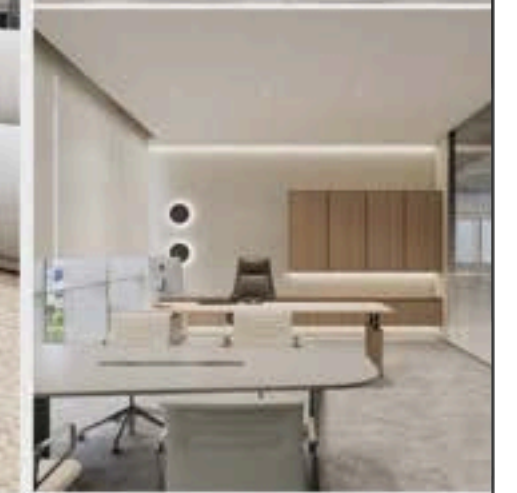
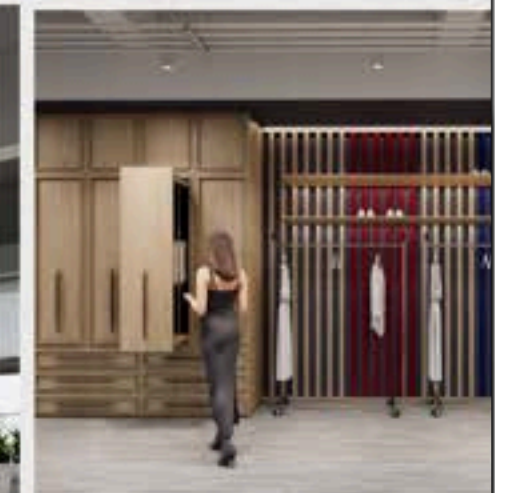
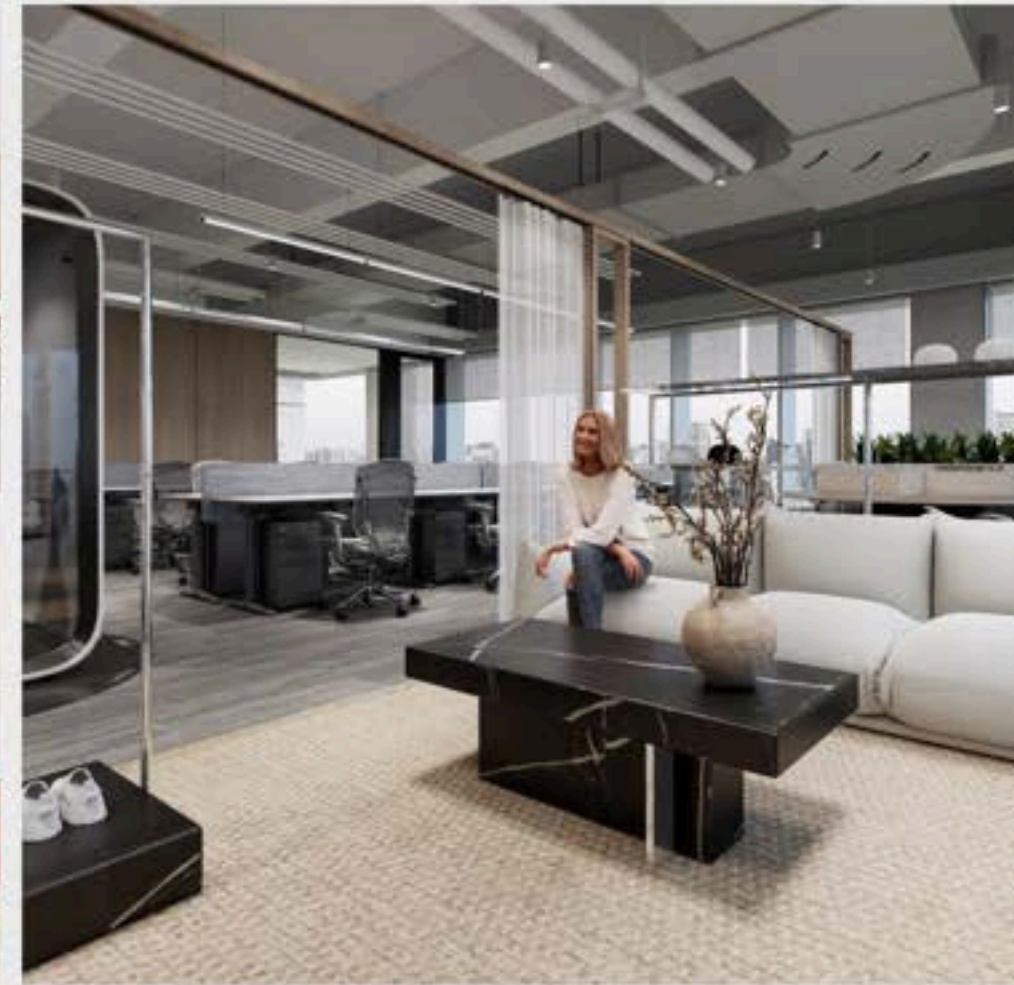
For over 150 years, Japanese born cosmetic company Shiseido has remained a household name in the cosmetic industry. The company now stands as one of the world's largest manufacturers of cosmetics and personal care products. As the company's China business continues to grow, E was engaged to lead the interior design of its China headquarters based in Shanghai. The new workspace occupying five floors in a Grade A office building, aims to support Shiseido's business expansion, elevate brand awareness and attract talent, while reflecting the company's evolving culture and progressive spirit.



# PVH

SHANGHAI | 5,000 SQM | DESIGN CONSULTANCY

PVH Corporation is a renowned clothing company headquartered in New York, USA. It owns many well-known brands such as Calvin Klein and Tommy Hilfiger, covering areas including underwear, shirts, jackets, and sportswear. PVH is renowned for its excellent quality, fashionable designs, and extensive market coverage. It also focuses on sustainable development and is committed to environmentally friendly production.

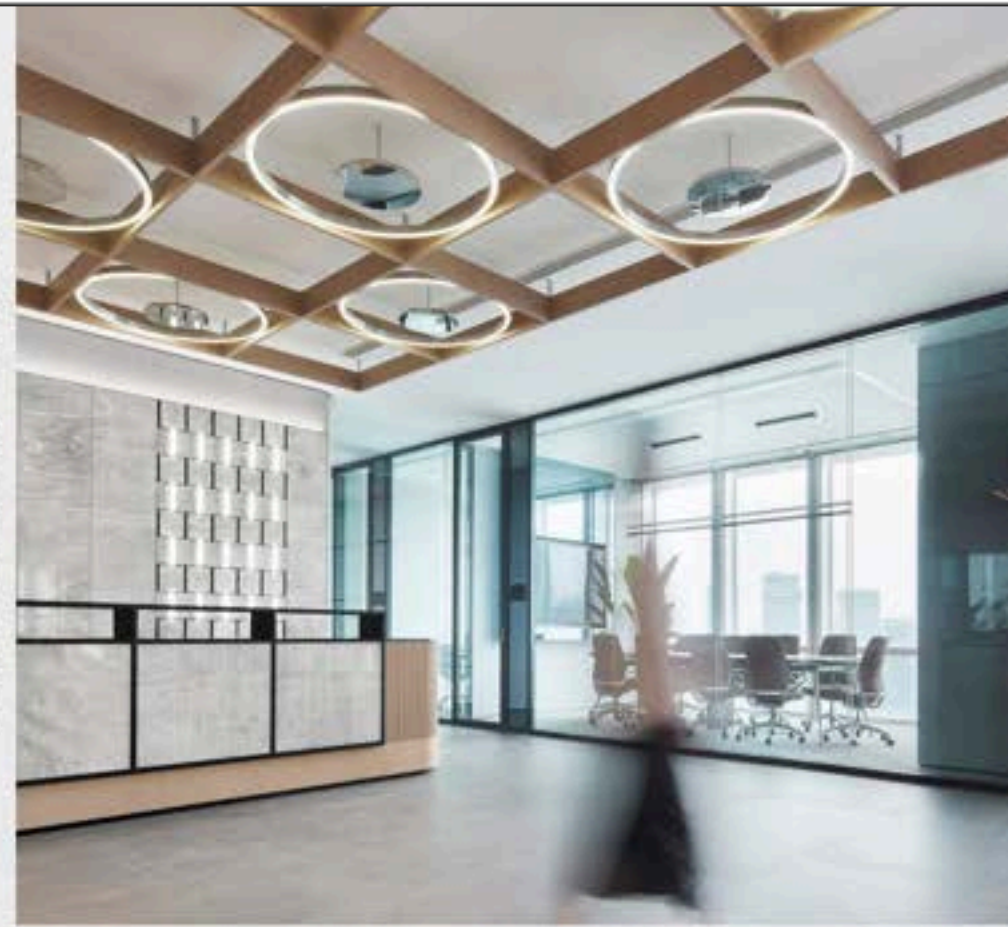




## NKY

SHANGHAI | 4,500 SQM | DESIGN CONSULTANCY

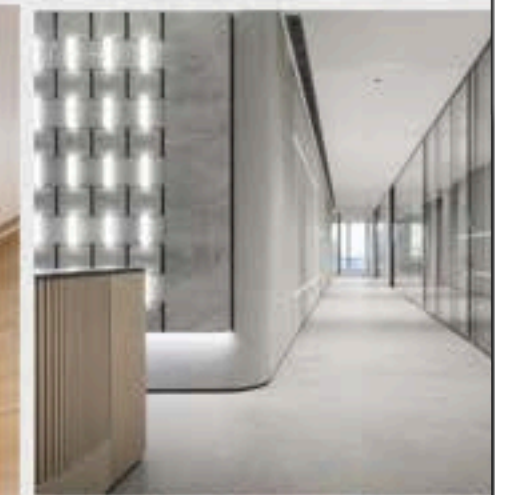
NKY Group is a high-tech enterprise focusing on fine chemicals and precision medical services. It has a domestically leading PVP series product line and is also expanding into new application areas such as lithium batteries and silver powder. In the field of precision medical services, Neworkyuan has built a medical service platform through subsidiaries such as Heil Medical and Sanji Biology, providing technical services such as gene sequencing and molecular diagnosis. The company attaches great importance to international cooperation, has registered subsidiaries in the United States and other regions, and established cooperation relationships with top medical colleges and universities worldwide.



## MINGHONG

SHANGHAI | 2,500 SQM | DESIGN CONSULTANCY

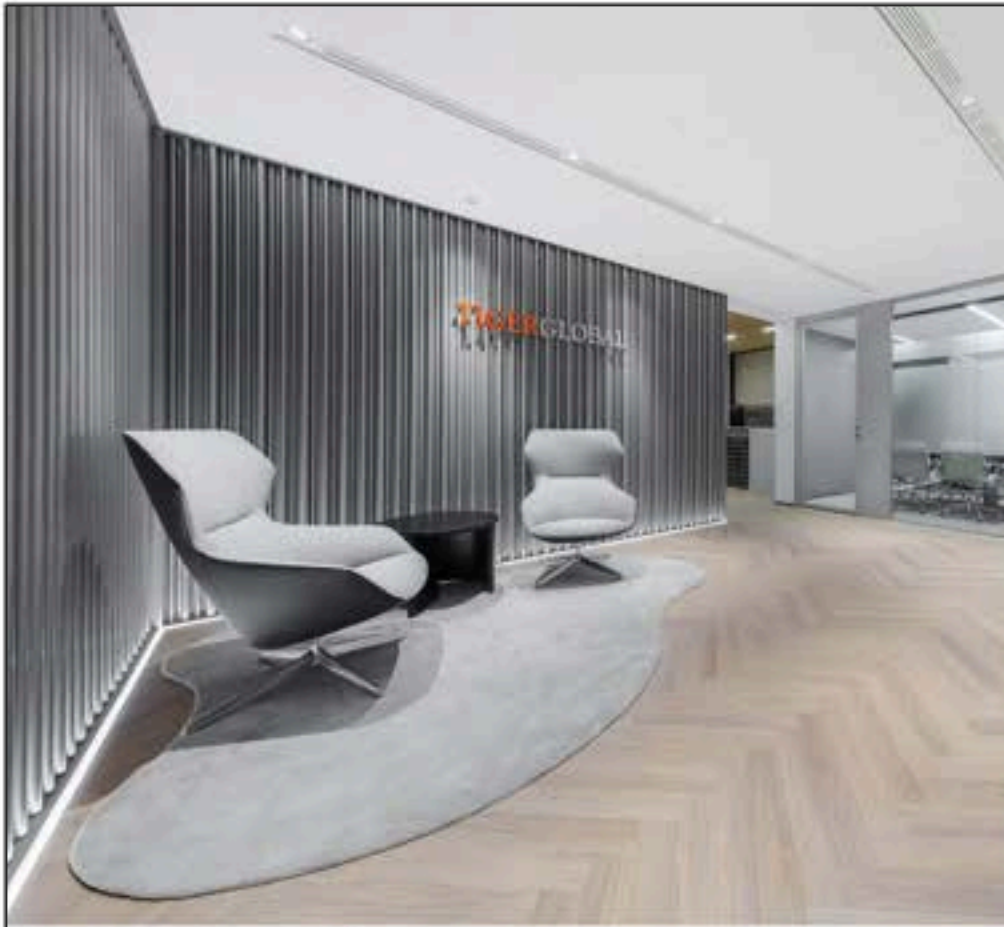
Shanghai Ming Hong Investment is an investment management company dedicated to China's stock, futures and other derivatives markets. The client hopes to create an office space where warmth and professionalism coexist. We added some playful elements to the design to reflect the company's diverse investments.



## SPARK







## TIGER GLOBAL

SHANGHAI | 1,000 SQM | DESIGN & BUILD

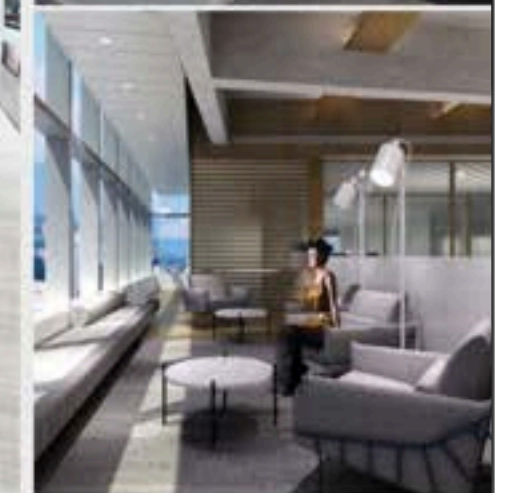
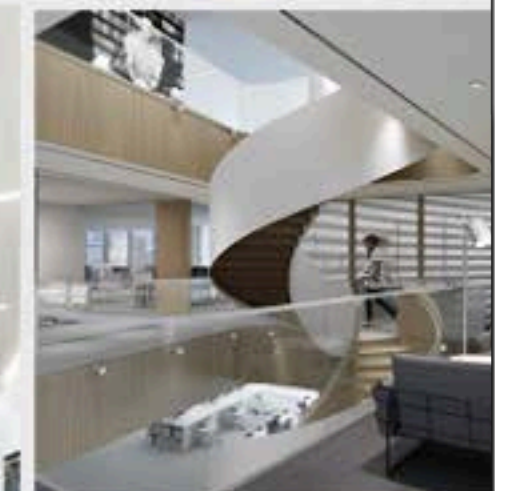
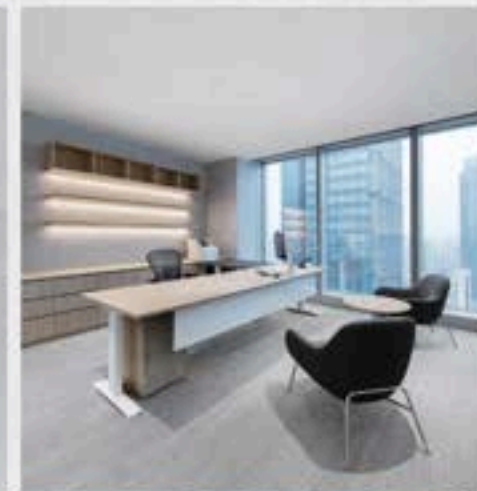
Tiger Global focuses on investments in the global Internet and software, consumer and payment industries. In the design, we strive to emphasize individuality through simple techniques, and create bright spatial forms through simple materials, and each space takes into account different functions.



## SWISS RE

SHANGHAI | 4,000 SQM | DESIGN CONSULTANCY

The Swiss Re Group is a leading wholesale provider of reinsurance, insurance and other forms of insurance-based risk transfer. SPARK designed the office project for the company, with a design area of 4,000 square meters, a transparent office environment, enough natural light can shine into the space, and the whole space is more open and comfortable. Workspaces visually connect employees and are well balanced with various collaboration and social areas.





## DENTSU AEGIS

SHANGHAI | 4,000 SQM | DESIGN & BUILD

Dentsu Aegis Network is a multinational media and digital marketing communications network that provides innovative and data-driven solutions to help brands connect with their audiences in a rapidly changing world. With a global presence across more than 145 countries, Dentsu Aegis Network is committed to utilizing the power of digital technology, data insights, and creative expertise to drive growth and deliver effective marketing strategies for its clients.

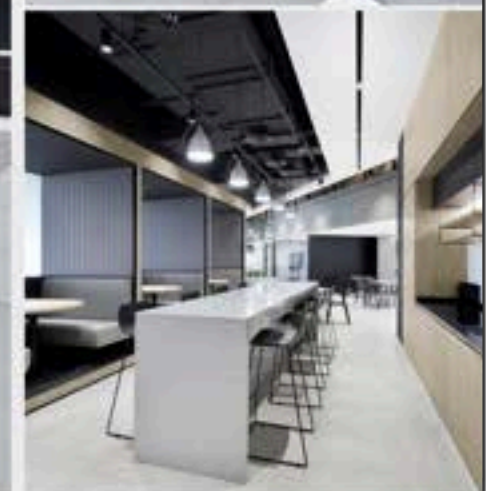
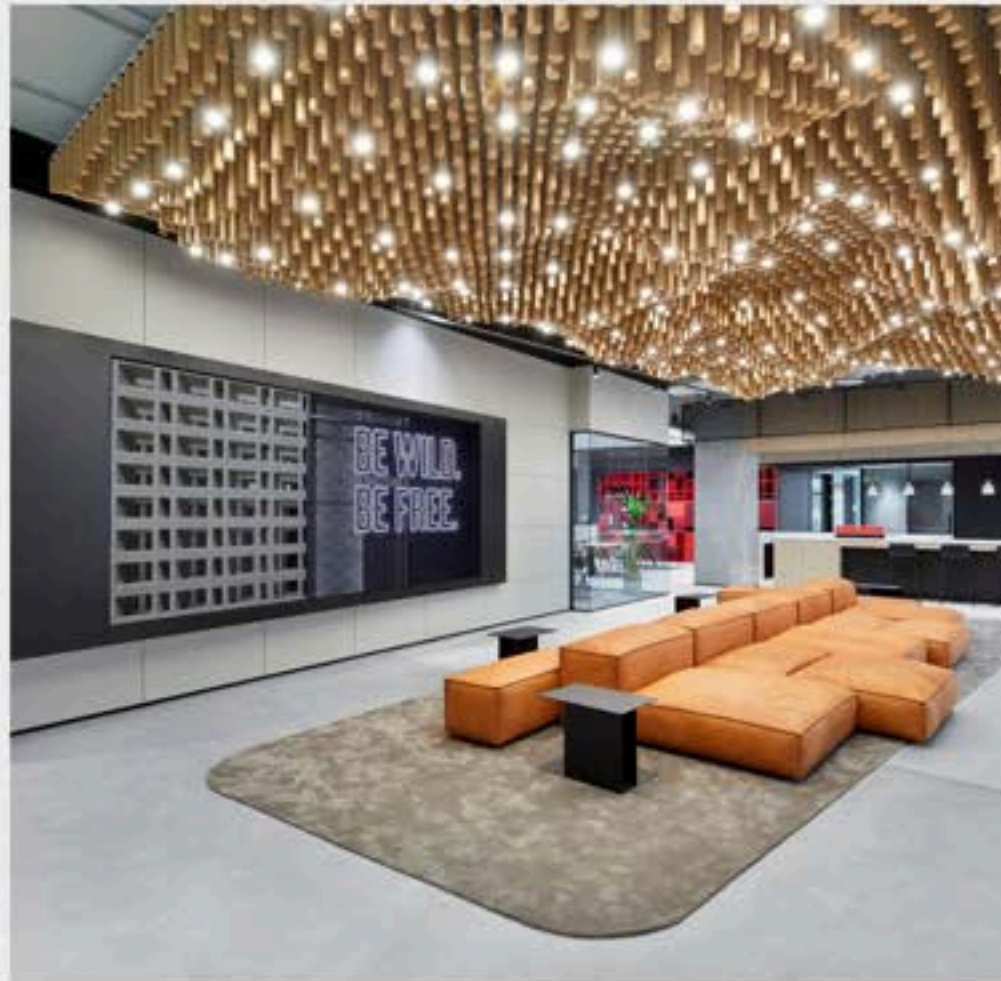
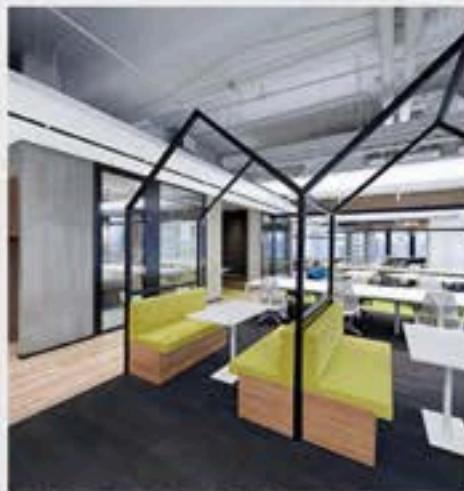


## BOKE

SHANGHAI | 6,000 SQM | DESIGN & BUILD

Founded in 2010, Boke Technology is a leading game company specialised in developing and publishing casual games for the world. Boke has published over 40 quality games like Fish Hunter Champion, Top Chef, Roller Coaster Tycoon, Catnb and Sushi Cat. Boke has attracted over 400 million registered users and over 20 million monthly active users.

Given their rapid growth and lack of floor space, they engaged SPARK to create an environment that would address their needs.

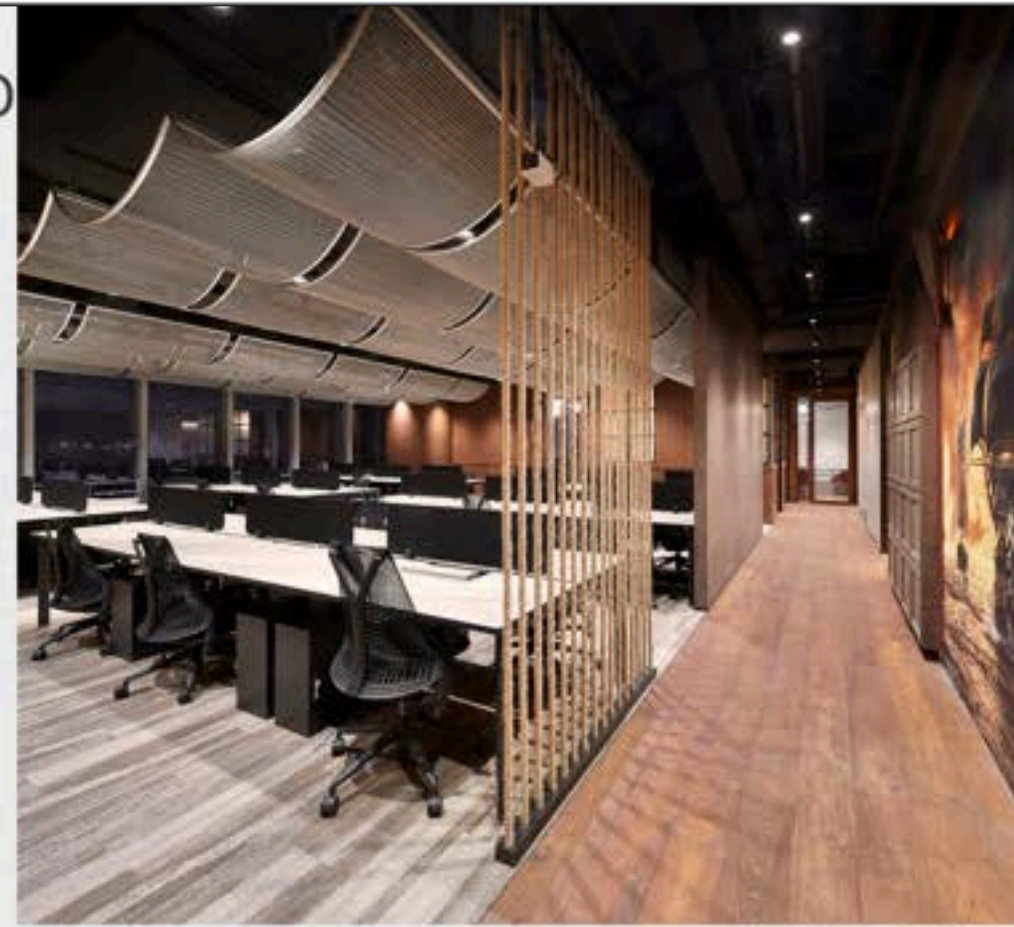




## PERNOD RICARD

SHANGHAI | 8,000 SQM | DESIGN CONSULTANCY

- Located in 'The Roof', a famous landmark architectural building
- China HQ with thorough brand integration and bespoke solutions of all rooms
- Large scale 'Pot Still' installation located in the main reception

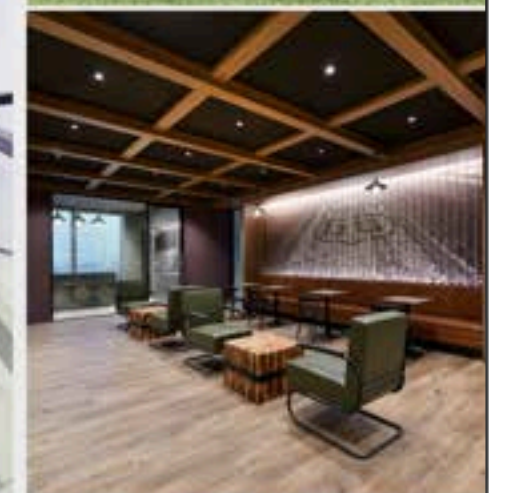
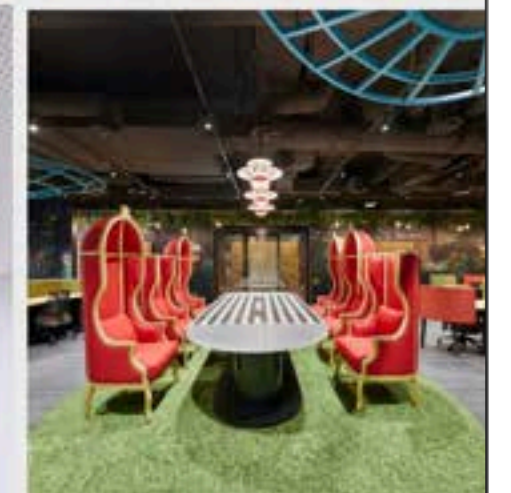
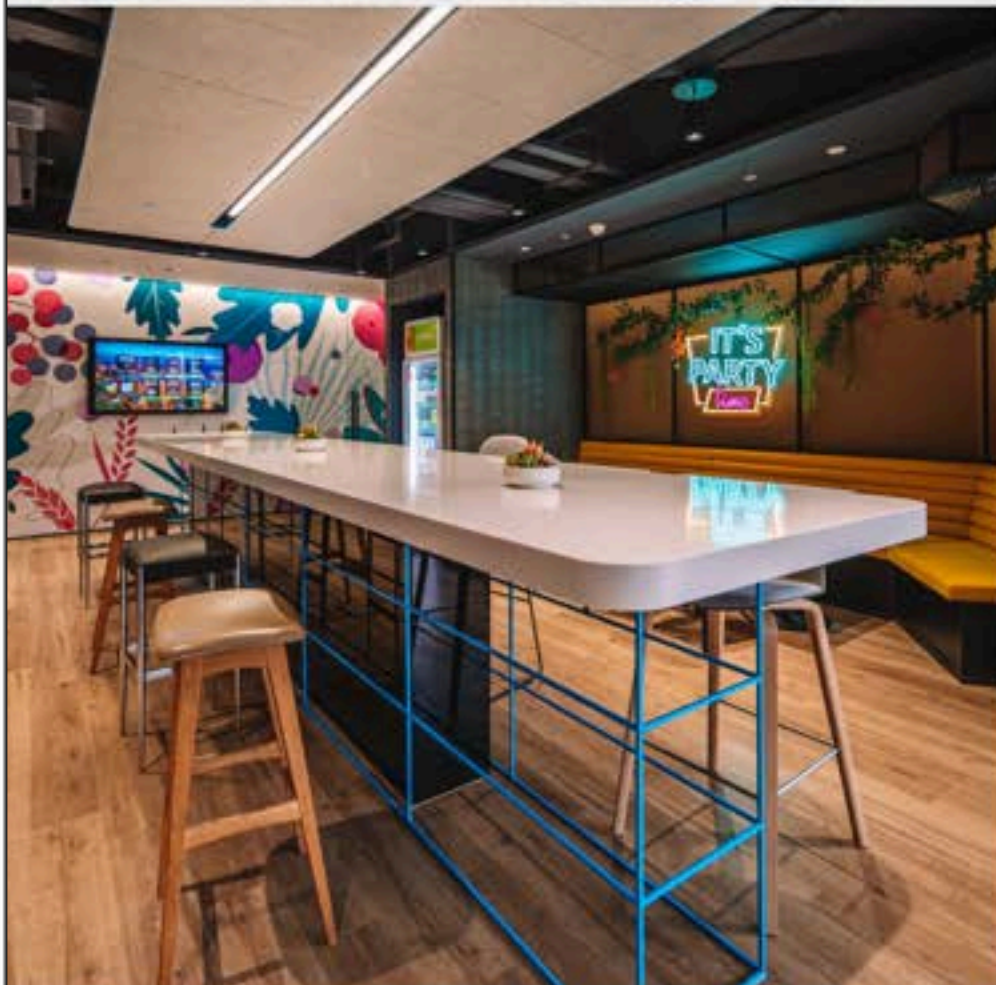


## AST

SHANGHAI | 3,000 SQM | DESIGN & BUILD

Established in 2008, AST Game has grown from a small web based team in Shanghai to an international 600-person gaming company. The business required a new workplace to support its continued growth and elevate the brand. The brief was to create a narrative around multi concept office neighborhoods, namely Star Wars, Red Dead, Alice in Wonderland and Pirates of the Caribbean.

The end result is a fun environment and showcase inspired by gaming narratives to immerse the occupants in brand storytelling.



## SPARK





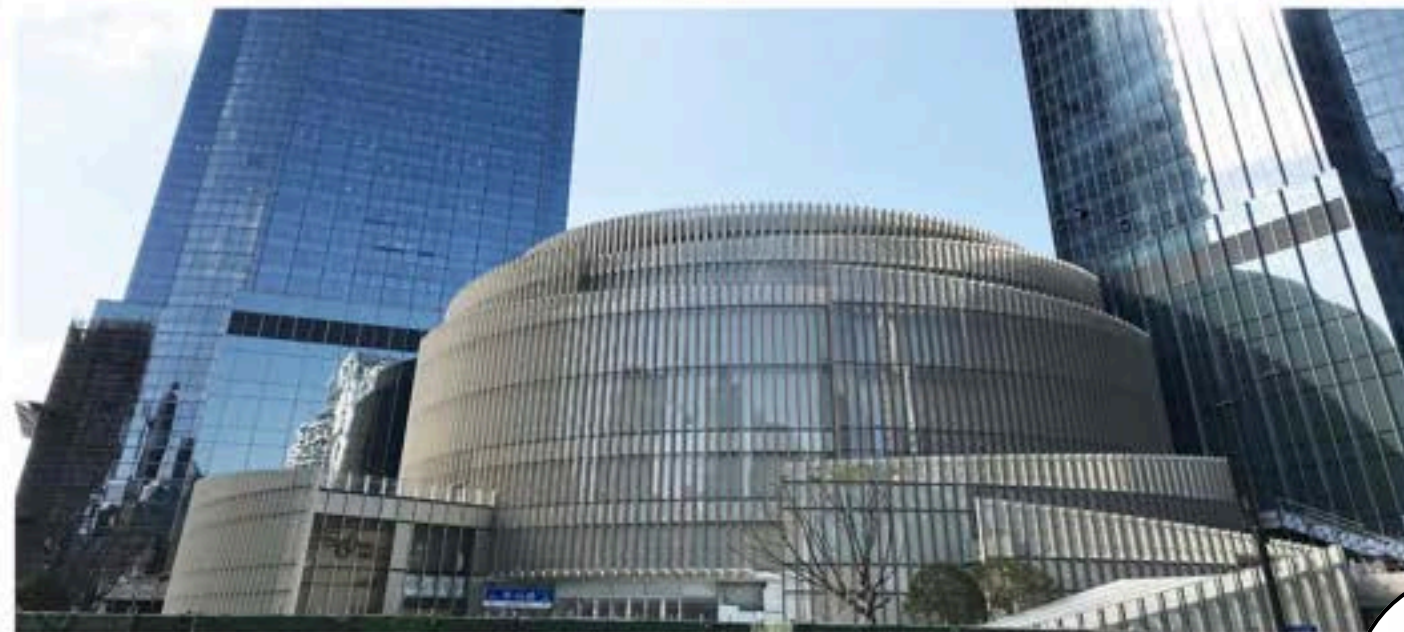
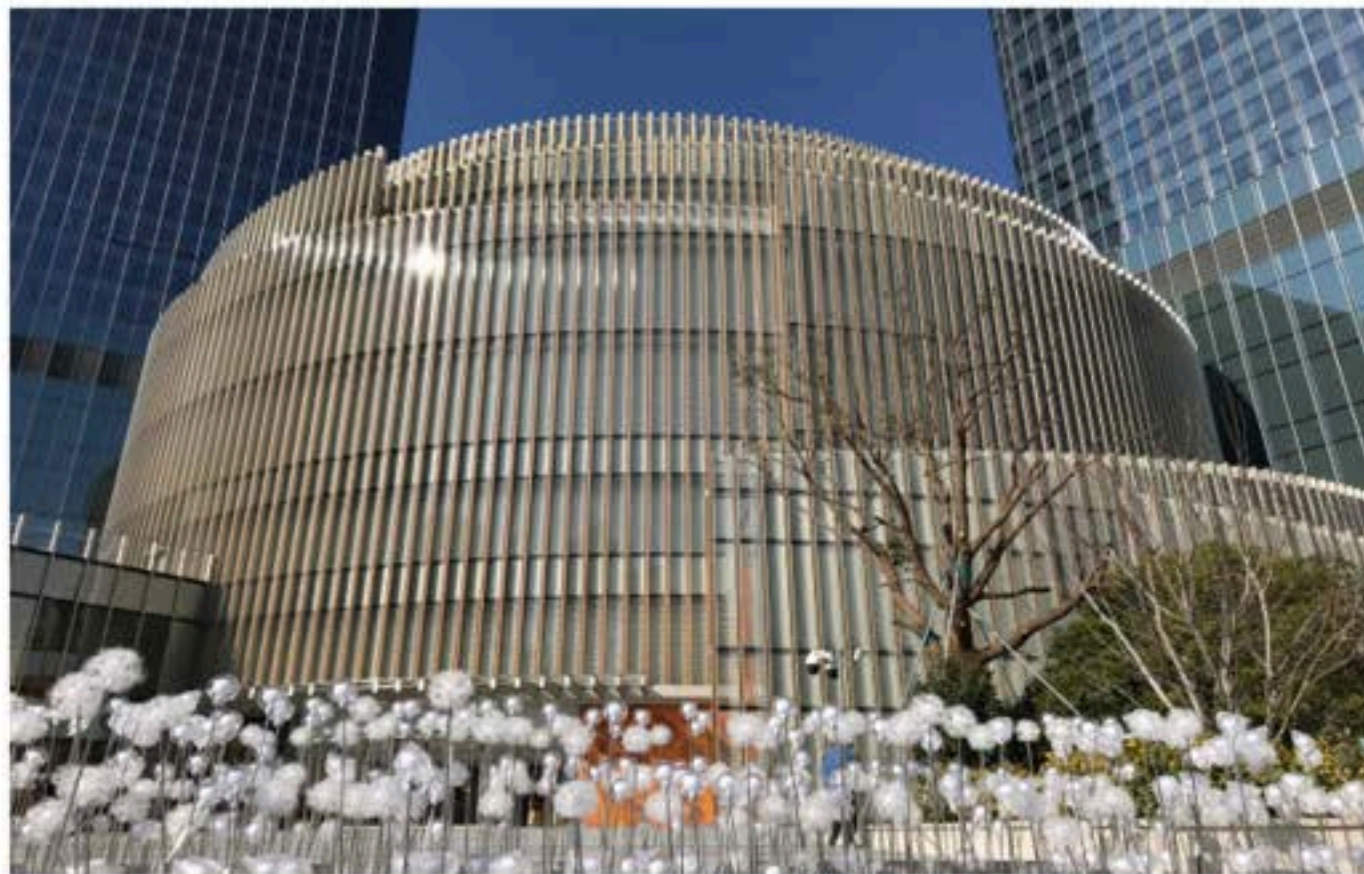
RETAIL MIXED USE

**Architecture**  
**Interiors**

Location: Shanghai, PRC  
Client: Hang Lung Properties  
Size: 187,000 m<sup>2</sup>  
Scope: Retail planning, facades, interior design  
Completion: 2019

Awards: 2021 Asia Pacific Property - best renovation  
2020 Mipim Asia - GOLD building expansion  
2019 ICSC Asia Pacific - GOLD building renovation

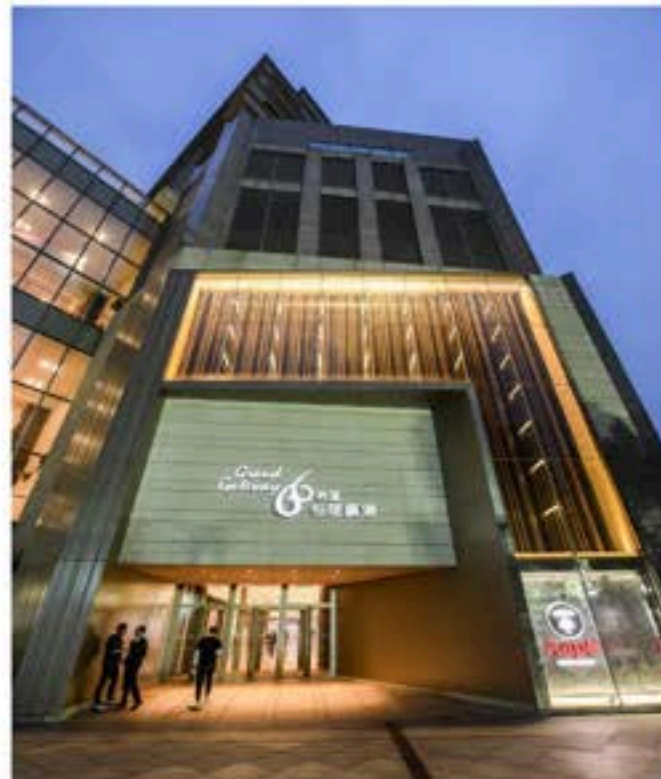
Grand Gateway 66 is a flagship commercial mixed-use Shanghai landmark comprising of 7-storey retail centre, serviced apartments above and twin office towers. Its revitalization aims to adapt the complex to new consumer demands, one that required sensitive strategic planning and precise phasing implementation for minimum disturbance of business operation. The renovation challenges demanded unique design solutions that respected existing structure, safeguarded on-going business operation and prioritized expenditure where most needed. Combined with a carefully planned construction phasing, innovative improvements were conceived and implemented under complex constrains and planning conditions, the most important of which was the need to maintain the GFA balance originally approved. Opportunities to add valuable retail spaces on lower levels implicated in demolishing areas elsewhere with creation of meaningful voids and connections between floors.



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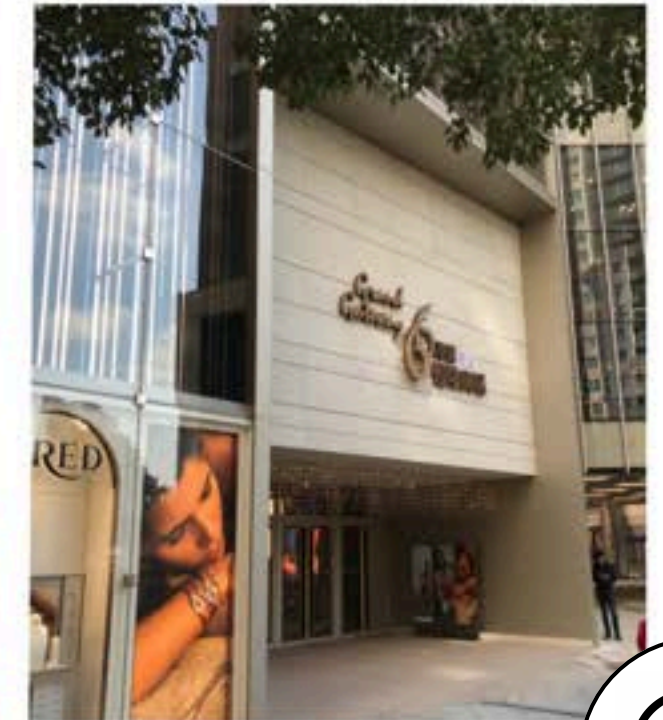
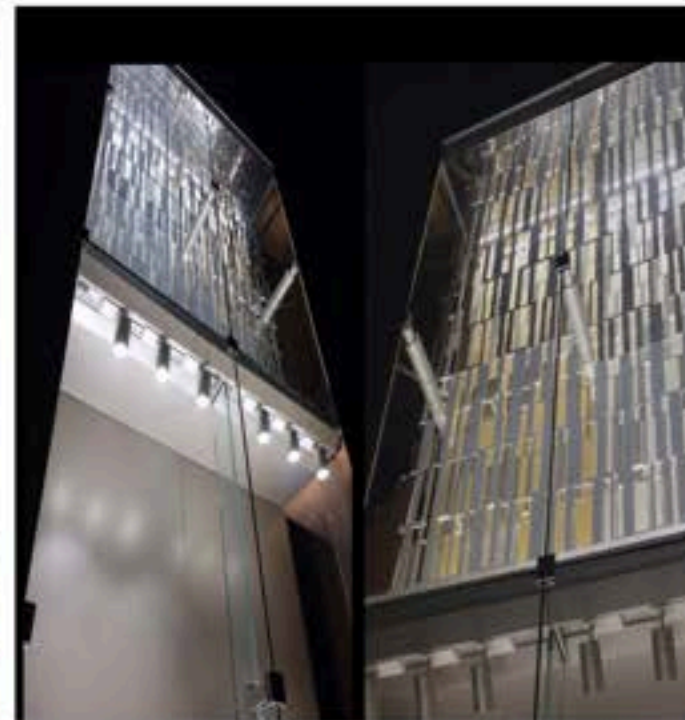
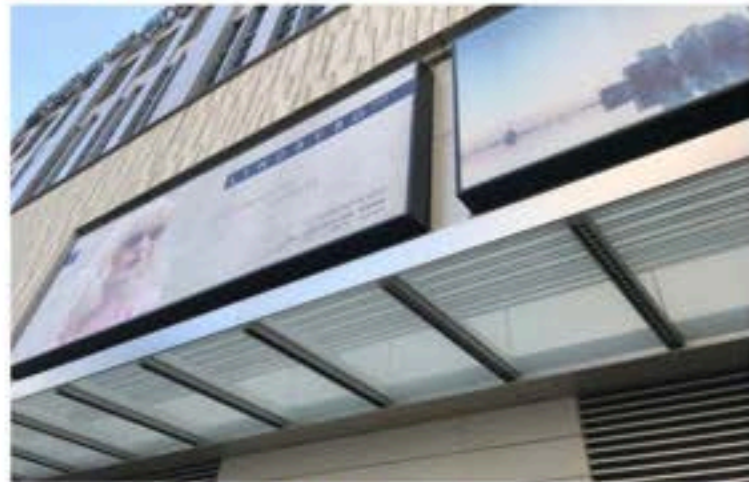
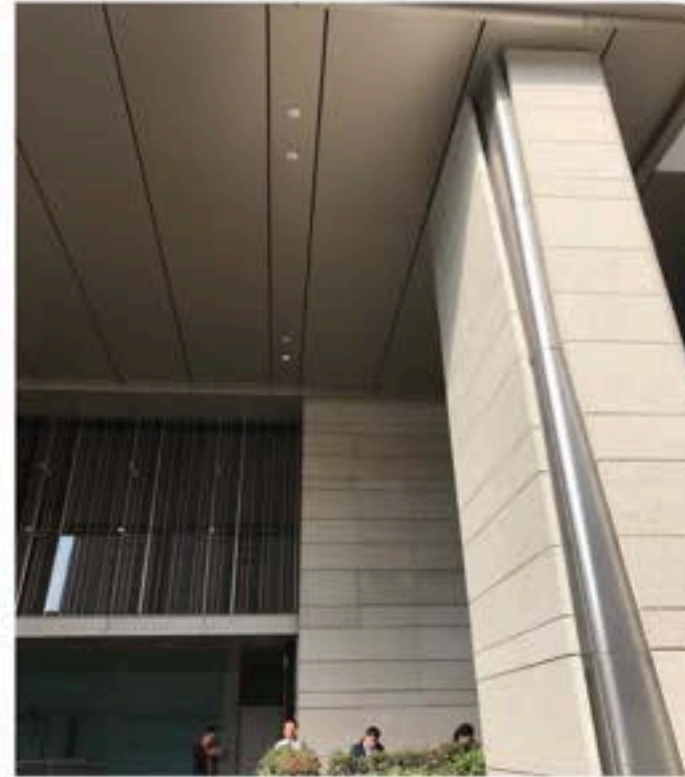
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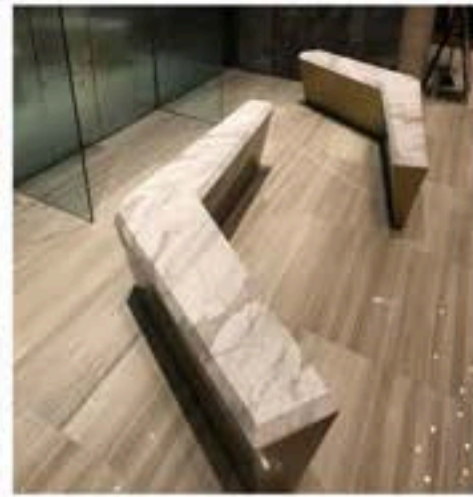
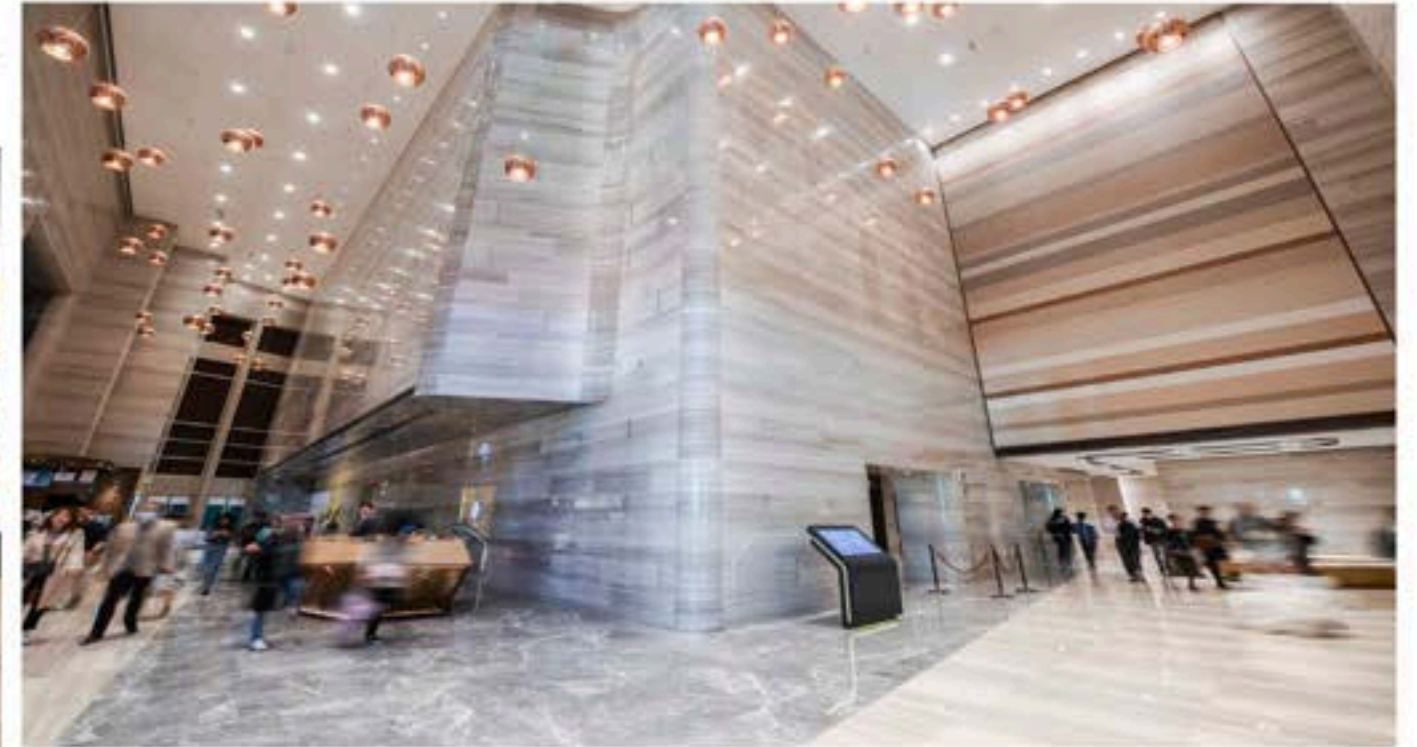
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Location: Shanghai, PRC  
Client: Longfor  
Size: 125,000 m<sup>2</sup>  
Scope: Master plan, retail planning, architecture,  
interior design  
Completion: 2018

This mixed-use development consists of a 4-storeys retail podium + basement of 74,800 sqm and two SoHo 86m-tall towers housing 1040 individual units. It will bring a fresh air of contemporary urban lifestyle to this outskirts area of Shanghai. The shopping environment with its fluid sequence of spaces, atriums and corridors is integrated seamlessly with the surroundings and the vicinity as a whole through multi-level links, bridges and passages that brings together the local metro station to the local residential neighborhood and adjacent commercial developments.



Location: Bangkok, Thailand  
 Client: Central Pattana Group  
 Size: 130,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architecture, interior design  
 Completion: 2011

The very first South East Asian mixed-use complex of shopping, offices, hotel and convention centre built in the 70's has gone through a major expansion and repositioning. With an entirely new face and content, its 6-storey shopping mall component has expanded to incorporate former parking areas and lower office floors in a total of 130,000 sqm of inside-out refurbishment. The new eye-catching folding façade wraps around the building with new entrances, display windows and digital screens.



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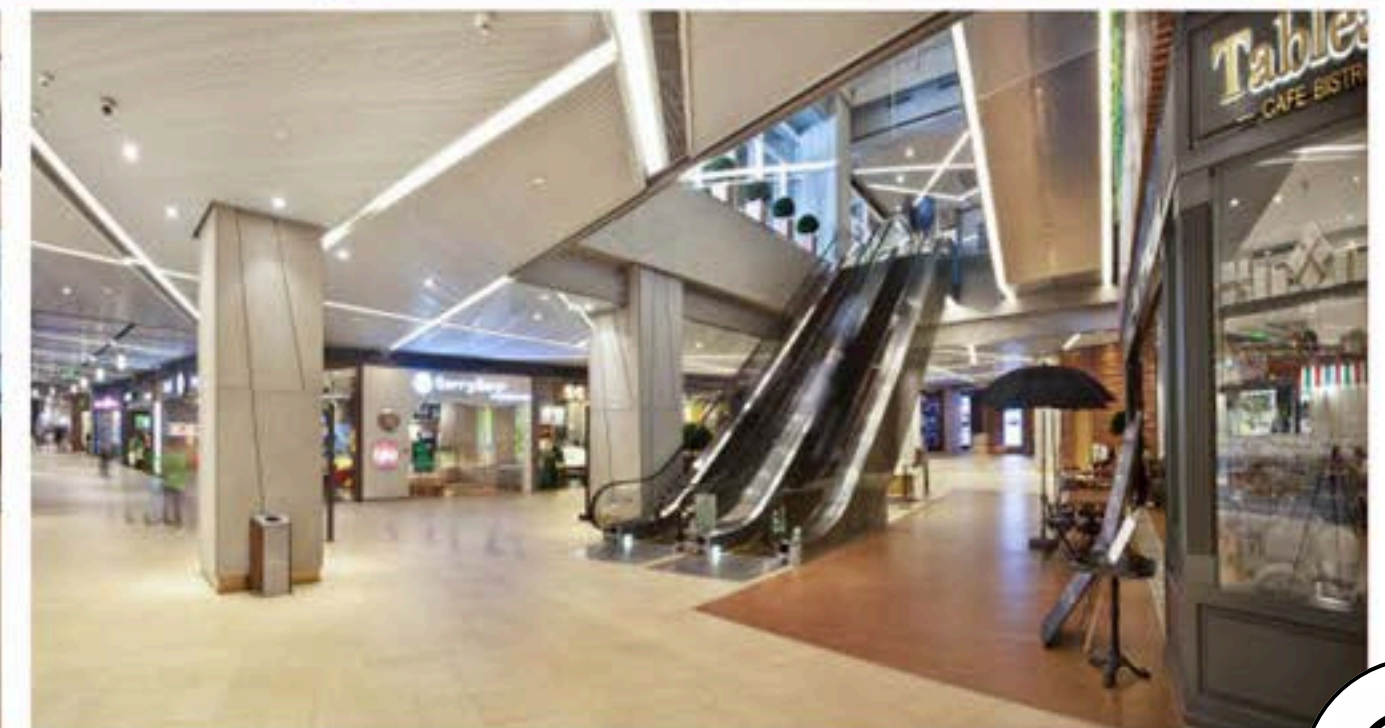
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Location: Shanghai, PRC  
Client: Kerry Properties  
Size : 50,000 m2  
Scope: Retail planning, interior design  
Completion: 2012  
Capacity: as Design Director @ Woods Bagot Asia

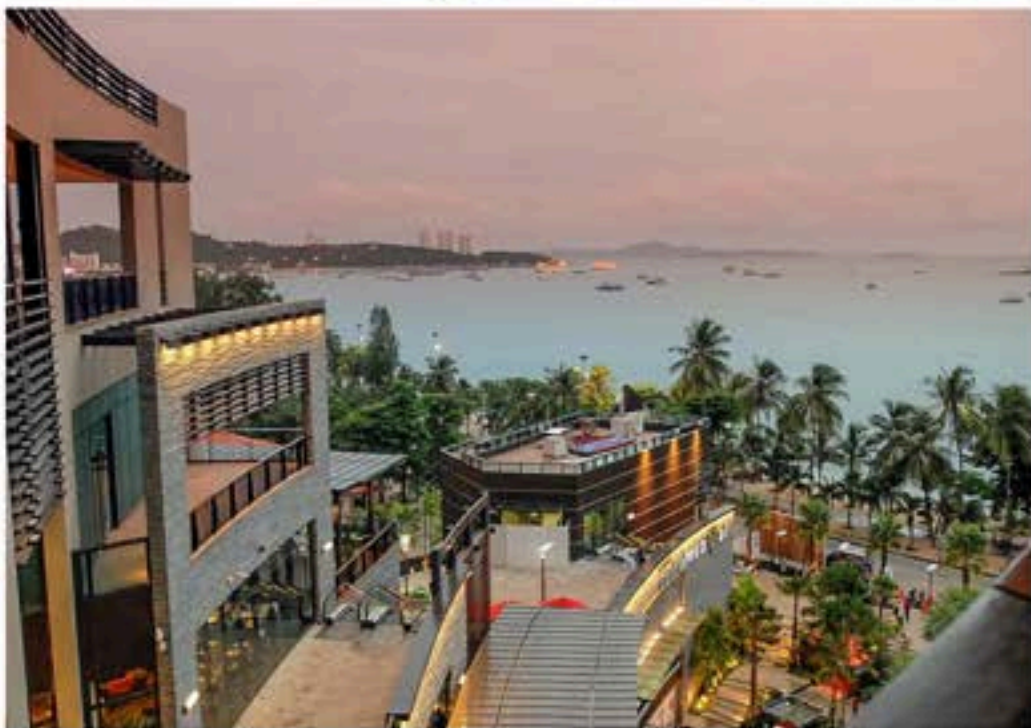
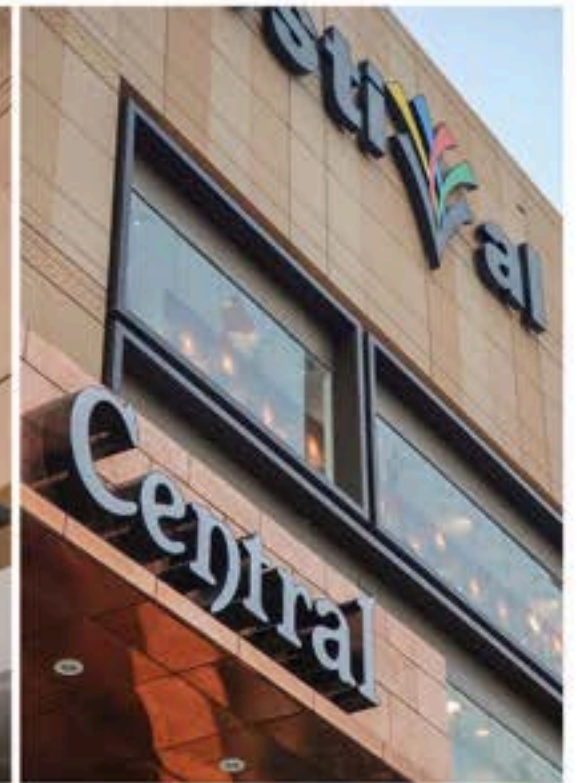
Awards: 2012 Mipim Asia - Mixed-Use Building ( BRONZE)  
2013 Asia Pacific Property - Retail Interior

This Kerry Properties development embraces the challenges of a contemporary mixed-use proposition: a 3-storey retail podium linked to the metro system, connected to office, hotel and serviced apartments towers above, and bridged over to the Pudong Exhibition Centre across the road. The retail follows a multi-level race-track route around a garden courtyard and its interiors enjoy an urban edge inspired by city "loft" and "warehouse" converted spaces.



Location: Pattaya, Thailand  
Client: Central Pattana Group  
Size : 240,000 m<sup>2</sup>  
Scope: Masterplan, retail planning, architecture, interior design  
Completion: 2009  
Capacity: as Design Director @ Benoy  
Awards: 2011 ICSC Asia Pacific - Innovative Design ( SILVER)

Central Festival Pattaya Beach is a beach-front development featuring a Hilton tower and a 7-level shopping centre. It has opened its doors in 2009 with wide spread acclaim. Intended to be a drive of regeneration and development of touristic Pattaya, the beach-inspired design is as much a celebration of the tropical context as it is a responsive attitude to create public civic plazas, escalator-accessible dining terraces and vistas and all ingredients of a great beach front destination.



Location: Beijing, PRC  
 Client: ECM  
 Size : 70,000 m2  
 Scope: Masterplan, retail planning, architecture, interior design  
 Completion: 2010  
 Capacity: as Design Director @ Benoy

This seven-level retail centre of 55,000 sqm is part of a mixed-use development including a 5-star hotel and a grade A office building in the heart of Zhongguanchun, the new IT-hub in Beijing. The design intends to offer a sparkle for the surrounding corporate environment. Carefully thought connections through three different floors including basement intends to drive the passing flow and invite pedestrians through the development.



Location: Hong Kong SAR  
 Client: Sun Hung Kai Properties  
 Size : 70,000 m2  
 Scope: Retail planning , interior design  
 Completion: 2005  
 Capacity: as Design Director @ Benoy

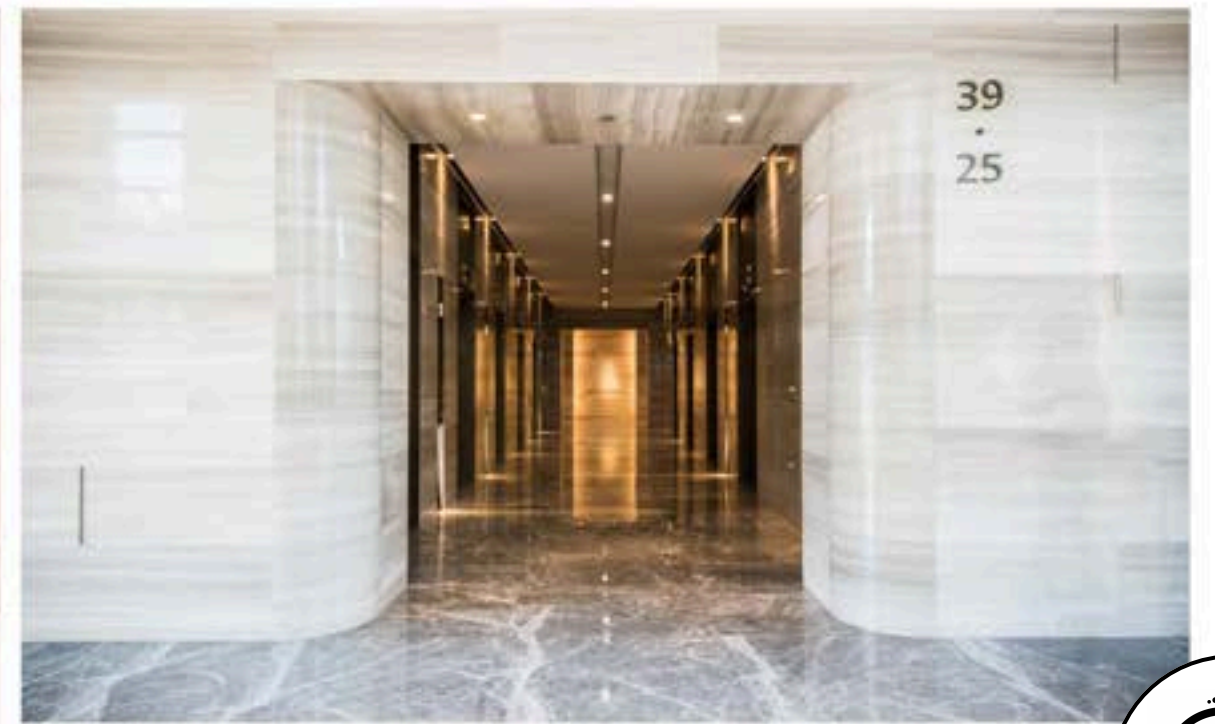
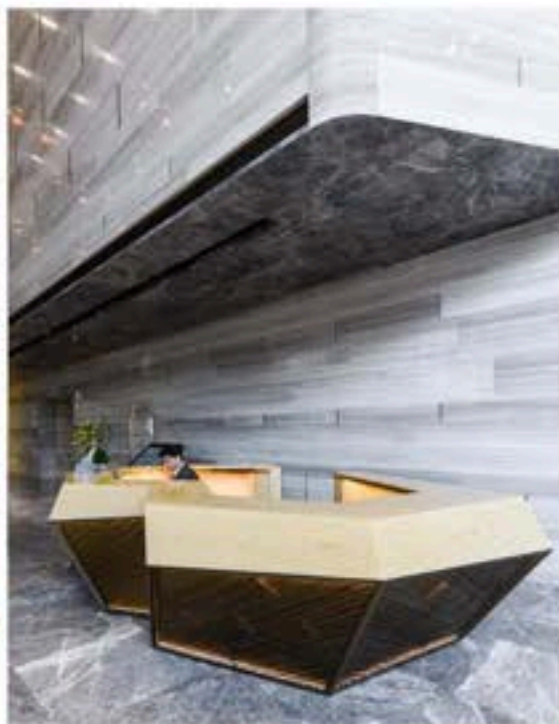
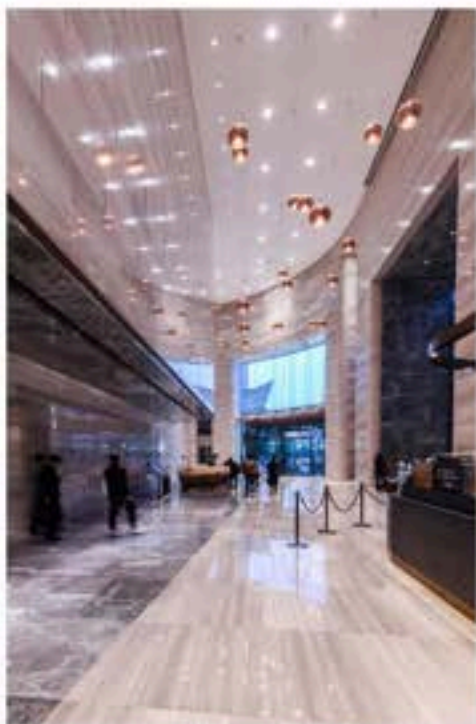
Awards: 2006 Quality Buiding Merit Award

A shopping centre for the younger shopper, its name derives from day and night, a response to today's 24-hour lifestyle. APM offer a far greater portion of entertainment and food than other centres and a trendy and young graphic identity. The centre is one of the most successful examples of vertical retail in Asia, With express escalators across the 7-level atrium. APM opened in 2005 to wide spread acclaim and has since been a major regeneration catalyst of the up and coming old-industrial area of Kwun Tong in Hong Kong.



Location: Shanghai, PRC  
Client: Hang Lung Properties  
Size: 34,000 m<sup>2</sup>  
Scope: Architecture, interior design of lobby & typical floor public areas  
Completion: 2018

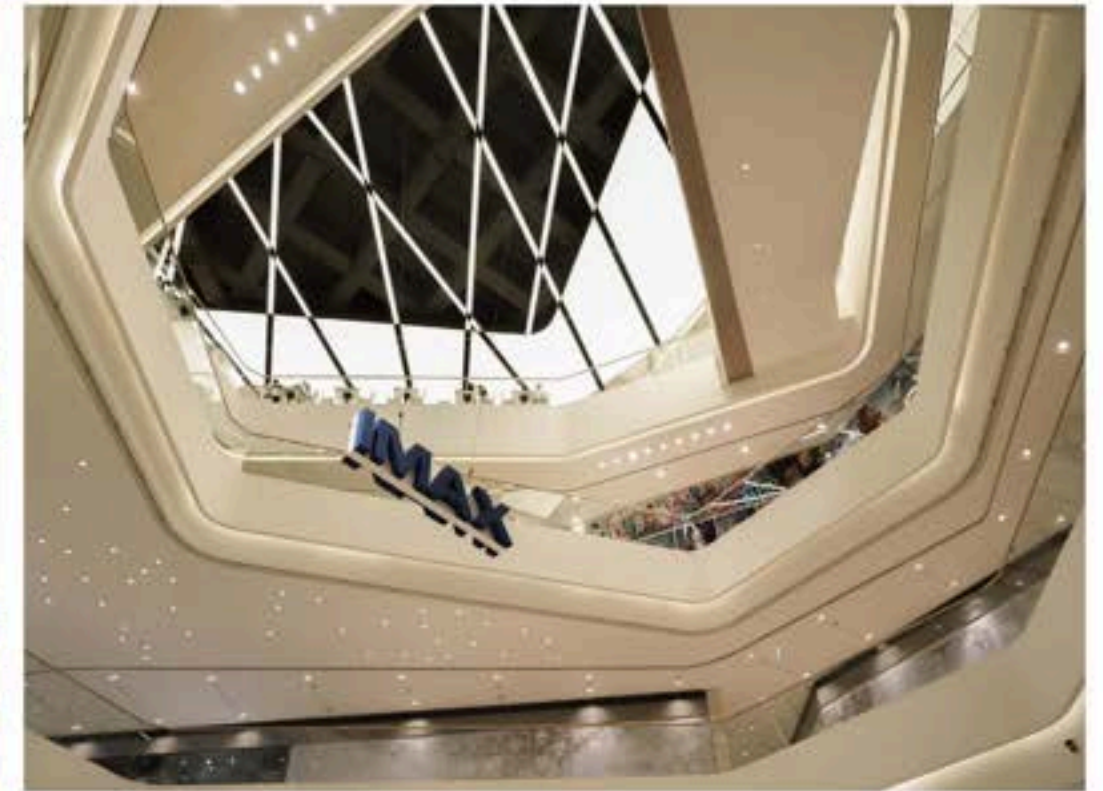
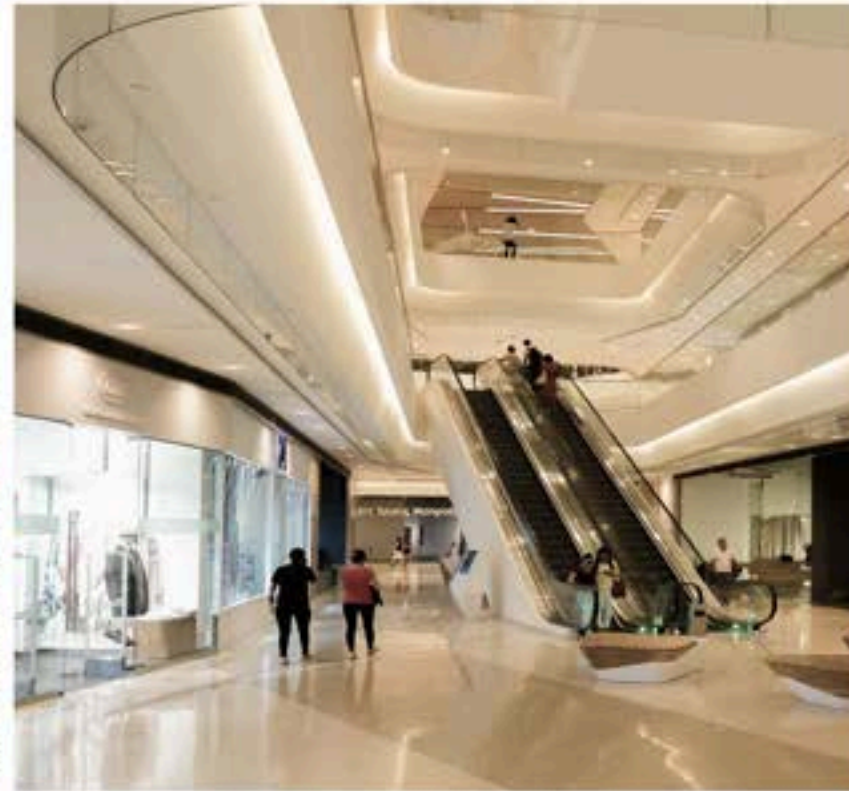
The extensive renovation of the first of twin towers of the Grand Gateway 66 complex creates a brand new contemporary corporate image to the grade-A building. Comprehending the main access lobby, its retail connections and access to car park below, and all of the 46 storeys of office space, lift lobbies, toilets, pantries and lift interiors, the new look-and-feel is clean and refreshing. White and light grey tones of stone warmed up by timber accents and carefully designed lighting. New concierge facilities and digital environmental signage systems are applied throughout the building, whereas air conditioning, CCTV and fire systems are upgraded to rigorous standards.





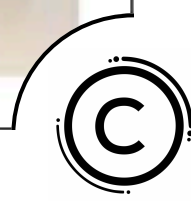
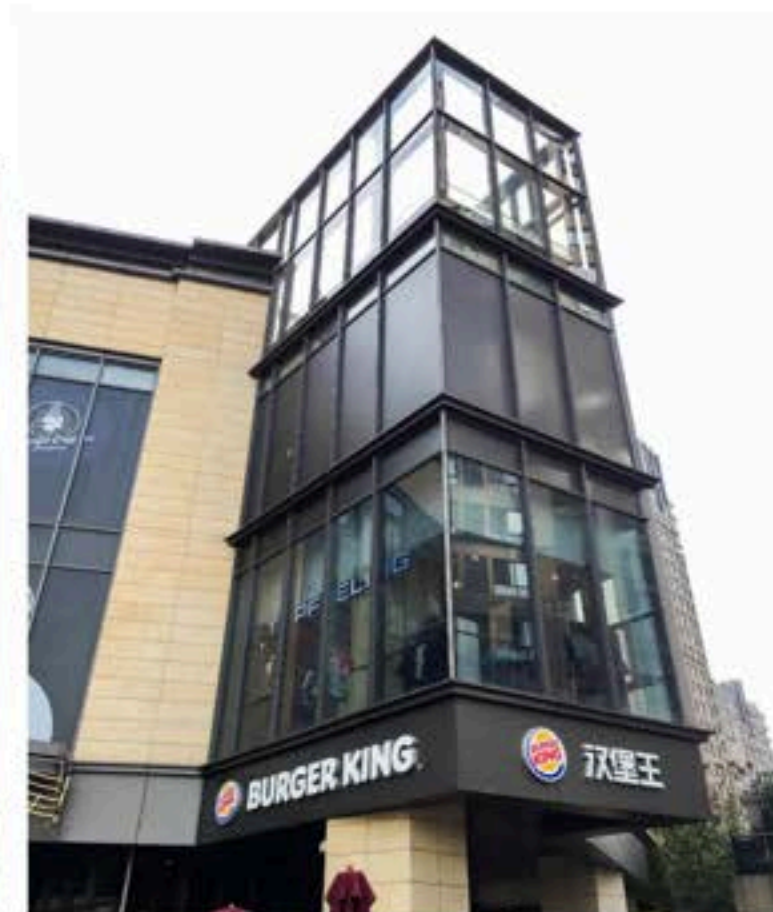
Location: Ulaanbaatar, Mongolia  
Client: Shangri-la Group  
Size: 30,000 m<sup>2</sup>  
Scope: Retail planning, interior design  
Completion: 2016

A new iconic landmark in the landscape of Ulaan Bataar, Shangri-La UB defines the new trends of shopping and leisure in Mongolia. Set to become the highest-end of retail centers in the Mongolian capital, its 30,000 sqm of shops and restaurants will integrate the new Shangri-la Hotel and the adjacent office and serviced apartment towers. The design uses stone and timber, warm and light tones to create a warm and bright welcoming environment for people to gather and shop.



Location: Shanghai, PRC  
 Client: China Resources Land  
 Size: 45,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architecture,  
 Completion: 2014

This lifestyle shopping mall is located at the fringe of a compound of high-rise apartments and serves as the commercial and entertainment hub for the residents of this suburb of Shanghai. A canal waterfront system of pedestrian-friendly walkways culminates on this plot. The design is therefore driven by the integration between indoor and outdoor spaces where the retail experience extends itself from the main building onto sunken squares, pavilion restaurants, signage towers and feature canopies.



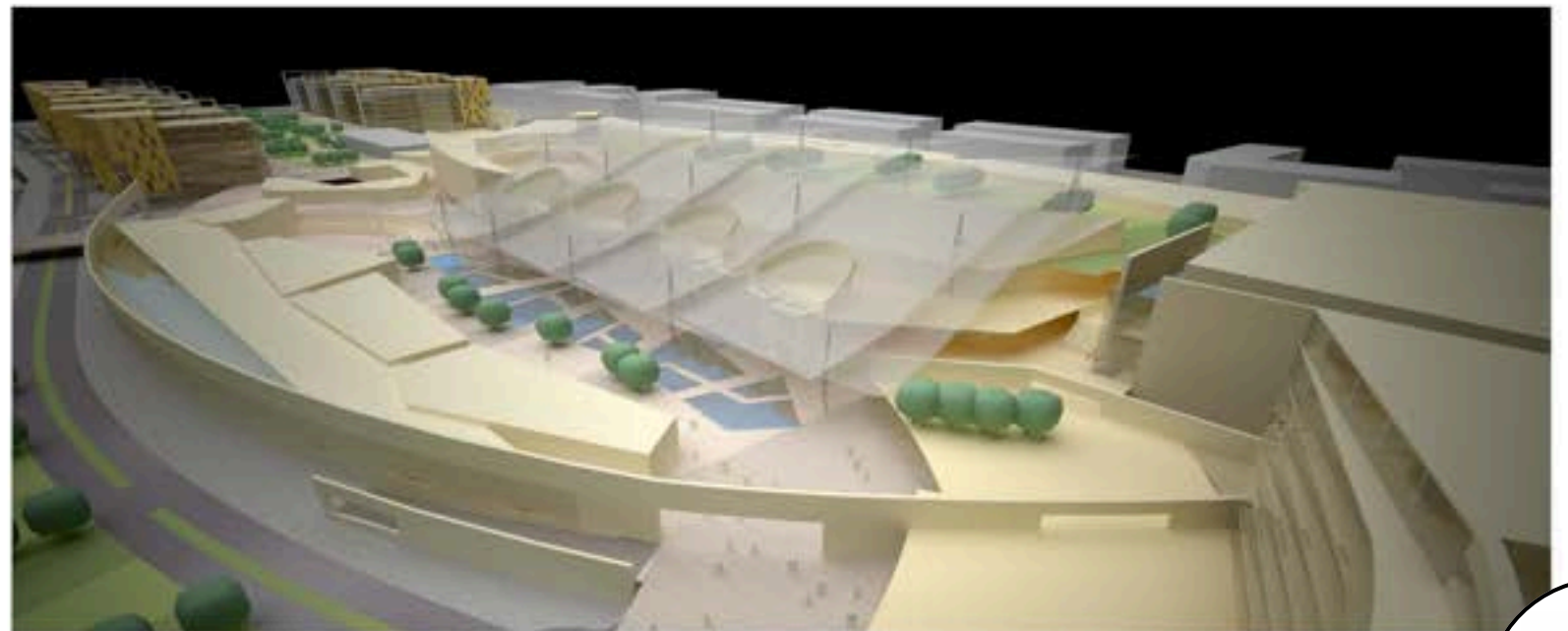
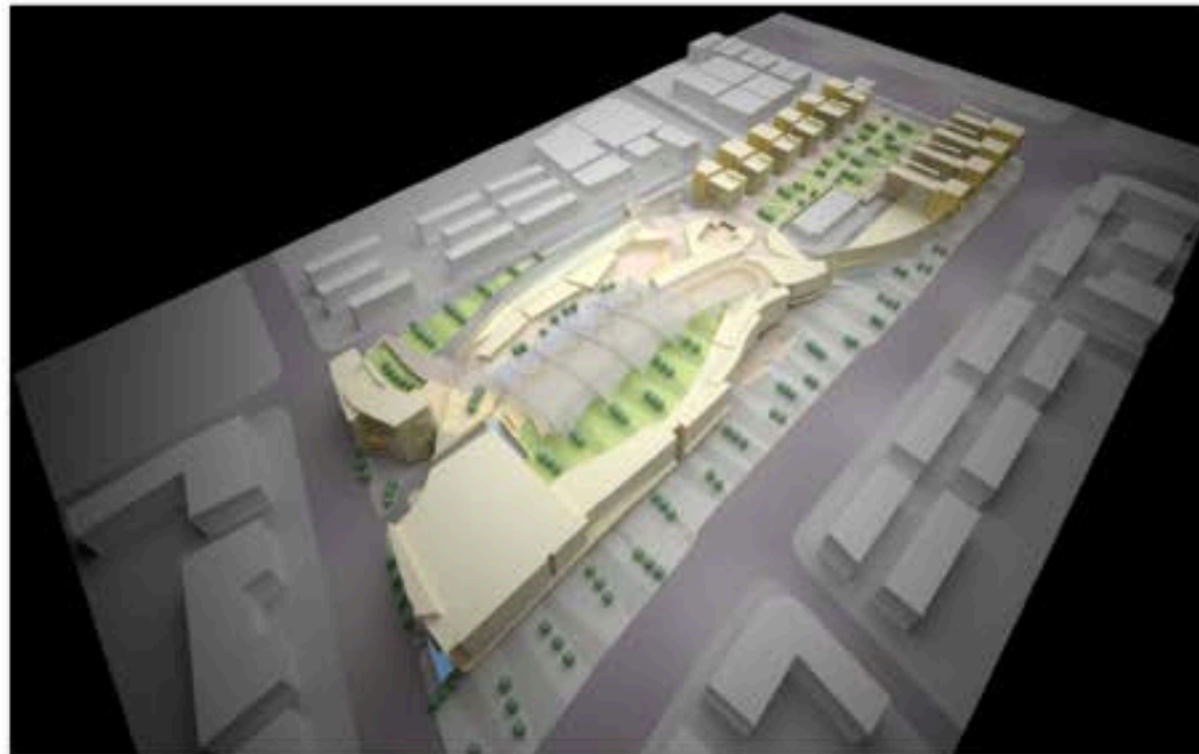
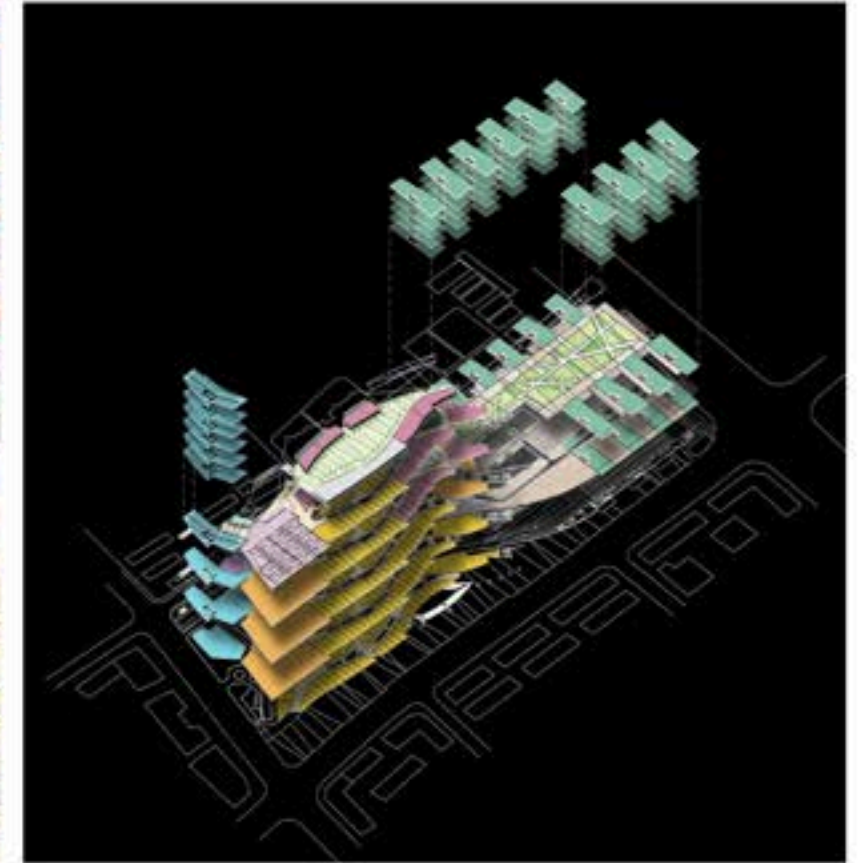
Location: Hong Kong SAR  
 Client: Kerry Properties  
 Size: 110,000 m2  
 Scope: Retail planning, interior design

MegaBox is a shopping, dining and entertainment destination in East Kowloon, Hong Kong. This vertical mall is spread into 19 levels with a total area of 110,000 sqm. Our renovation design aims to bring a new fresh look onto the concept of a "big box" of diversified offer, and promote significant changes for a smoother operation and better customer satisfaction. Those are: creation of clear drop-off and pick-up zones, strong and comfortable sense of arrival, implementation of effective digital way-finding and directories signage, improvement of vertical circulation strategy, enhancement of lighting and general ambiance.



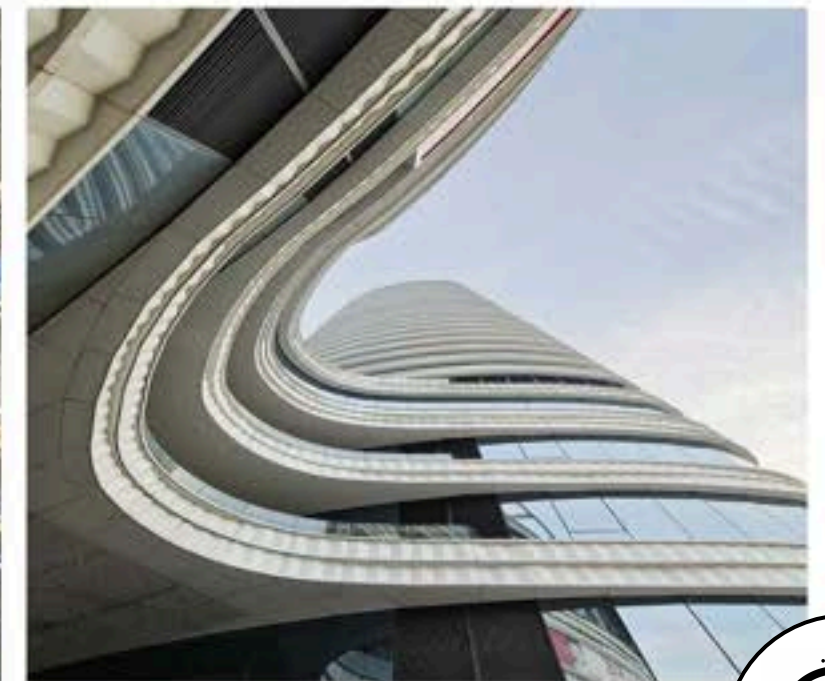
Location: Shanghai, PRC  
 Client: China Resources Land  
 Size: 850,000 m<sup>2</sup>  
 Scope: Master plan, architectural concept  
 Completion: 2017

This master plan in West Shanghai capitalises on the potential synergy between various programmatic functions and urban transport network links to create a truly mixed-use environment with fully integrated business, shopping and entertainment activities. A large public space featuring event zones, amphitheatres, waterscapes and soft loans sits atop a double platform over an operative train depot. The technical complexities of the site and coordination with various existing infrastructures make of this development a remarkable achievement.



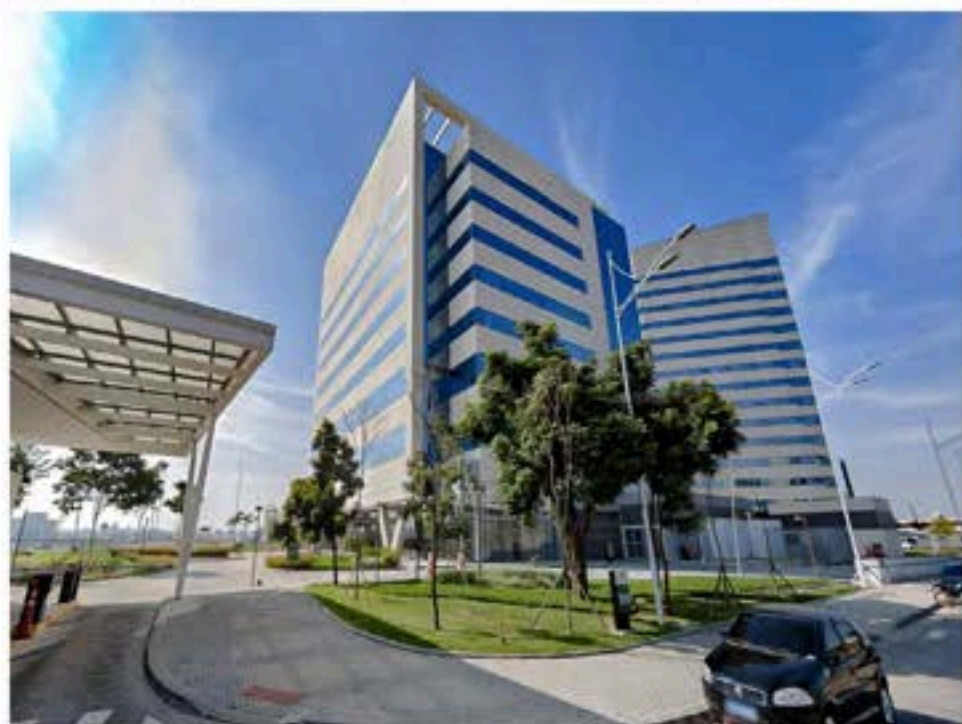
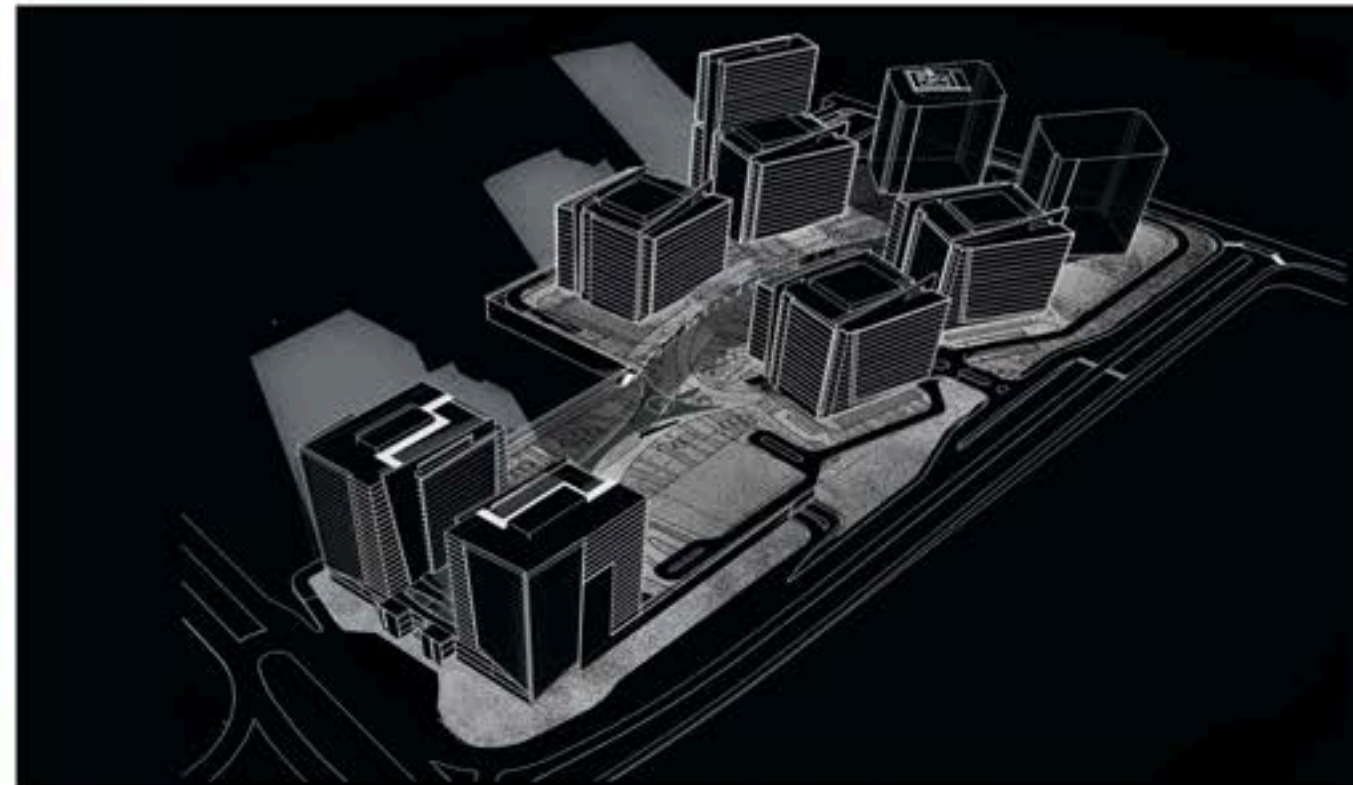
Location: Wuhan, PRC  
 Client: SZITIC Commercial Property  
 Size: 390,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architectural concept  
 Completion: 2019

Wuhan Qingshan InCity as a truly integrated mixed-use development: a large 7-level shopping centre connects all buildings and functions as an activity catalyst and meeting space. The retail routes are conceived as pedestrian short cut circulation from the underground metro connections towards the iconic hotel/office tower at the West corner and the residential towers and commercial outdoor street to the East. Outdoor multi-level interconnected spaces, plazas and event zones extend the experience of the adjacent Peace Park into the project both horizontally and vertically all the way to the green rooftop where a new public library is located.



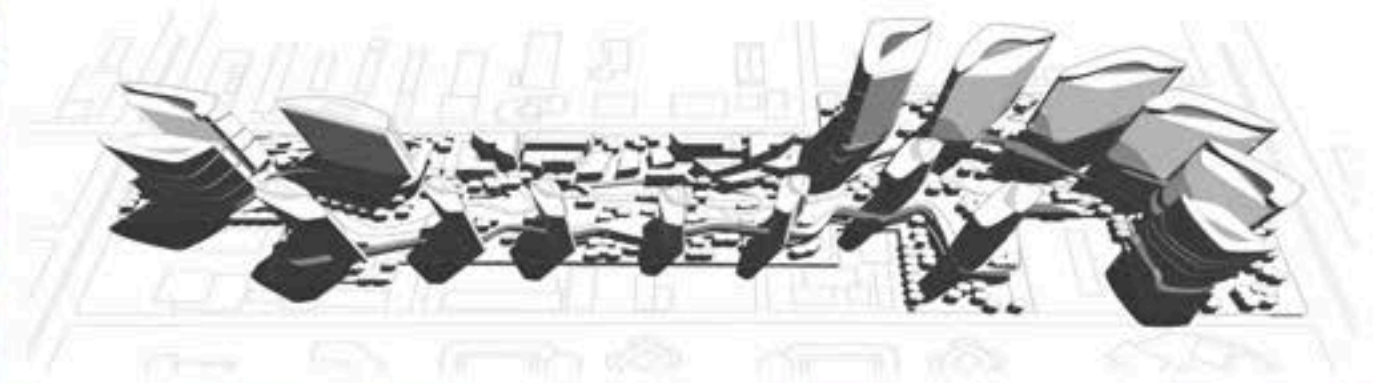
Location: Barueri SP , Brazil  
 Client: Tishman Speyer  
 Size: 240,000 m<sup>2</sup>  
 Scope: Master plan, architectural concept

Taking the 2 existing buildings as a starting point, we have created a phased commercial development with additional 6 office and hotel towers in a total of 240,000 sqm stretching along 500m. The towers are laid out in a soft rotation angle from each other so to allow more space between them, guarantee open views, and create a dynamic outdoor inner space rich in landscape, water features, canopied walkways and supportive retail. The later twin towers sit on a retail podium that gradually steps up amidst recreational open courtyards to overcome the existing 12m level gap on site.



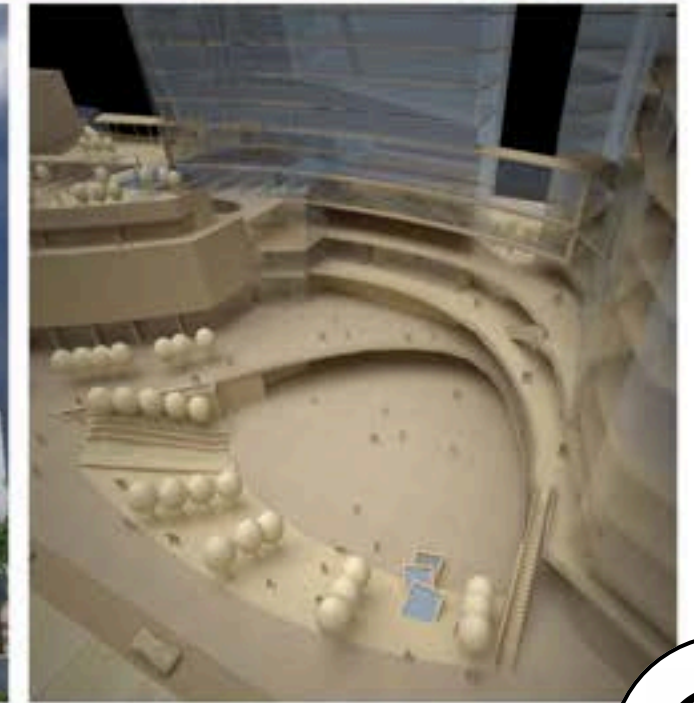
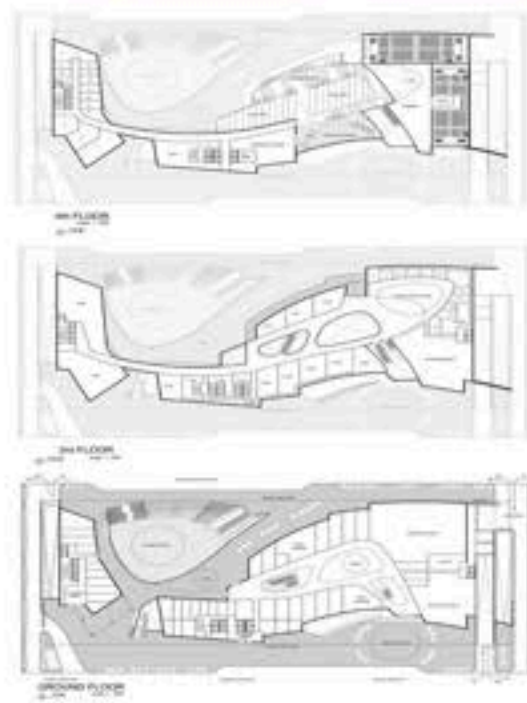
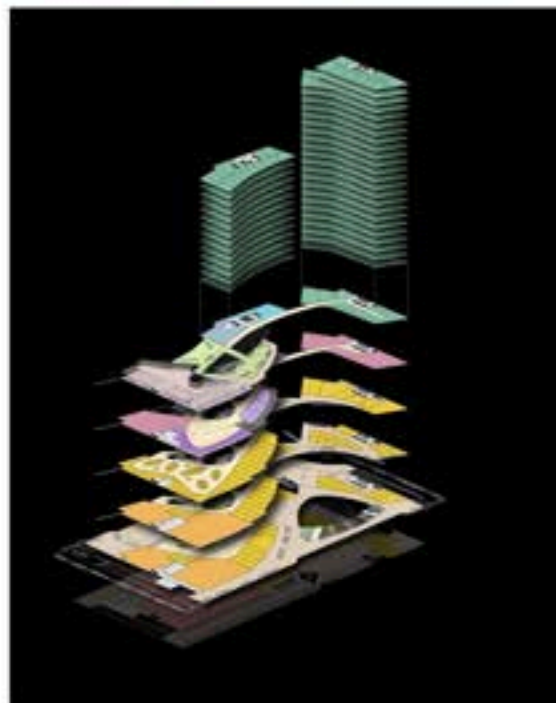
Location: Beijing, PRC  
Client: Guocoland  
Size: 1,000,000 m<sup>2</sup>  
Scope: Master plan, architectural concept

This master plan project located in the Dongcheng District transforms the existing 16.5 ha site into a sustainable high density mixed-used urban park. A one-of-a-kind multi-level pedestrian link cuts through a typical Beijing block linking two major roads, metro and train stations. Office and SOHO towers, hotels, services apartments, and exclusive luxury residential towers emerge from a dune-like topography where shopping and cultural activities weave into a series of plazas, event spaces and sunken gardens.



Location: Great Noida, India  
 Client: Investors Clinic  
 Size: 50,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architectural concept

This mixed-use development in Greater Noida Extension will act as a commercial hub for the developing region. Five levels of retail and a green terraced roof form a shopping and entertainment platform directly connected to 45,000 sqm of office space distributed in two towers. The towers are strategically positioned to enclose, shade and shelter a beautiful semi-sunken out-door event space that opens up towards the residential vicinity.





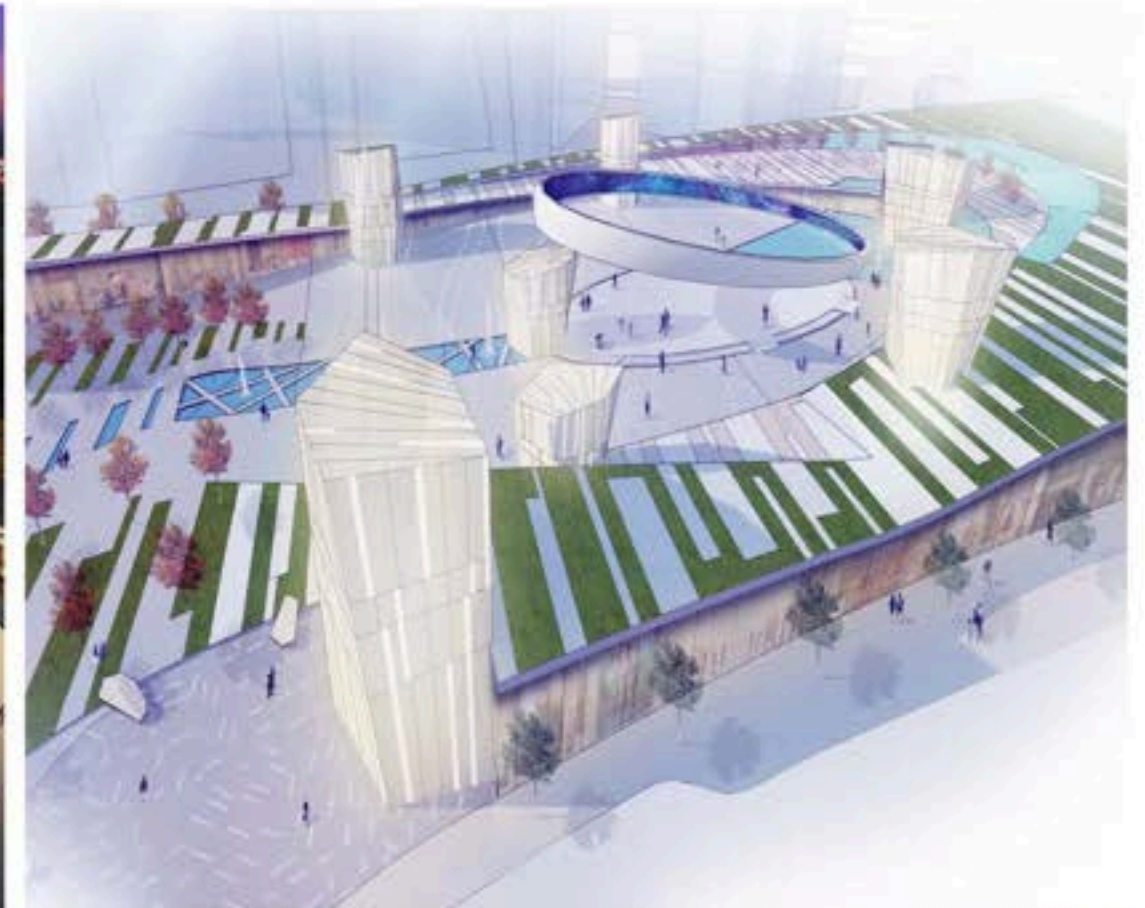
Location: Rio de Janeiro RJ , Brazil  
Competition: organised by Brazil Institute of Architects RJ  
Client: CDURP / City Hall  
Size : 1,000,000 m2  
Scope: Master plan, architectural concept  
Awards : Finalist - Honourable Mention Award

As part of a package of investments for the 2016 Olympic Games in Rio de Janeiro, the regeneration of 85 hectares of land near the old docks will create more than 1 million sqm of apartments, hotels, office buildings and a convention centre. The project addresses two moments: the completion of support facilities for the 2016 Olympic Games (10,600-room accommodation for media and referees, a media-centre and 3 to 5-star hotels) and its transformation post-Games into a vibrant mixed-use extension of the city centre. A green loop circuit of public spaces embraces the whole master plan encouraging pedestrian and bicycle use by linking the various dissociated sites and connecting the whole area to the nearby waterfront of the revitalised docks.



Location: Beijing, PRC  
Client: Guangyao Oriental Group  
Size: 300,000 m<sup>2</sup>  
Scope: Master plan, architectural concept

This is a commercial master plan to reinvigorate the central plaza and underground retail in the heart of the Zhongguancun International Technology Center. Ill-performed existing commercial basement structures had opened up the opportunity for a comprehensive redevelopment, one that will create a 3-storey shopping and entertainment centre to include large attractions such as cinemas, theatres, ice-rinks, aquarium and more. Key to this innovative design is the integration between indoor spaces and the outdoor sloped gardens above, through a system of large atriums bathed with sunlight and connecting above with escalators, ramps and panoramic lifts. At the top, the new gardens become a huge event space dotted with crystal-like transparent and luminescent pavilions emerging from the retail centre below.



Location: Nanjing, PRC  
 Client: Kingfine  
 Size: 150,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architectural concept

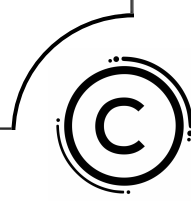
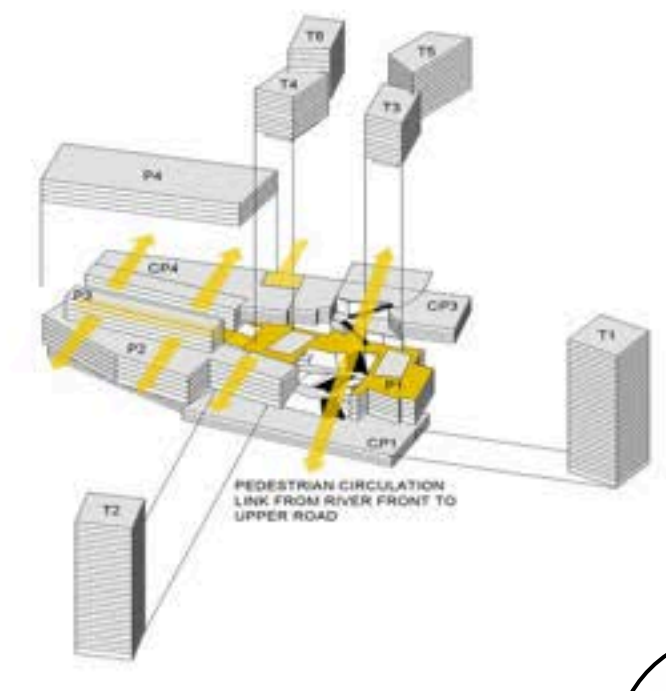
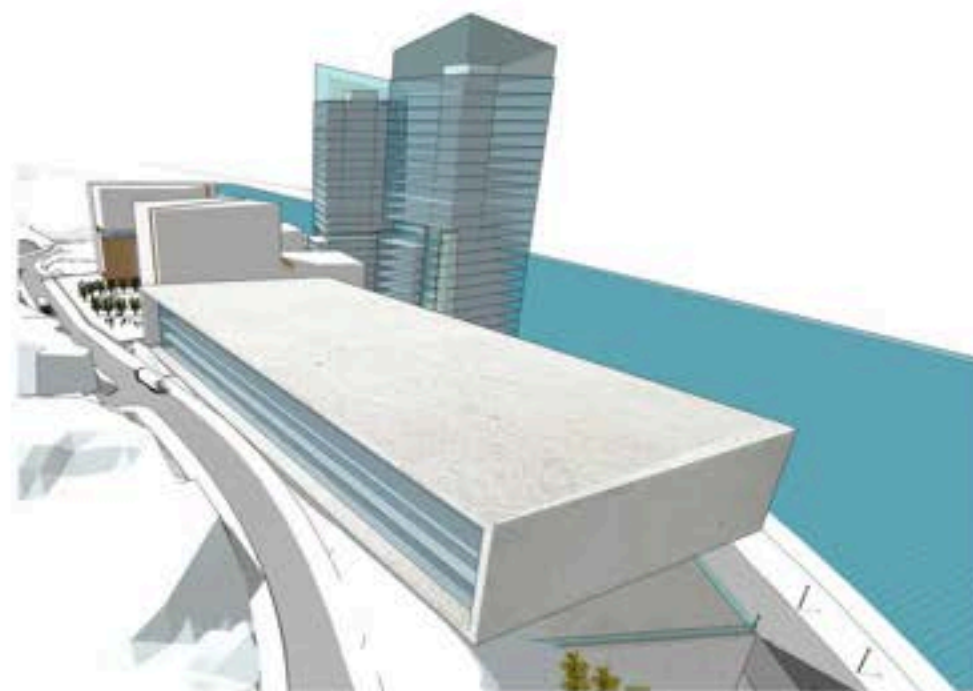
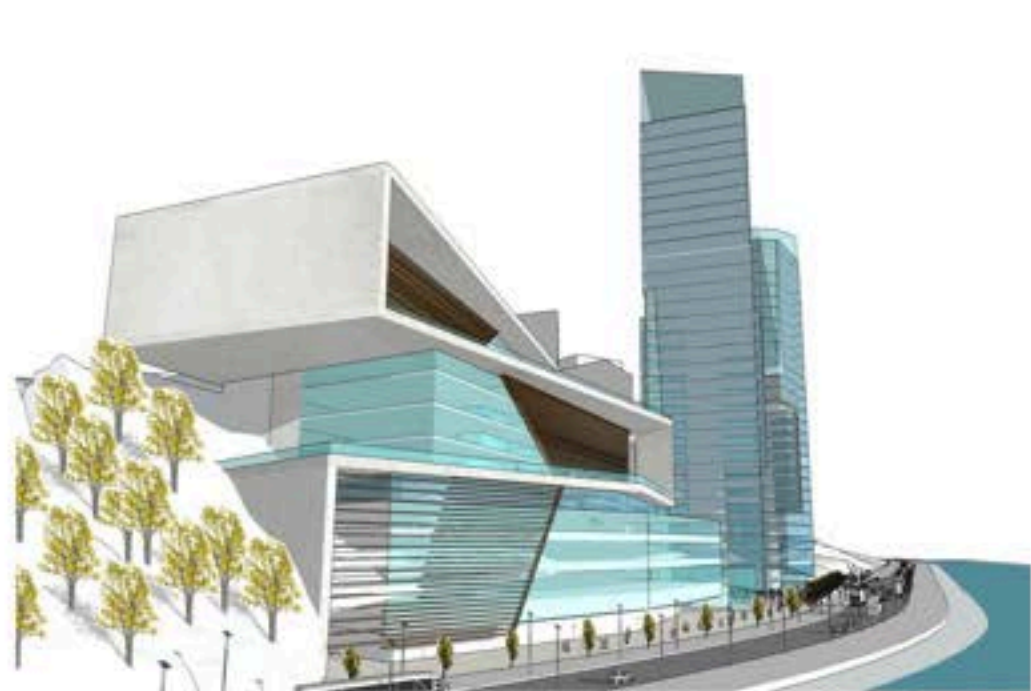
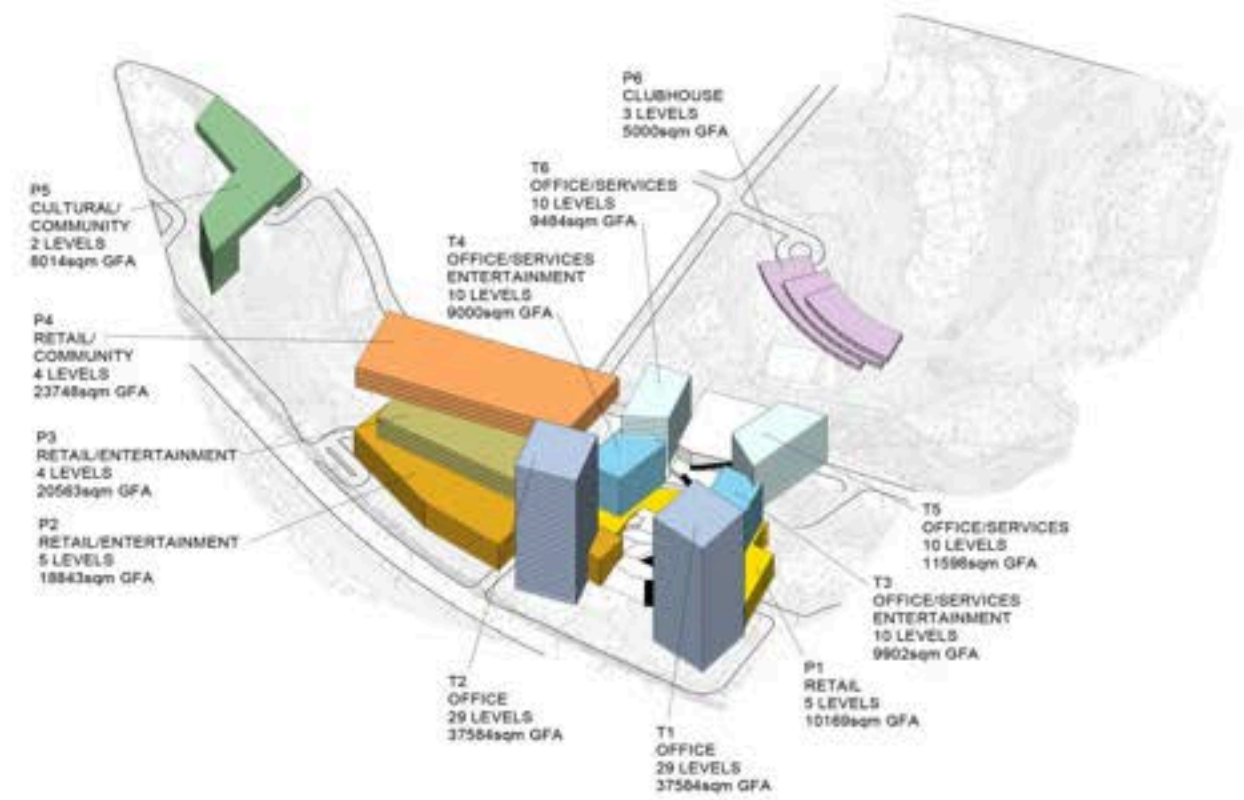
This unique development in the district of Jiang Ning, Nanjing is a result of a dynamic interaction of its different functions. It comprises a shopping center linked to outdoor commercial streets, galleries and small shops and cafes, a 60m high boutique hotel, a 90m high office tower and two 90m high residential buildings over more than 150,000 sqm. Functions and facilities are interconnected by fluid forms and shapes, solid volumes and negative spaces along a sequence of indoor and outdoor squares, meeting areas, terraced passages and internal corridors.



Location: Chongqing, PRC  
 Client: Zhongdi Grand Group  
 Size: 200,000 m<sup>2</sup>  
 Scope: Master plan, architectural concept  
 In partnership: DPS-SH

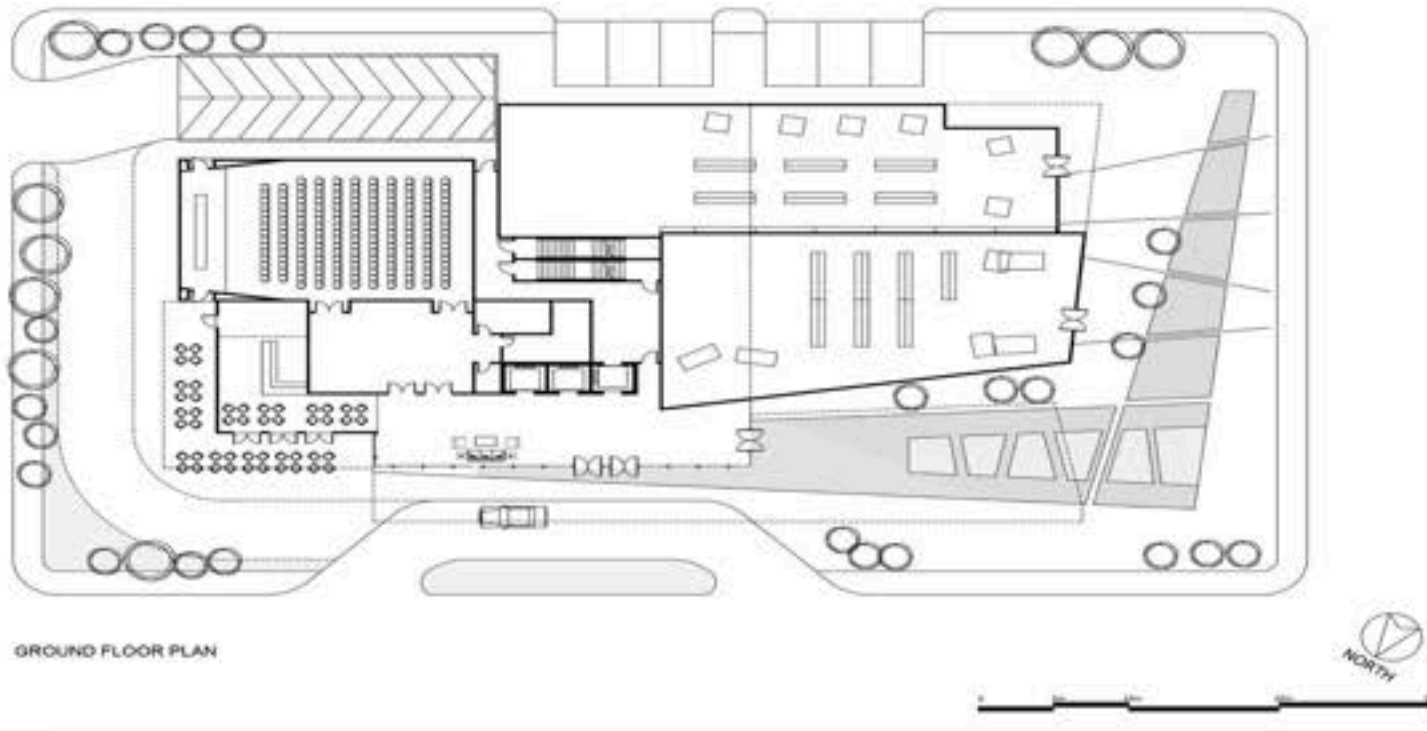
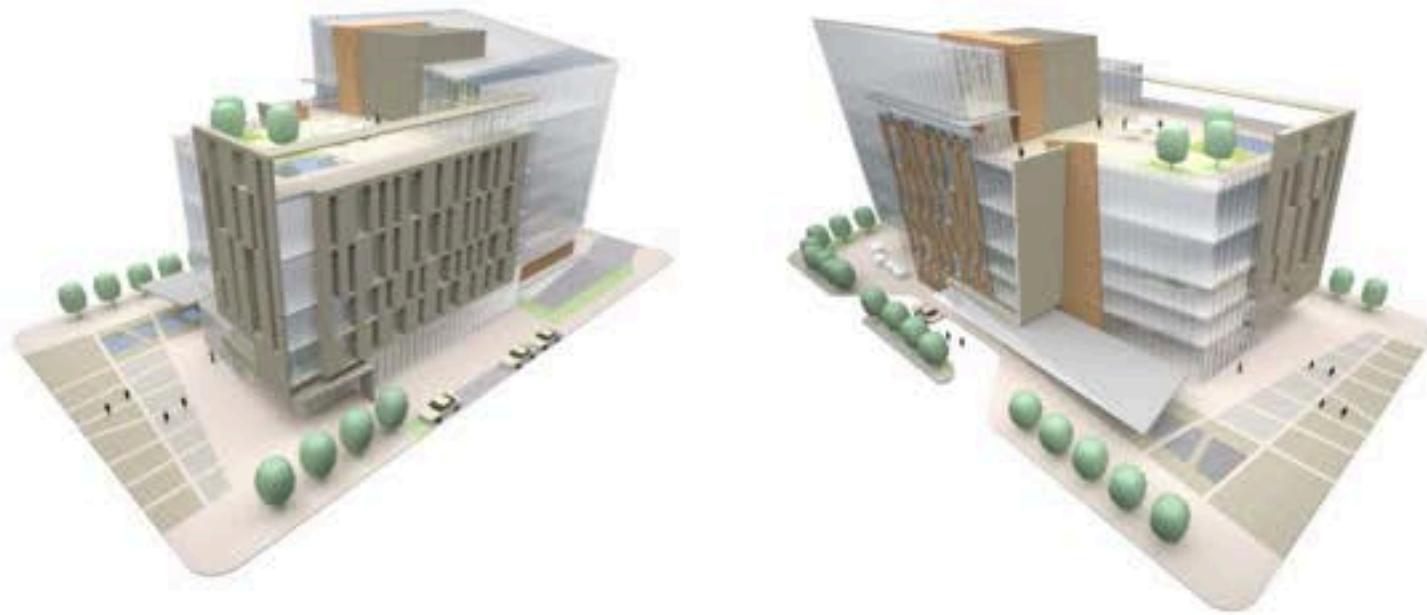
This is a mixed-use master plan for a 200,000 sqm commercial development including shopping centre, leisure and dining buildings and cultural facilities by the riverbanks of Chongqing. Inspired by the Hong Kong cityscape, it features a network of interconnected public paths, steps and landscaped terraces.

The various commercial typologies are brought close together forming a high-density mixed-use cluster of integrated vertical towers and stepped buildings on the sloped terrain. Steps, terraces and escalators both external and inside the buildings create pedestrians pathways linking the riverfront to upper roads and the residential towers on upper levels of the hilly site.



Location: São Paulo SP , Brazil  
 Client: Bolsa de Imoveis Desenvolvimento Imobiliário  
 Size : 16,000 m2  
 Scope: Architecture

Occupying an entire block on one of the most prestigious business addresses in São Paulo, the 18,000 sqm office building features five floors and a terrace-garden penthouse on the top level. At street level, prime space facing main road is dedicated to premium retail space. A feature canopy marks the main entrance and directs people towards the main lobby from the side road. The design pays particular attention to energy-efficiency through building orientation and selection of materials and finishes.



GROUND FLOOR PLAN



Location: Campina Grande PB, Brazil  
 Client: Saphyr Shopping Centres  
 Size : 316,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architectural concept

Patio is a phased project that brings a refreshing look at how to think and conceive a truly mixed-use development to the Northeast of Brazil. It consists of 40,000 sqm shopping and entertainment centre in a 3-storey podium interlinked with 2 office towers, 1 hotel and 4 residential apartment blocks. The master plan revolves around a central outdoor square and explores synergies, efficiency and convenience between the various components of the project suggesting a new and contemporary way to live, work and play.



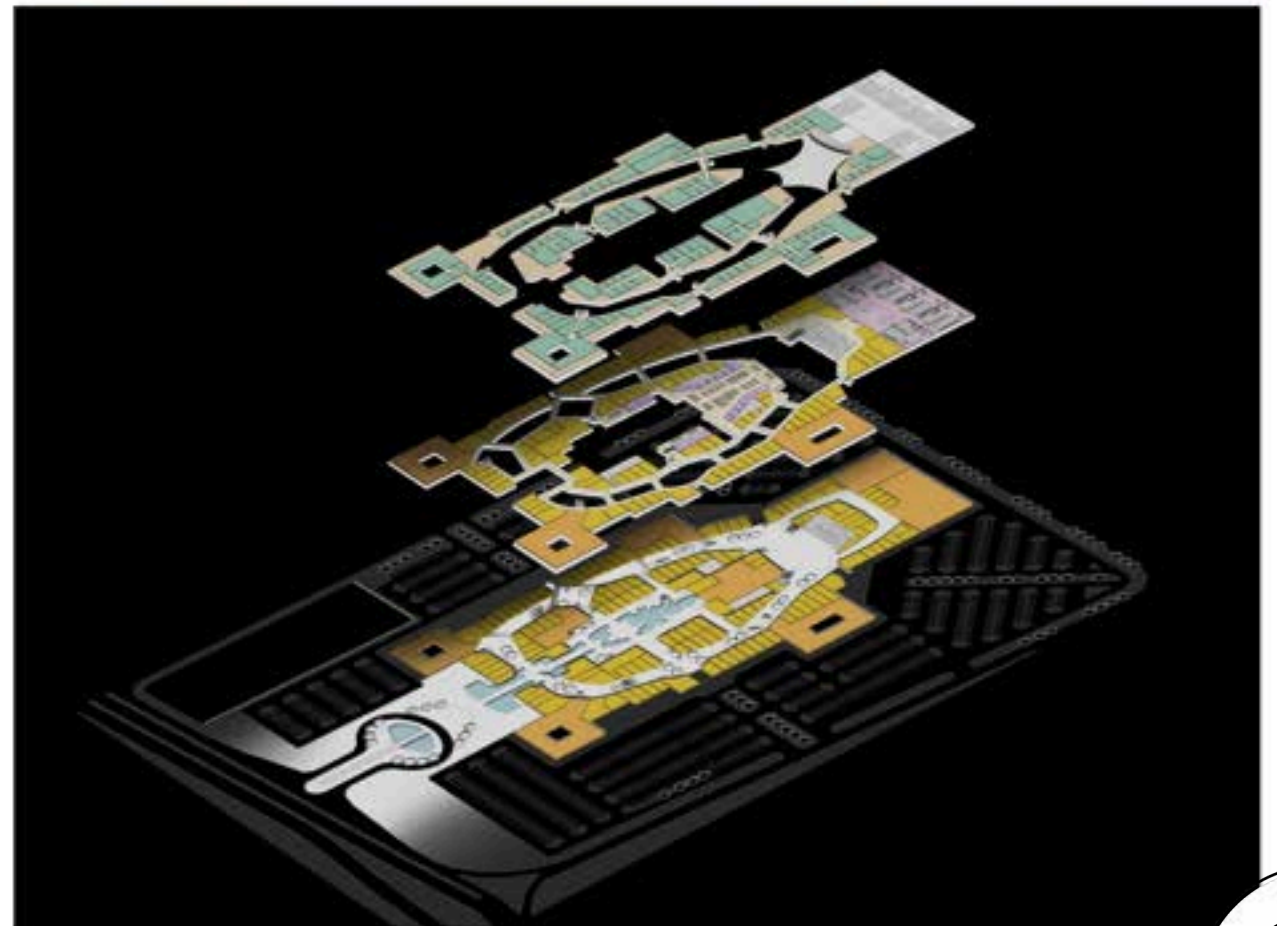
Location: Rio de Janeiro RJ, Brazil  
 Client: Tishman Speyer  
 Size : 83,000 m<sup>2</sup>  
 Scope: Master plan, architectural concept

Gamboa Tower is the latest addition to "Porto Maravilha" and will make its mark with its iconic design character and its contribution for the regeneration of area – now a cluster of derelict sites in the port area of Rio de Janeiro, Brazil. The 23-storey development consists of a hotel tower, serviced apartments and street level shops. The design reflects the attention with the surroundings, views and climate, as well as defines the connection between the street and the new urban block public courtyard. Nestled within the triangular site of the Gamboa Olympic Villa is this new low-rise business park of modern office suites units. Adjacent to the listed and restored railway depot warehouses known as "Galpões da Gamboa". The buildings evolve around open courtyard gardens exposing the heritage warehouses and offering a mix of offices and shop units at ground level, all in pursue of an urban sense of human scale that respects the urban context and inspired the design.



Location: Rio de Janeiro RJ, Brazil  
 Client: CR2 Empreendimentos  
 Size: 64,000 m<sup>2</sup>  
 Scope: Master plan, retail planning, architectural concept

The byword of tropical shopping and leisure, Breeze Walk recreates a cityscape of low-rise buildings, landscaped walkways and courtyards that will take customers through its 64,000 sqm of retail, office spaces, restaurants, bars and cafes. An axial set of waterways, artificial lakes and pools brings the project together into a central courtyard for all-day and night entertainment.







COMMERCIAL OFFICE

**Architecture**  
**Lobby Design**

## On Vine, Hollywood

Project Size: 500,000 sf A 3.5 acre mixed use campus with three low-rise buildings an production studio building, 13,000 sf of retail and a 20-story high rise tower.

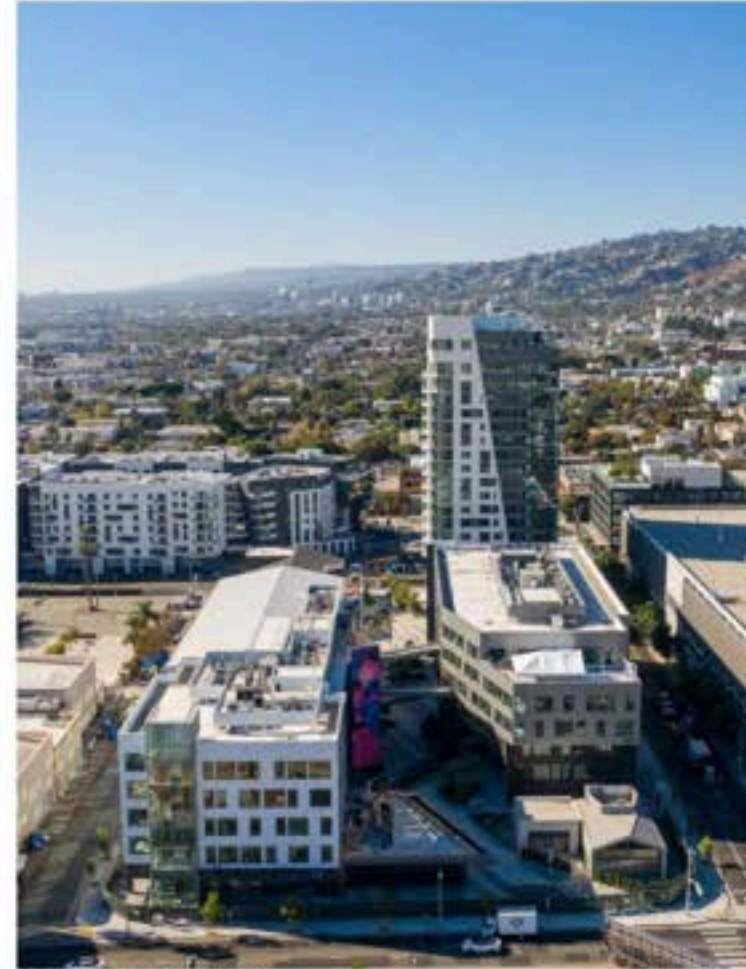
Completion Fall 2021, LEED Gold

Developer: Kilroy Realty Company; Master Plan and Building Design Architect: Shimoda Design Group

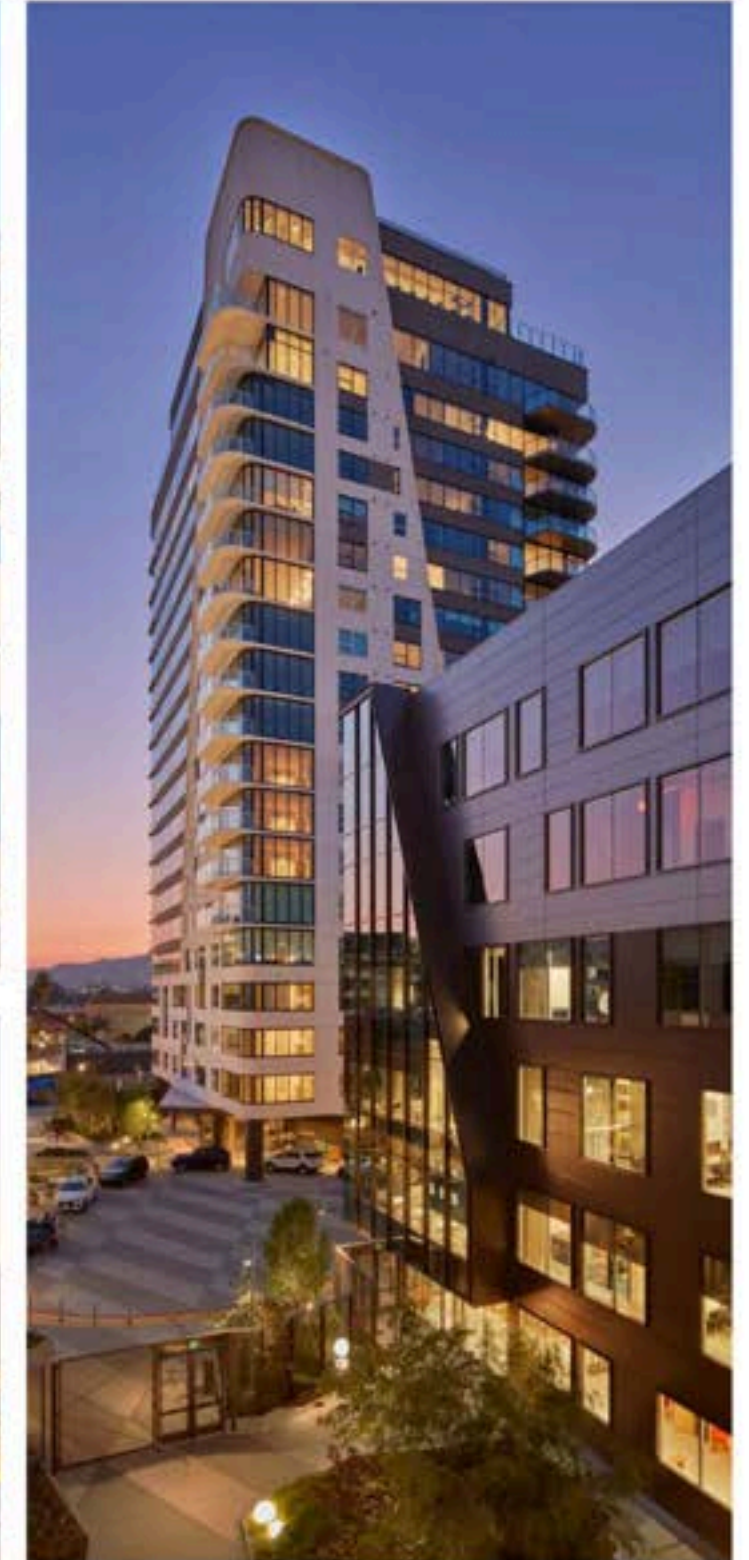
Shimoda Design Group provided a Master plan for a modern day live-work environment in a transit rich location in the heart of Hollywood. The design goals were to create a variety of building types that alluded to structures that were built over time. The campus was designed to be a 24 hour city on a single block. The entire commercial side of the project was leased prior to the completion of construction to one of the most successful streaming companies in the world. Post Pandemic considerations included an abundant use of outdoor areas on every floor of the project.



View of Public Art Piece and Arroyo



Aerial View towards the West



View of Arroyo and Residential Tower



Internal Arroyo

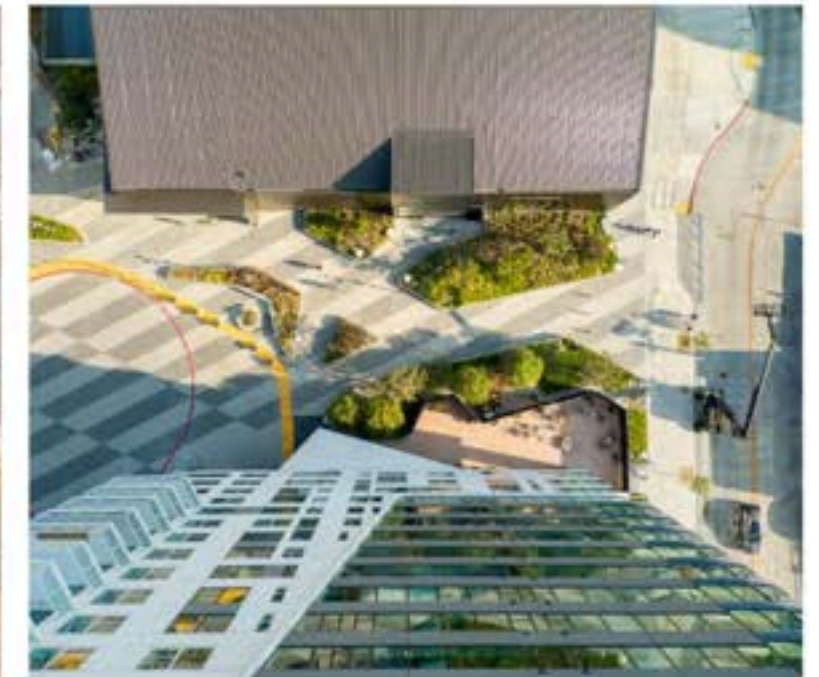


Vine Street Frontage

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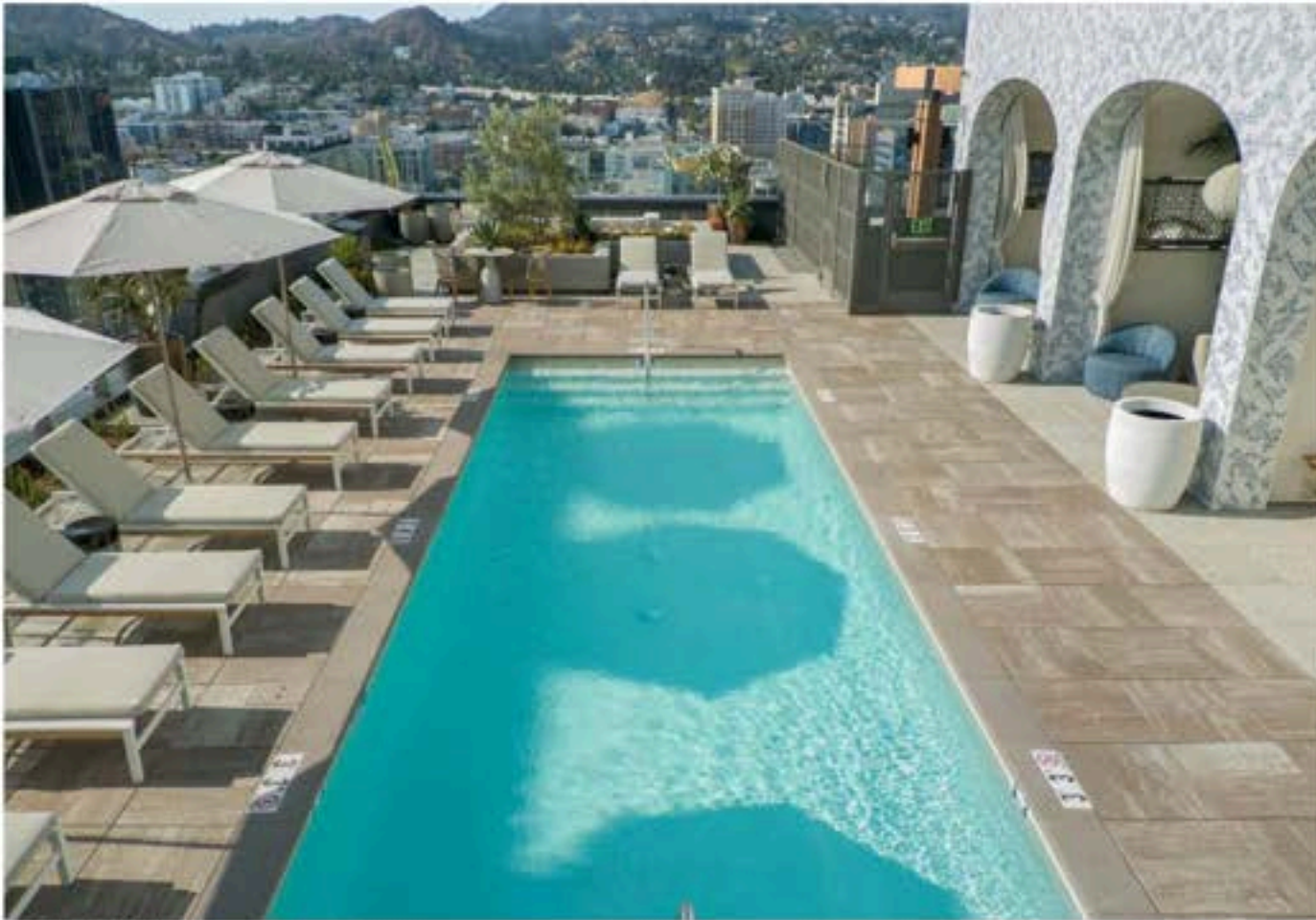
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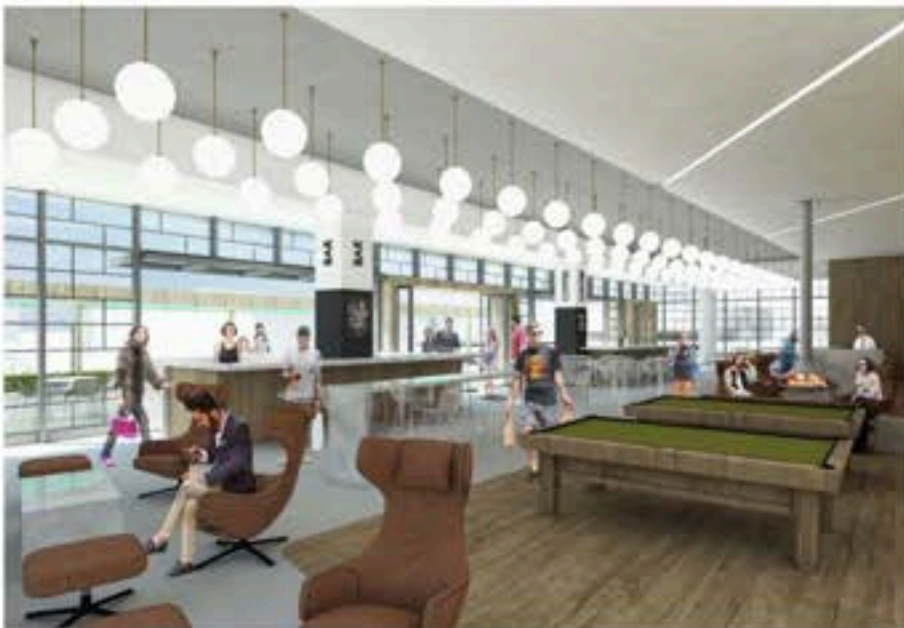
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View of Roof Pool



Aerial View towards the Hollywood Hills



View of Amenity Room



Production Building



Indoor / Outdoor work spaces

SHIMODA DESIGN GROUP  
ARCHITETTURA EXTRA SUPERFINO



# Morgan North, New York City

Project Size: 650,000 sf Completion Fall 2022, LEED Gold

The renovation of a historic postal distribution building with penthouse addition, 3 new lobbies, and two acre green roof.

Developer: Tishman Speyer Properties Architect of Record: Montroy DeMarco Architecture Master Plan. Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group provided the visionary transformation of a 1933 Works Progress Administration (WPA) postal building. The transformation includes the adaptive reuse of the largest mail distribution center in the city to a forward thinking creative office space. A 22,000 square foot roof pavilion was created to anchor the largest private roof garden in Manhattan. The building will arrive at the cusp of the post pandemic era as one of the most healthy work environments in the city.



New lobby intervention



View of Rooftop Garden on Levels, 7,8,9 and 11 with skylights and 22,000 sf Pavilion



View of 30th Street at 10th Avenue



Roof top yoga lawn



View of private work areas



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7th Floor Terrace



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7th Floor Garden Views



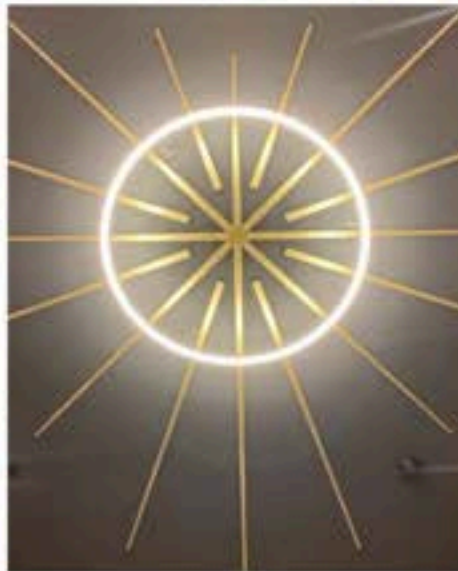
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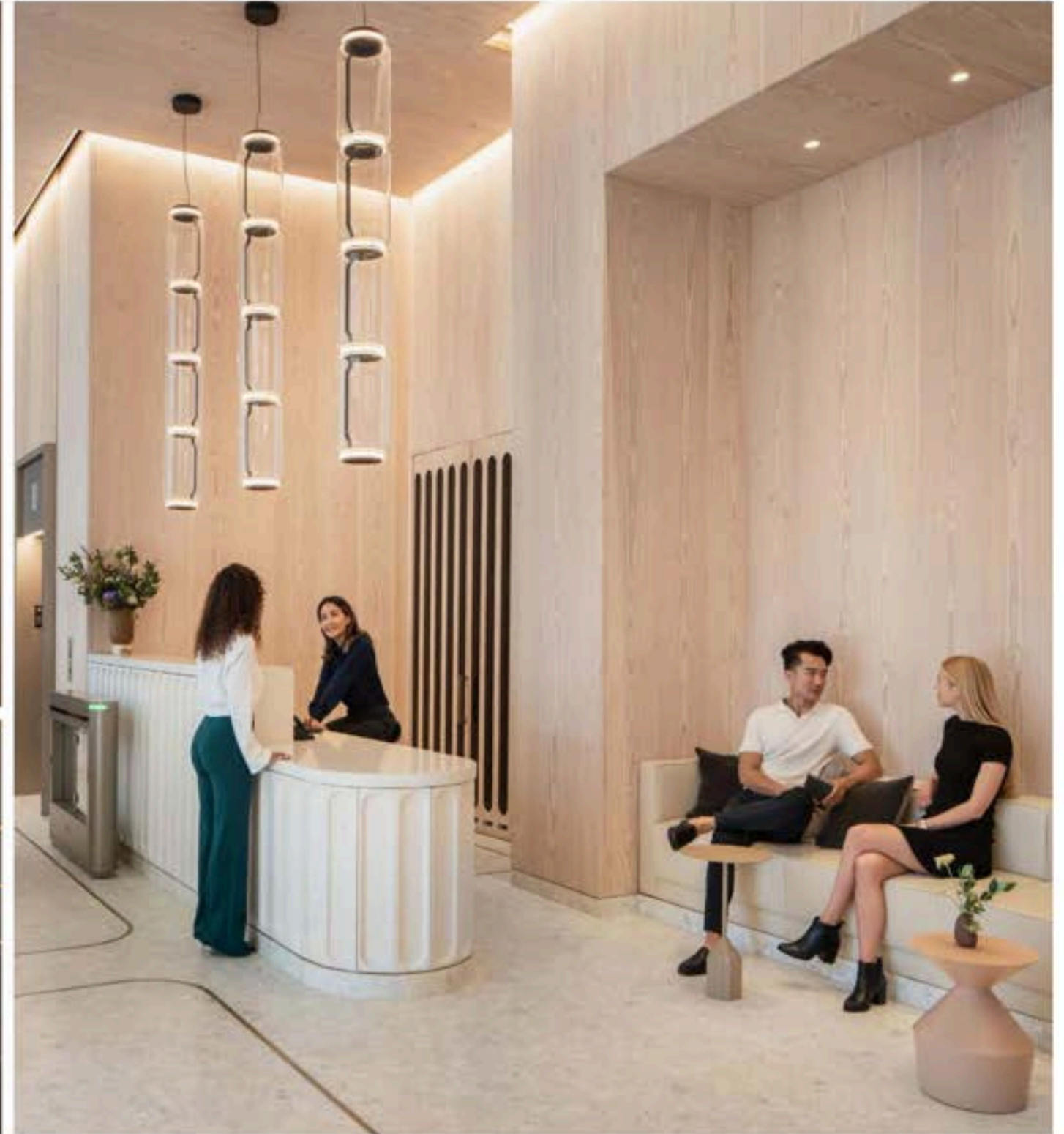
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Tower Lobby Restoration





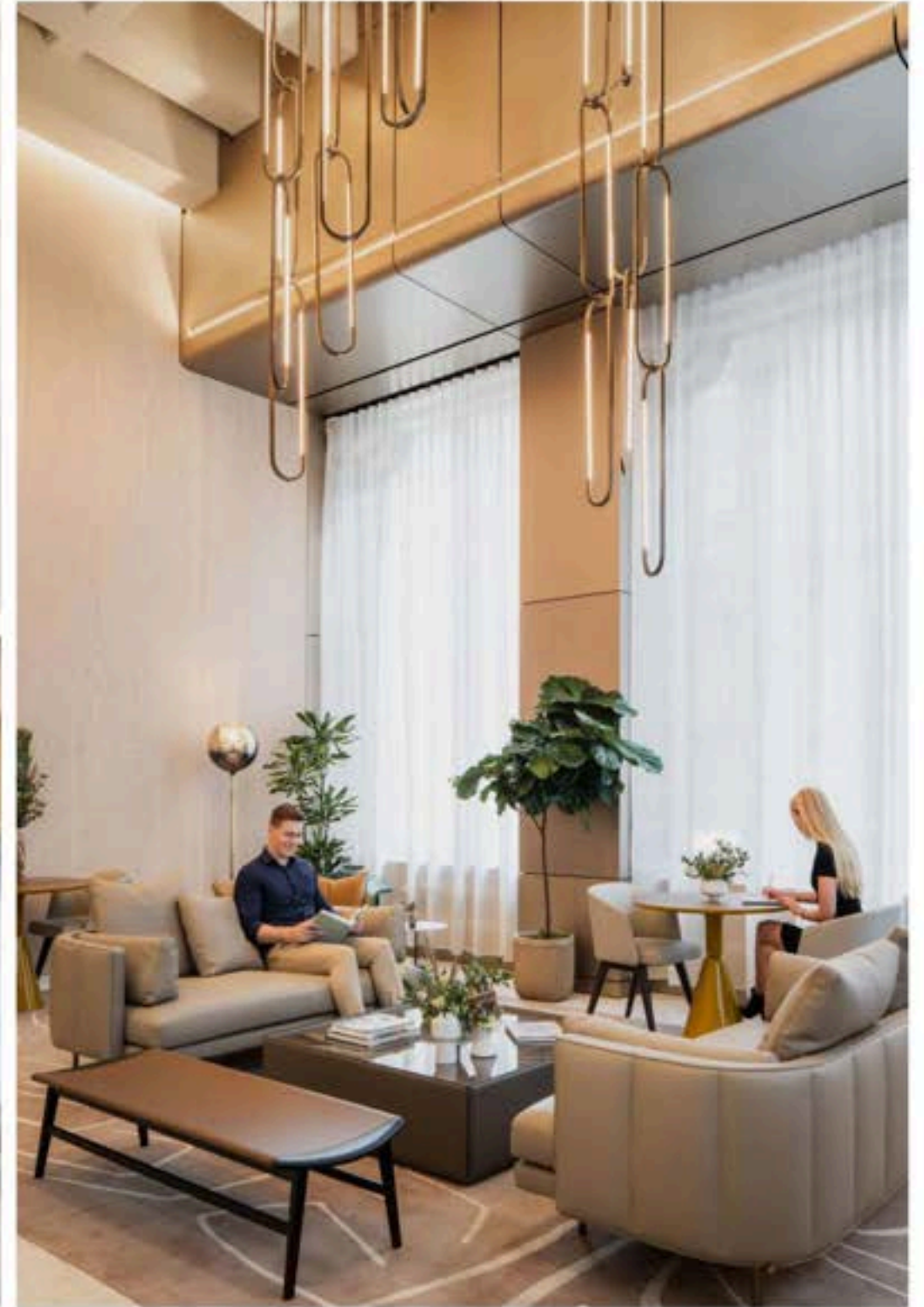
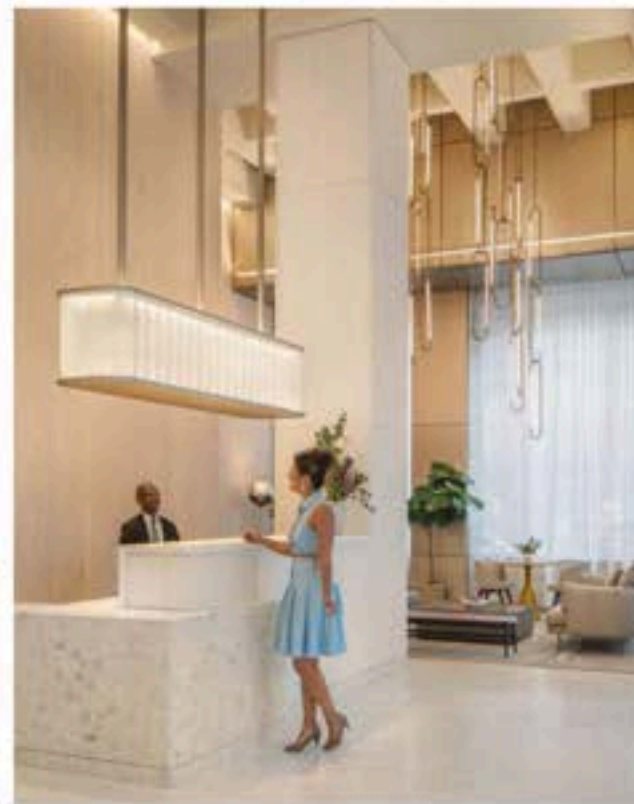
# Morgan North, New York City

Project Size: 650,000 sf Completion Fall 2022, LEED Gold

The renovation of a historic postal distribution building with penthouse addition, 3 new lobbies, and two acre green roof.

Developer: Tishman Speyer Properties Architect of Record: Montroy DeMarco Architecture Master Plan. Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group provided the visionary transformation of a 1933 Works Progress Administration (WPA) postal building. The transformation includes the adaptive reuse of the largest mail distribution center in the city to a forward thinking creative office space. A 22,000 square foot roof pavilion was created to anchor the largest private roof garden in Manhattan. The building will arrive at the cusp of the post pandemic era as one of the most healthy work environments in the city.



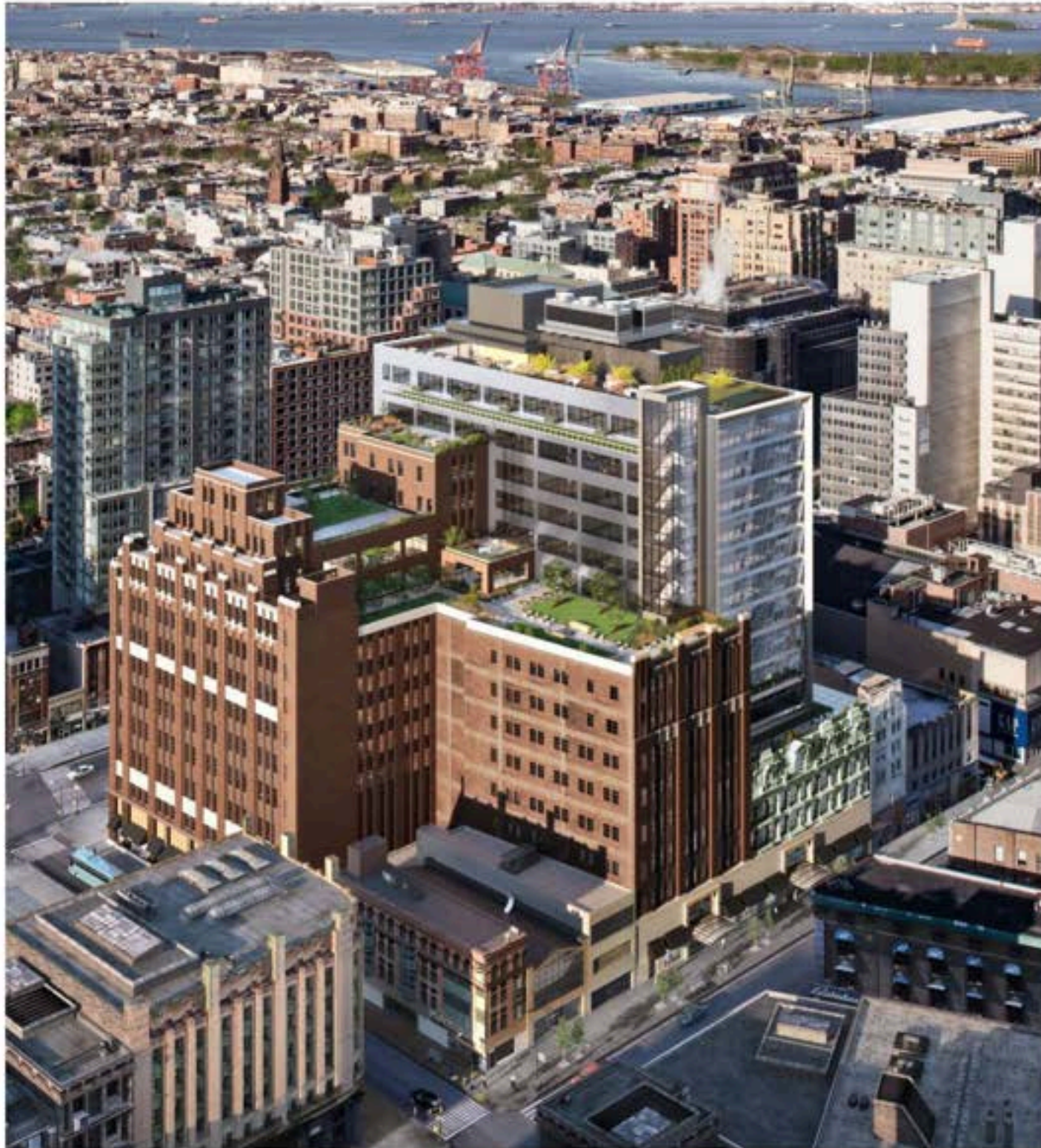
10th Avenue Lobby Creation



# The Wheeler, Brooklyn

Project Size: 740,000 sf    Completion Spring 2022,  
Historic Building Renovation, Addition and Landscape Terraces  
Architect: Shimoda Design Group

The completion of the Brooklyn Bridge in 1881 was the catalyst that allowed Brooklyn to really take off. A speculative developer named Andrew Wheeler built the Wheeler building in 1873. By 1881, Abraham & Weschler (later Abraham & Strauss then Macy's) purchased the building and created one of America's most successful and beloved department stores at 422 Fulton Street. The complex project was realized while the department store remained open to the public. The scope of work rejuvenated and expanded the existing floors while adding ten floors above the Wheeler building. A key feature of this renovation was the creation of a new lobby entrance. The design invites the visitor to experience a space that is brand new, but creates a connection to the history and architecture of the building. The arched shape of the ceiling is inspired by the grandeur of a metro entrance or a vintage theatre lobby.



Overall View: combination of old and new.



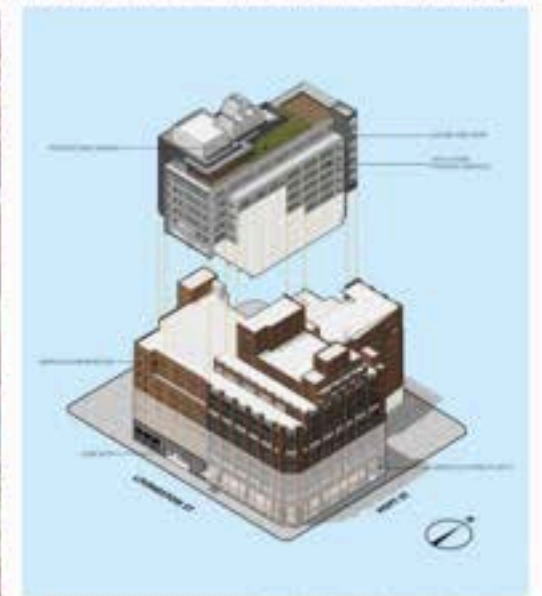
Restoration of historic cast iron facade at the base of the project



Feature stairway



Layering of old and new forms



Combination of historic and new



# The Wheeler, Brooklyn

Project Size: 740,000 sf Completion Spring 2022,  
Historic Building Renovation, Addition and Landscape Terraces  
Architect: Shimoda Design Group

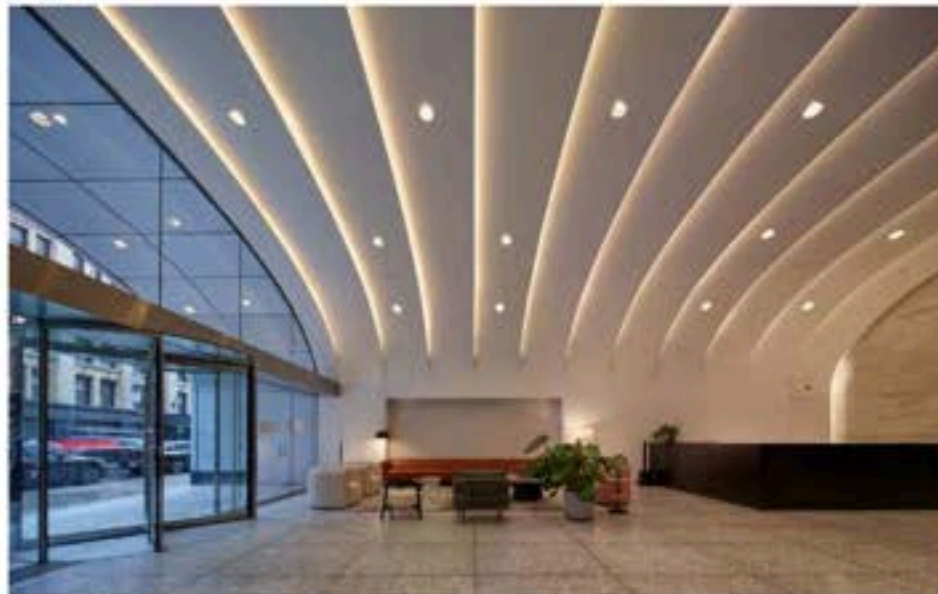
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Lobby Entry



Welcome / Hospitality Area



Feature Wall



Elevator Cabs



Greeting Area



# Bad Robot Productions - Santa Monica, CA

Project Size: 25,000 sf Completion Spring 2010, 2016

Architect: Shimoda Design Group and Waisler Design and Development

This is a renovation and addition to three existing and discrete buildings in Santa Monica. It was purpose built for Bad Robot Productions to create a one-stop location for filming, editing and post production. Amenities included, roof decks, open areas to shoot content, secret conference rooms floating in space, sound studio, full service canteen, editing offices, recording studios and large state-of-the-art theatre.



View From Olympic Boulevard



Western Elevation



View From Euclid Street



Access to the Roof Deck and Tower



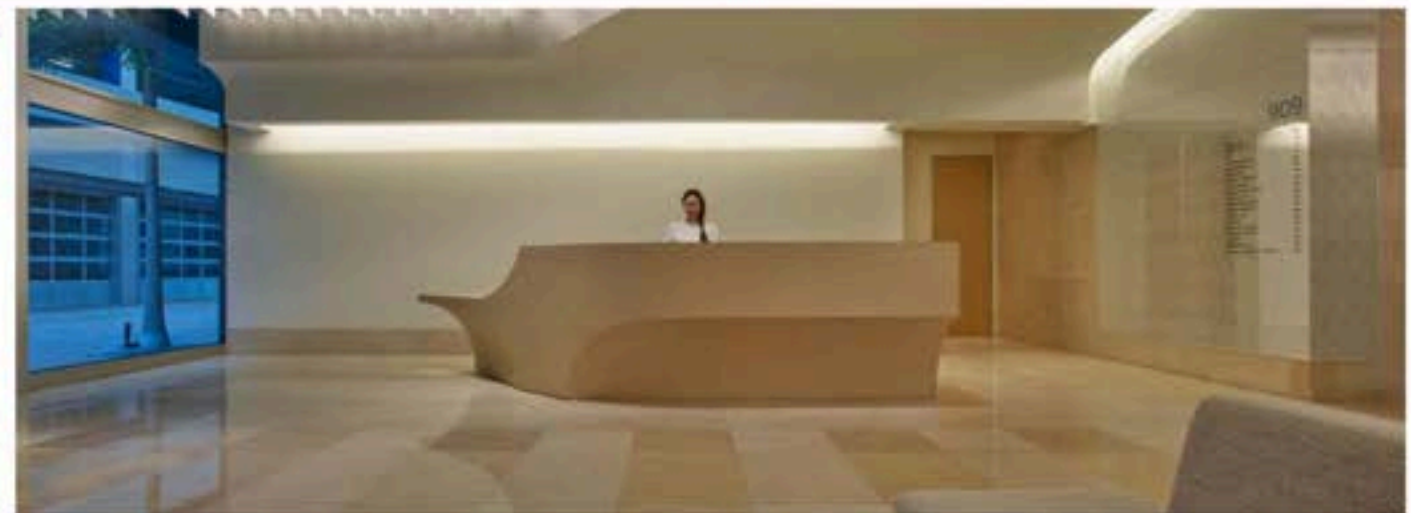
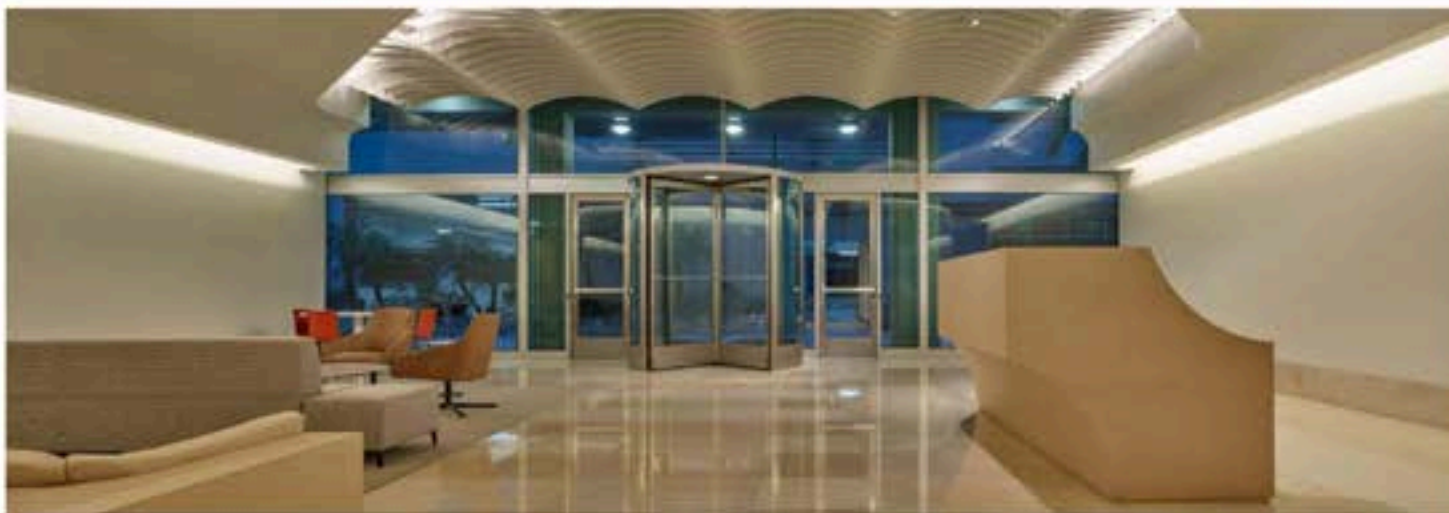
Roof Deck



## 909 Sepulveda, El Segundo, Lobby Renovation

Project Size: 12,000 sf Completion Spring 2020,  
Architect: Shimoda Design Group

This is a lobby renovation in a Class A office building in El Segundo, California. The design encourages a sense of arrival which creates forms and movement that encourages one to move seamlessly into the elevator car area. The organic shapes of the reception desk, the ceiling and the mirrored walls are designed to create an elegant atmosphere of calm and sophistication.



Lobby Area



# Steelcase Work Life Center, Grand Rapids

Project Size: 33,000 sf    Completion Spring 2011, LEED Gold  
Architect: Shimoda Design Group

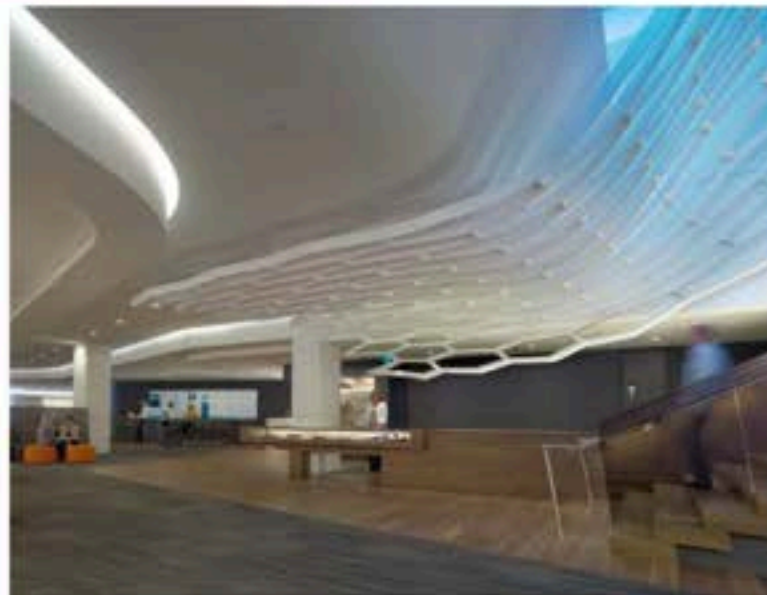
This is one of many projects we created for Steelcase at their headquarters in Grand Rapids, Michigan. The project was designed to accommodate a large population of nomadic workers who were only briefly in town to connect and learn more about what was happening across all of the global sectors. The work cafe is a blend of collaborative and un-assigned work areas that were fueled by spontaneous collisions, caffeine and food.



Welcome area



Lobby: Main Stair Feature



Main Lobby Access Point



# 6565 Sunset Boulevard

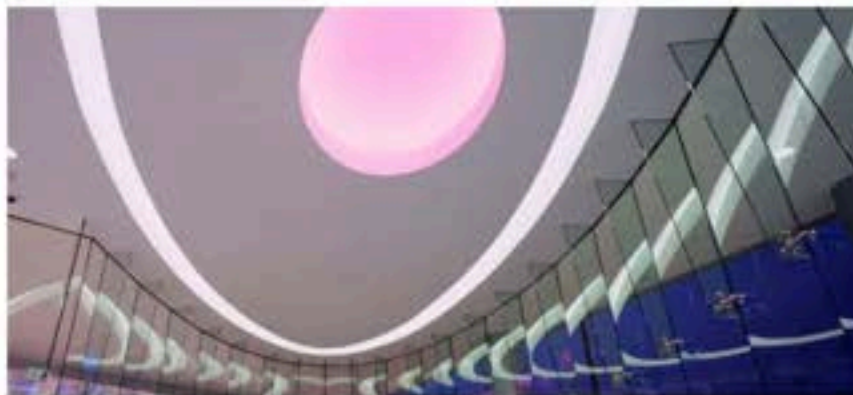
Project Size: 80,000 sf Completion Fall 2002,  
Building Envelope Renovation,  
Developer: Paramount Contractors  
Architect: Shimoda Design Group

Shimoda Design Group created a building envelope renovation along Sunset Boulevard. This is an exterior envelope transformation of a building created in 1969. The building renovation concept was to honor the existing architecture of the building while creating a new floor to ceiling glass facade along Sunset Boulevard. The new glass ellipse lobby was designed to give the illusion that the building was floating above the sidewalk. The architect's also created a light art installation during construction.



Art Installation by Shimoda Design Group

View from Sunset Boulevard



Lobby Views



# Bay Street, Artist District Los Angeles

Project Size: 221,000 sf Completion Fall 2024, LEED Gold

A 4 building creative complex along the LA River.

Developer: Tishman Speyer Properties

Master Plan, Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group is creating a destination project in the burgeoning Artist District of Los Angeles. The program combines retail, production space, creative office within a private garden setting. This will be one of the first post pandemic building projects that will take advantage of Southern California's climate to create healthy work spaces directly connected to nature.



View from the LA River



Wet Deck on the Floor



View from Bay Street





# The Collective, Playa Vista California

Project Size: 200,000 sf Five Two-Story Office buildings.  
Completion Fall 2015, LEED Gold Developer: Tishman Speyer Properties  
Master Planning, Building Design and Production Architect and Landscape Concept: Shimoda Design Group

Master plan for five architecturally distinct buildings on the historic runway of Howard Hughes Aircraft Center in Playa Vista. The design goals were to create an iconic building design that would create a new model for low-rise creative space in Los Angeles. The master plan included more than 16 private landscaped parks to promote healthy outdoor work and play. The interior structure of wood and steel set the stage for an industrial creative space reminiscent of the Spruce Goose Hangar.



View of building entry



View from Bluff Creek Road



Aerial View



View from Central Park



# Hayden Place, Culver City

Project Size: 200,000 sf Competition Entry 2021

Master Planning, Building Design, Landscape and public spaces

Developer: Hackman Capital and IDS Real Estate

Master Planning, Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group proposed a new office building prototype that featured all of the public space as a park at the top of the building. The site constraints and city planning codes were the inspiration points of creating this unique building. Large floor plates with four internal courtyards create a spacious 3-dimensional building form that allows for immediate access to natural light, ventilation and natural outdoor work and play areas. The building encouraged the population to exist on a 80,000 sf rooftop park complete with a volleyball court, enclosed work pavilions, food court, yoga decks and exercise circuits.



Park on top of a building



Internal Courtyards



Private work pavilions on the roof



Aerial View, Park on top of a building



Entry Motor-court with Public Art Feature



# Harwood International: Multiple Projects, Dallas

Project Size: More than 5 million sf    Completion: Ongoing  
 Master Planning, Building Design, Landscape and public spaces 1996- 2006  
 Developer: Harwood International  
 Master Planning, Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group has worked on this Master Plan since the mid 1990's. The office focused project was infused with world class ideas of timeless architecture, landscaped gardens, and unique boutique amenities. Over time, the project has grown to more than 5 million square feet. Shimoda Design Group was instrumental in the planning of the overall district, the design of 5 office buildings and collaboration with many of Dallas' best designers to make a unique work place in Dallas.



Phase 12: Hi Rise Study



St Ann Court: Cafe, Museum and Office Tower



Performance Lawn at St. Ann Court



Live Oak Plaza



View of connecting landscape elements, places of respite and places of transition



View along McKinnon Street



Rolex Building Dallas



# Western Studios: South Los Angeles

Project Size: 215,000 sf | Concept Plan 2022

Master Planning, Building Design, Sound Stage and Landscape Design

Developer: FundRise

Master Planning, Building Design Architect and Landscape Concept: Shimoda Design Group

Studios on Western will become a catalyst of culture, commerce and community for South Los Angeles. It is designed to infuse the community with pathways to the entertainment industry through education, jobs and content production. Transforming 4.49 acres of light industrial property into state of the art sound stages and production office, the project takes on a holistic view of content production that includes: public identity, production facilities, sustainability and wellness. Because of its community based existence, it will have impact on a local and global level.



Iconic Architectural Corner



View of Base Camp Alley and Support facilities



Community rooftop theatre and cultural center



Aerial View of Sound Stages, Production support buildings and landscape amenities



Creative Office, Retail and post production headquarters building



# United Talent Agency Plaza, Beverly Hills

Project Size: 190,677 sf Completion Fall 2013

Building Renovation / Addition and Landscape Improvements

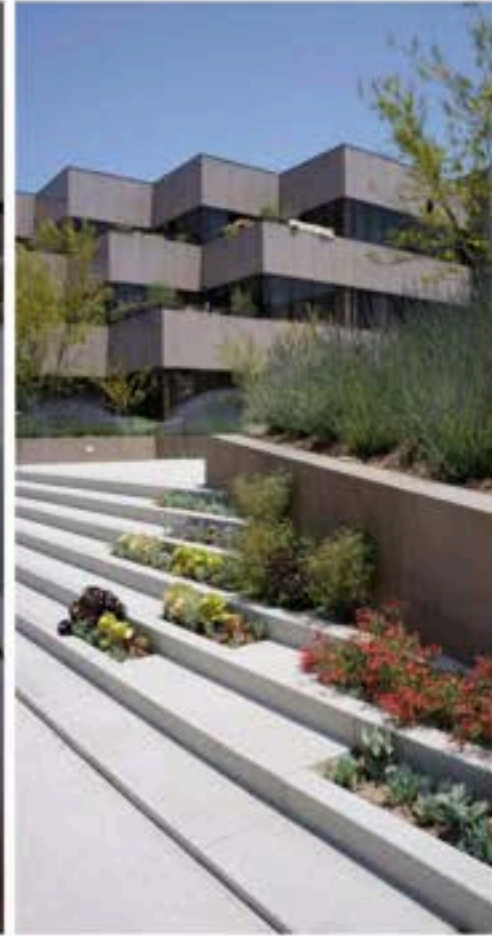
Developer: Tishman Speyer Properties

Master Plan, Building Design Architect and Landscape Concept: Shimoda Design Group

Shimoda Design Group revived an existing office complex that enabled tenants to have a distinct identity with an improved landscape experience. Modest architectural elements were added to the building to improve branding visibility and overall architectural appearance. The project was augmented with lushly landscaped outdoor spaces that unified the a lower level and street level plazas into cohesive and connected space. The landscape palette is regional and sensitive to the dry Southern California climate.



Various Landscape Features



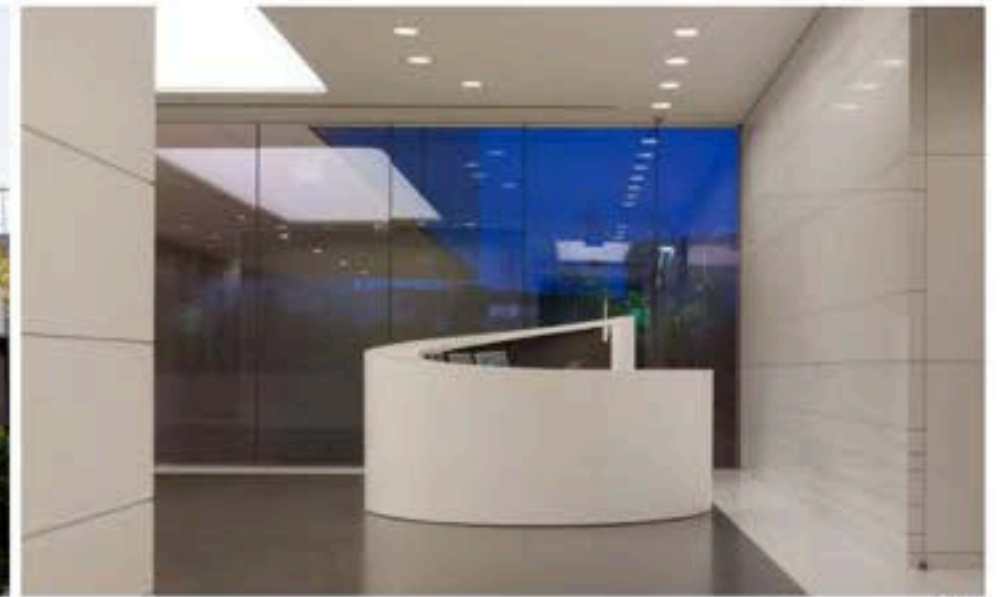
Entrance Courtyard



Aerial View of the two buildings and entrance Courtyard



Cafe in the garden



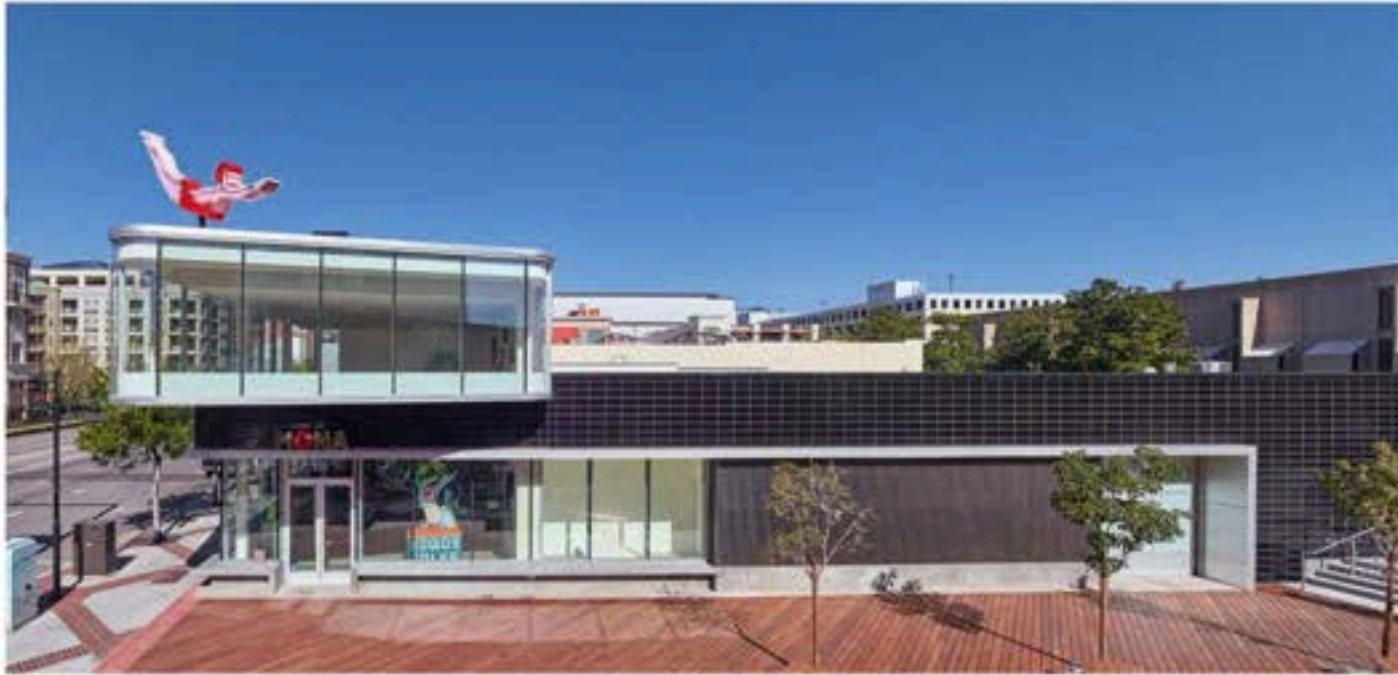
Lobby



# Museum of Neon Art - Glendale, CA

Project Size: 7,690 sf    Completion January 2015  
Building Renovation / Addition and Interior Improvements  
Developer: City of Glendale

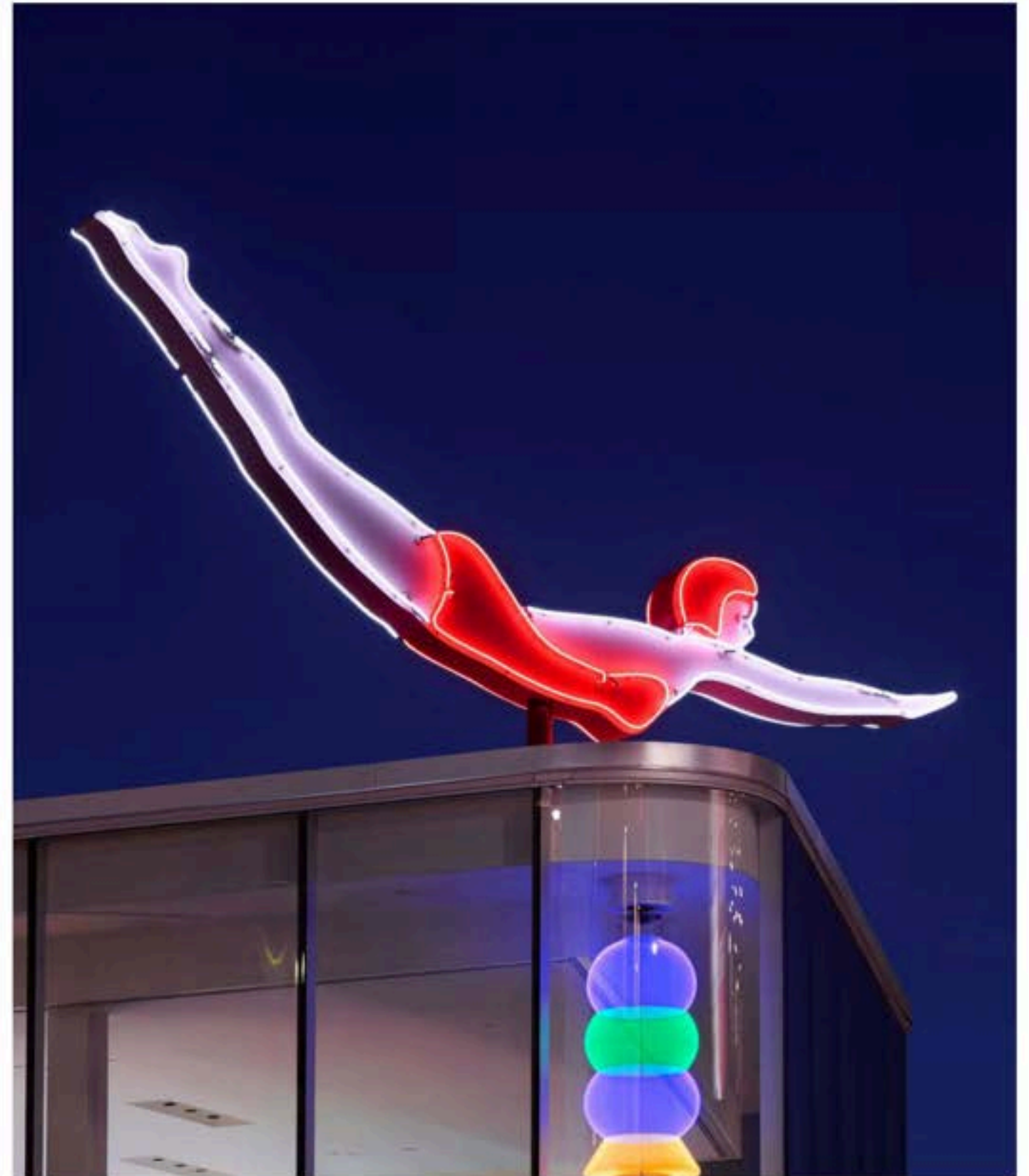
The project was the culmination of the public/private partnership lead by the Glendale city redevelopment agency, city planner and the Museum of Neon Art with the guidance of the architect to create a unique opportunity for a cultural development in the heart of Glendale. The project encompasses a building renovation, the creation of a public paseo and the design of the new home for the Museum of Neon Art. The museum is one of a handful of organizations in the United States that is dedicated to the history, education and preservation of the neon sign.



View from the Paseo



View from Brand Boulevard



Re-imagined Vintage Diver Sign



# Bay Street, Artist District Los Angeles

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A 4 building creative complex along the LA River.

Developer: Tishman Speyer Properties

Master Plan, Building Design Architect and Landscape Concept: Shimoda Design Group

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View of entrance plaza and Sound stage / production building



Overview of the nine story building and production studio buildings



View of south building



View of roof top wet deck and landscaped seating areas



View of entrance plaza and dining courtyard



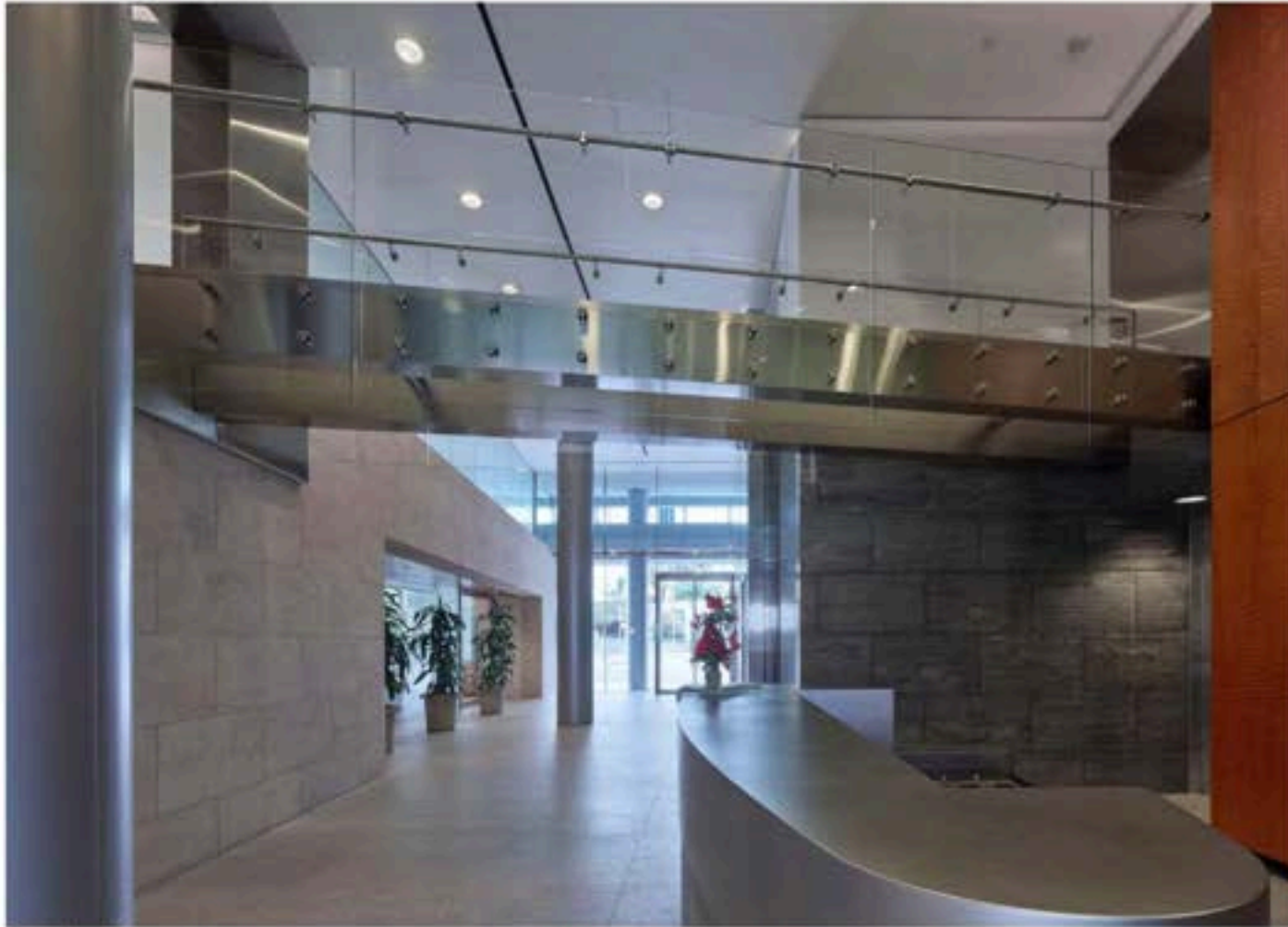
# Rolex Service Center - Beverly Hills, CA

Project Size: 42,934 sf Completion Sept 1997

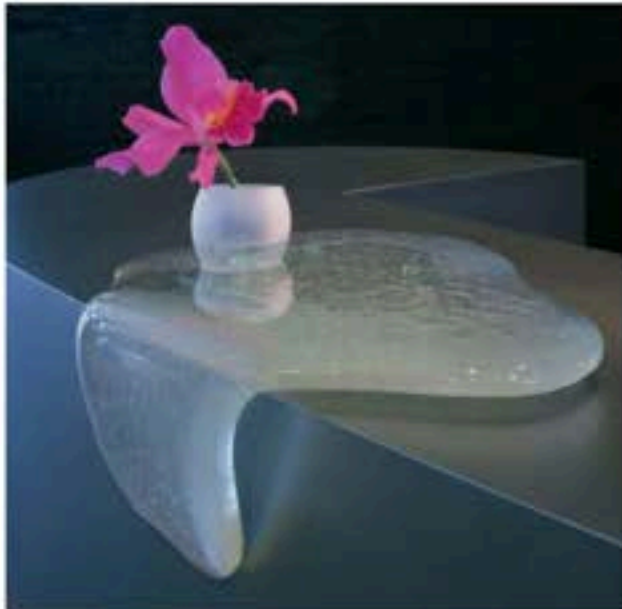
Building Renovation / Addition and Interior Improvements

Developer: Rolex USA and Harwood International Architect: DMJM (Joey Shimoda Project Architect)

This project is a renovation of a 1950s typical retail and office building. The scope of work included the creation of a new glass and metal envelope. The work also included the renovation of the interior lobbies and common areas. Shimoda Design Group has been the Architect of the building since 1996. This was the first project for Rolex that Joey Shimoda was the design and technical leader. The building has won numerous awards and is an example of timeless architecture.



Interior glass bridge



Art glass



Rolex lobby



View from Wilshire Blvd.







HOSPITALITY

**Interiors**

Landscape

# SILVERFOX



## embu

### Mandarin Oriental Hotel Singapore

Awards: LIV Hospitality Design Awards.

Embu is the 3 Meal Outlet at the Mandarin Oriental Hotel Singapore on Level 3 adjacent to the Guestroom Atrium. The name is taken from the Singapore Tembusu Tree. Its image graces the back of the Singapore five-dollar note.

The tree was chosen to exemplify Singapore's aspiration of becoming a "Garden City".

Moreover, its sturdiness and spreading canopy were thought to embody strength, resilience and a continuous drive for progress.

The concept narrative brings the garden from outside to inside the restaurant opening up the views from the Hotel's grand atrium through this flamboyant multi-layered dining experience.





embu, Mandarin Oriental Singapore





# SILVERFOX



## **Man Wah Restaurant** **Mandarin Oriental Hong Kong**

Awards : AHEAD Asia, Luxury Lifestyle Award, Forbes & International Property Award.

Michelin-star red Cantonese restaurant, Man Wah by Wong Wing-Keung,  
faces Hong Kong's iconic city skyline and Victoria Harbour.

The interior provides a mix of contemporary, luxurious and exquisite Cantonese elements.





Man Wah Restaurant, Mandarin Oriental Hong Kong



# SILVERFOX



## **The Aubrey** **Mandarin Oriental Hong Kong**

Awards : Gold Key Award, AHEAD Asia, Forbes & International Property Award.

An eccentric and flamboyant English gentleman's manor showcasing his obsession with the Japonisme arts movement.  
The bar and lounge being inspired by Aubrey Beardsley's influenced Japanese woodblock print artwork.





The Aubrey, Mandarin Oriental Hong Kong – Lounge





# SILVERFOX



## **Gordon Ramsay Pub The Londoner, Macau**

As the anchor F&B outlet at the iconic Londoner Casino Macau, Gordon Ramsay has opened a large signature restaurant with exterior / interior façade elevations accessed from the adjacent Norman Foster designed Apple store courtyard. Inspired by the industrial age of London's railway viaducts, the interiors are an authentic reference to a bygone era.





Gordon Ramsay Pub, The Londoner Macau – Bar





Gordon Ramsay Pub, The Londoner Macau



SILVERFOX



**Emirates Palace Abu Dhabi**



# SILVERFOX



## **Broadway** **Emirates Palace Abu Dhabi**

"A Brasserie on Broadway" New York, was the origin of this large event gathering Bar/ Restaurant. The concept for Broadway sets the outlet in a re-purposed warehouse, adjacent to a large theatre. The design concept draws against a Brasserie which has been set up to brew its own Beer, have an extensive menu and be used for pre and post-performance events. The various rooms within this industrial complex include the main Bar, a tasting Bar and wine niche, Lounge seating corners with booths and a vaulted ceiling Cellar space. We also have an extensive outdoor terrace and garden.





Broadway, Emirates Palace Abu Dhabi



SILVERFOX



**Mandarin Oriental Hotel Dubai**



# SILVERFOX



**Club Lounge**  
**Mandarin Oriental Dubai**  
Awards : The International Hotel & Property Award.





# SILVERFOX



## **The Spa** **Mandarin Oriental Dubai**

Awards : Gold Key Award, AHEAD MEA, The International Hotel & Property Award.

“The Spa” is one of the largest and most complex outlets in the hotel chain.



# SILVERFOX



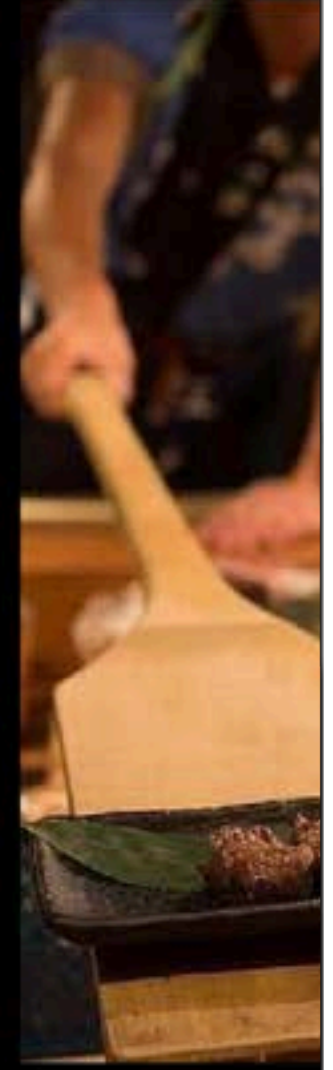
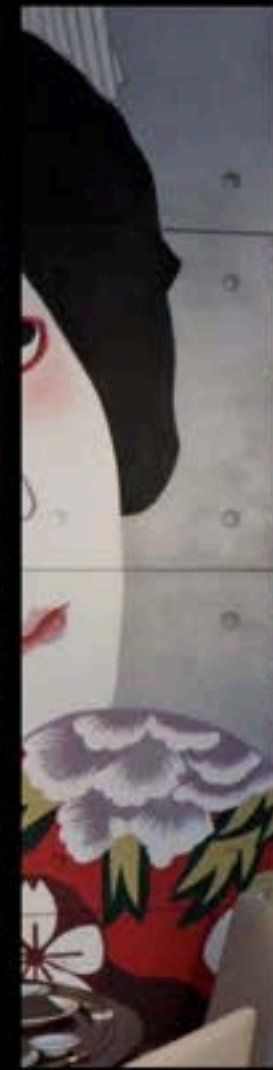
## **The Bay** **Mandarin Oriental Dubai**

Awards : The International Hotel & Property Award.

The Bay (Three Meal Restaurant). This Internationally acclaimed Hotel & Property award winning outlet showcases a large live kitchen, bakery, oriental kitchen, bar lounge and verandah. Each area can join or separate according to operational need.



# SILVERFOX



## Netsu

### Mandarin Oriental Dubai

Award : The International Hotel & Property Award, Conte Nast

Multi Award winning Fine Dining Japanese Restaurant by Ross Shonhan, Formally head chef Zuma and Nobu London, now operating his own series of world class restaurants, Netsu is a double height Japanese Kabuki Theatre inspired concept with the Robotayaki Grill Kitchen Centre Stage. Including a Sushi Kitchen, Bar lounge and a landscaped exterior Japanese Bamboo Garden.





# SILVERFOX



## **Tasca by José Avillez** **Mandarin Oriental Dubai**

Awards: Conde Nast, Forbes and FACT Dining Award, The International Hotel & Property Award.

José Avillez, is a Portuguese chef and world renowned restaurateur, owner of the famous Belcanto restaurant, Lisbon which has two Michelin stars. His cooking style is contemporary, Portuguese and has earned Tasca a reputation as being one of the best restaurants in the Middle East.





# SILVERFOX



## **Mandarin Oriental Shenzhen**

The Hotel, located on the upper floors of the 79-storey super-tower building in the prime Futian business district, has a total of eight restaurants and bars and an impressive meetings and events space.



# SILVERFOX



## Rin

### Mandarin Oriental Shenzhen

Located on the 77<sup>th</sup> floor, Rin is a Specialty Private Teppan Dining Room





# SILVERFOX



## **Prohibition Bar** **Mandarin Oriental Shenzhen**

Awards: AHEAD Asia Award.

Drawing upon an image of Dockside Warehouse Storage & Distribution during the prohibition period of the 1920's in New York and Chicago. This destination outlet concept has been translated as a roof loft speakeasy.



# SILVERFOX

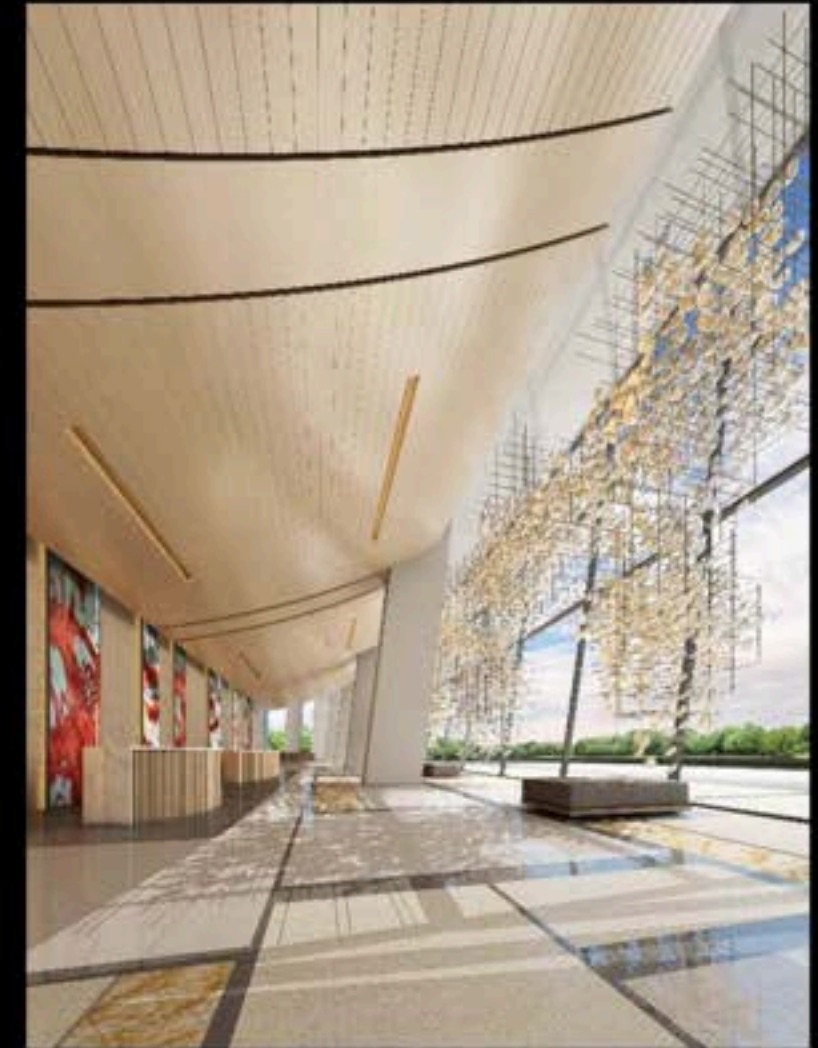


## **Hyatt Regency Hotel**

**Hengqin, China**

This complex comprises a 500 room Hotel, a Service Apartment building, an Event/Entertainment complex and Retail podium.





Hyatt Regency Hengqin China – Lobby





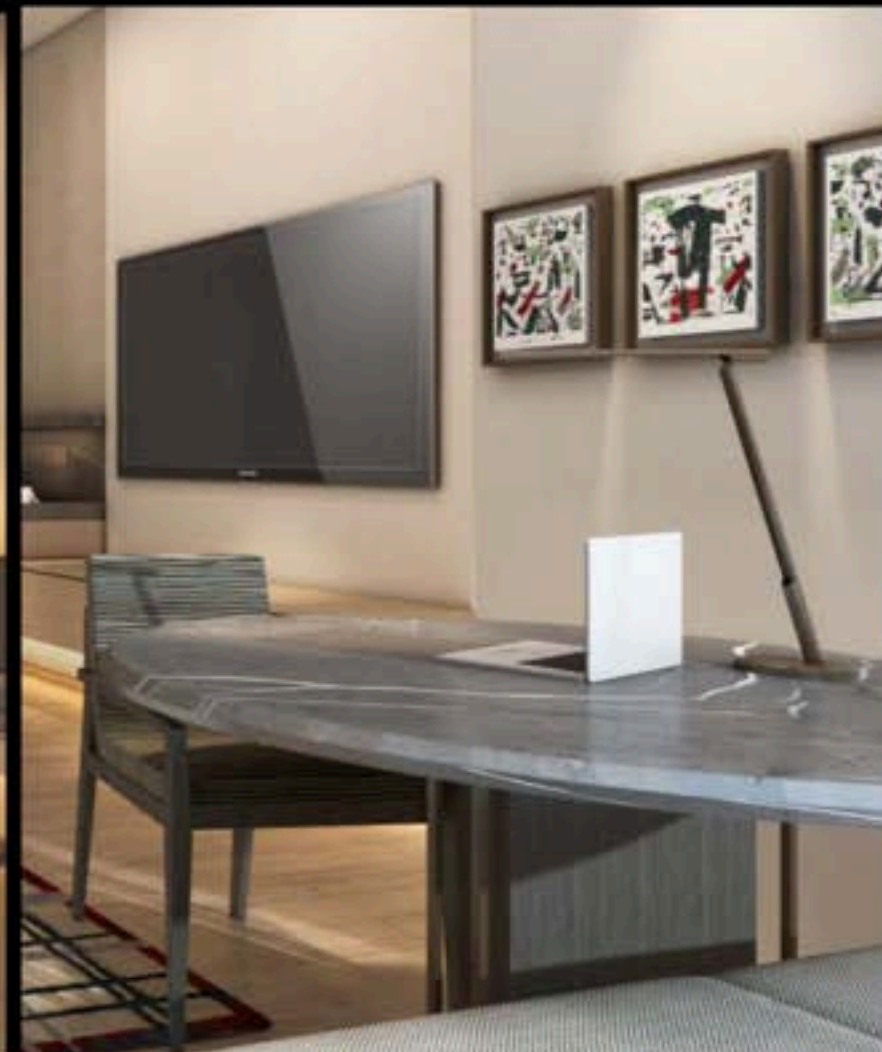
Hyatt Regency Hengqin China – Restaurants



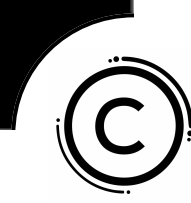


Hyatt Regency Hengqin China- Ballroom & Prefunction





Hyatt Regency Hengqin China – Standard Guestroom





HOSPITALITY

Interiors  
**Landscape**



- 1 One&Only Royal Mirage (EDSA)
- 2 Madinat Jumeirah (EDSA)
- 3 One&Only Royal Mirage Arabian Court (EDSA)
- 4 Atlantis The Palm (EDSA)
- 5 Private Island (HH Skh Mhd Bin Rashid Al Maktoum)
- 6 HH Royal Majlis Court (HH SMBRALM)
- 7 One&Only The Palm
- 8 HRH Royal Villa and Horse Stables
- 9 Atlantis The Royal Resort & Residences

For more than 20 years, 40NORTH has been intimately involved in the master planning and detailed design of many of the most iconic hospitality projects in the United Arab Emirates (UAE), including many on the Palm Jumeirah development.







We pitched the concept in New York to the owners nearly a decade ago. 40NORTH had full time boots on the ground in Dubai pushing the project forward toward an opening earlier this year after more than 8 and a half years of design and construction.

### ATLANTIS THE ROYAL, RESORT & RESIDENCES

Location:	Palm Jumeirah, Dubai, United Arab Emirates
Scale:	75 acres
Client:	Kerzner International
Design Team:	KPF + GA Design + SMD + WSP + SKS   SKS-40NORTH
Construction Cost:	\$1.5B USD
Scope:	Full Design Services





Dubai, UAE | Atlantis, UNITED ARAB EMIRATES  
Photo Credit: 40NORTH

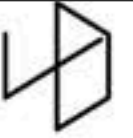
Our latest project in the UAE is currently the largest, most expensive luxury hotel on the planet Earth. Our collaborative involvement in this project has been diverse, as we have designed more than 70 unique private swimming pools and amenity terraces for the guests and residents of the project. Opened on February 10th, 2023.





*The real thing (right) looks better than the CGI renderings (left) for the project.*





### Cutting Edge Resort Design on the Planet Right Now.

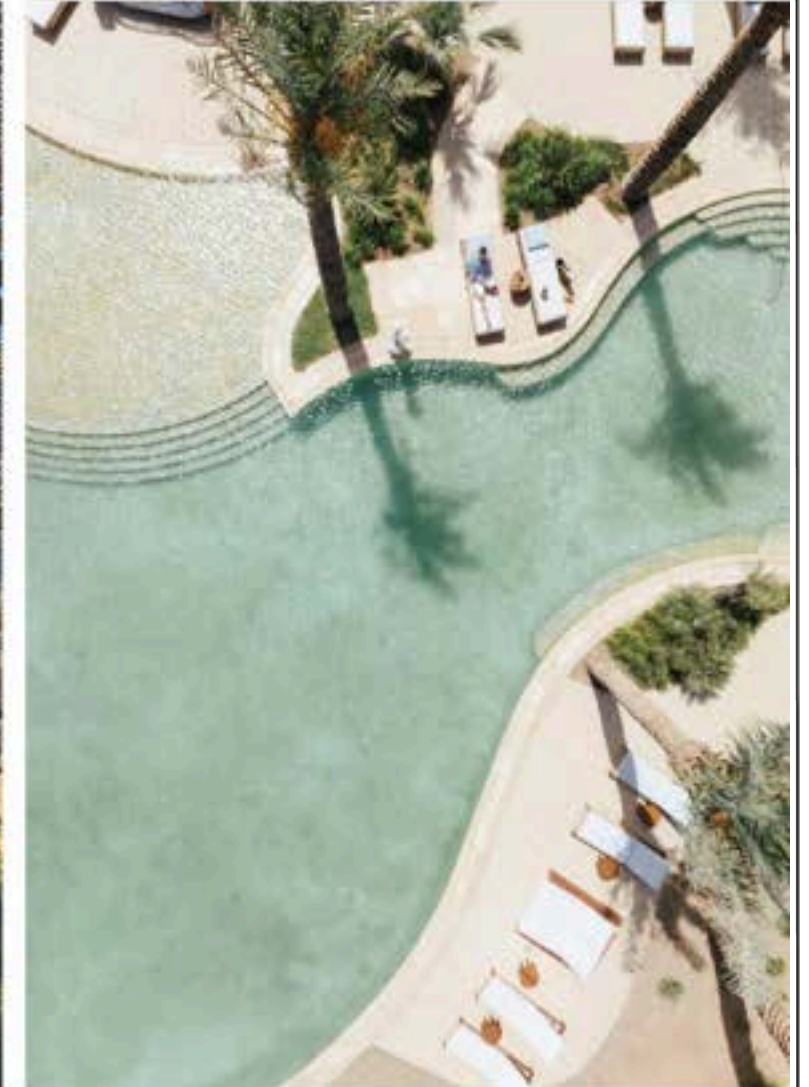
We have been working on projects in the Kingdom of Saudi Arabia since 2019. We have had the opportunity to work in several prestigious projects in the region starting with the Southern Dunes resort operated by Six Senses in the Red Sea Global Development. Together with SKS Studio and Foster + Partners we designed the master plan and landscape architectural amenities for the first resort to open under the Red Sea Global brand, opening earlier this summer in the Tabouk Province.

40NORTH is also currently working on two components of the Diriyah Gate project, operated by Rosewood Hotel Group, in the Wadi Hanifah portion of the Giga-project in Riyadh.





Dubai - UNITED ARAB EMIRATES (UAE)



Our latest project in the UAE is currently the largest, most expensive luxury hotel on the planet Earth. Collaborating with SKS Studio, we pitched the original landscape concept in August 2014. Our collaborative involvement in this project has been diverse, as we have designed more than 70 unique private swimming pools and amenity terraces for the guests and residents of the project. Opened in November 2023.





(Photo Credit: One&Only Resorts)  
Dubai - UNITED ARAB EMIRATES (UAE)

Location:	Palm Jumeirah, Dubai, United Arab Emirates
Scale:	15 Acres, 95 Key Boutique Hotel
Client:	Mirage Mile Leisure & Development
Design Team:	CK + WA + DSA + Studio Lumen + 40NORTH
Construction Cost:	\$165M USD Total Construction
Scope:	Full Design Services

Shortly after it's opening in 2010, this resort hotel on the Palm Jumeirah in Dubai was rated by Conde Nast Traveller as the 'Best Hotel in the Middle East'. A decade later it is still the benchmark for resort hospitality in Dubai and the region.

*One&Only*  
THE PALM  
Dubai





Paradise Island - BAHAMAS

Location: Paradise Island, Bahamas  
Scale: 15 acres  
Client: Access Industries  
Design Team: HKS + Jeffrey Beers + 40NORTH  
Construction Cost: Undisclosed  
Scope: Full Design Services

*The Ocean Club*  
A FOUR SEASONS RESORT  
BAHAMAS

In the summer of 2014 40NORTH was asked to meet the decision-makers at Kerzner to discuss some landscape improvements to the existing resort. 2 years later our concept pitch for a new Ocean Pool was realized and is now the most popular outdoor space at The Ocean Club.





Dubai - UNITED ARAB EMIRATES (UAE)  
(Photo Credit: Mandarin Oriental Resorts)



### MANDARIN ORIENTAL JUMEIRA, DUBAI

Location:	Dubai, United Arab Emirates
Scale:	5 acres
Client:	WASL
Design Team:	40NORTH x SilverFox Studio x Jeffrey Wilkes Interiors
Construction Cost:	New construction, confidential
Scope:	Full Design Services



Some projects are harder than others. This property opened in January 2019 after years of design, delays, and effort. It is the first Mandarin Oriental Hotel in Dubai, and an important stepping stone to other Mandarin resort properties in the region.







Luxor - ARAB REPUBLIC OF EGYPT  
(Photo Credit: 4NORTH)

### NAYARA SPA / LUXOR HILTON

Location: New Karnak, Egypt  
Scale: 2.5 Acres, 10 treatment rooms, Pool  
Client: JAICORP  
Design Team: W&A + Schletterer + Focus + PLD + 4NORTH  
Construction Cost: \$45M USD Total Project Construction  
Scope: Full Services

One of our very first projects in 2005 is located on the Nile River in Egypt, integrating the design of a new spa, swimming pools, and gardens into the existing *Phoenix reclinata* date palms at the existing Hilton hotel site.





Istanbul - TURKEY  
(Photo Credit: Kempinski Hotels)

### CIRAGAN PALACE KEMPINSKI

Location: Istanbul, Turkey  
Scale: 15 Acres  
Client: ADIA  
Design Team: Cabinet Alberto Pinto + 40NORTH  
Construction Cost: Confidential  
Scope: Full Design Services

We have experience working on historic properties that require a unique attention to detail. At the Ciragan Palace Kempinski in Istanbul we have been working with ownership, the design team, and local authorities to restore Empire-period gardens to this Ottoman Palace for the first time in a 100 years.



### FOUR SEASONS BUENOS AIRES

Location: Recoleta District, Buenos Aires, ARGENTINA  
Scale: 1.2 acres  
Client: Alwardy Investments  
Design Team: WAI + EGD + SANCHEZ ELIA + SKS + 40NORTH  
Construction Cost: Undisclosed  
Scope: Full Services

*"This is exactly what I hope for as a design direction on every Four Seasons project."*

Diana Kabanik, Director of Design, Four Seasons Hotels and Resorts

Buenos Aires - ARGENTINA

(Photo Credit: Four Seasons Hotels and Resorts)





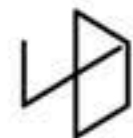
Kansas City - MISSOURI (USA)

### ARTERY RESIDENCE

Location:	Kansas City, Missouri (USA)
Scale:	20' x 50'
Client:	Bill & Christy Geautreaux
Design Team:	Hufft Projects x 40NORTH
Construction Cost:	Undisclosed
Scope:	Full Services

A decade ago we collaborated with Hufft on one of the most iconic residential properties in the Midwest, The Artery Residence. This project won multiple AIA awards and is arguably one of the best houses built in KC in the last 100 years.





### EARWOOD RANCH

Location: Platte County, Missouri  
 Scale: Residential - 50 acres  
 Client: Chad and Marcy Earwood  
 Design Team: Hufft x 40NORTH x Homoly Homes  
 Construction Cost: Confidential  
 Scope: Full Services

### WOODSIDE HEALTH & TENNIS CLUB

Location: Kansas City, Missouri (USA)  
 Scale: 2.5 acres  
 Client: Tanner & White  
 Design Team: Hufft Projects x 40NORTH  
 Construction Cost: Undisclosed  
 Scope: Full Services

This is the longest infinity edge pool within a 200 mile radius of Kansas City. Completed in 2023, as the landscape grows in this will be a dynamic resort-like environment for a VIP client and their family.

in 2012 the leadership at Woodside reached out to update their existing pool decks to improve the overall guest experience. We collaborated with Hufft on the existing club as well as new phases of residential and retail mixed-use development.





Bentonville, ARKANSAS USA  
(Photo Credit: Ropeswing Group)



## BlakeSt.

We worked with Hufft, Foda, and client Ropeswing Group to create several unique outdoor guest experiences at the private membership club Blake St. in downtown Bentonville, Arkansas - including the 100' long competition pool nicknamed "Big Bertha".





### CURVED WALL RESIDENCE

Location: Springfield, Missouri (USA)  
Scale: 17.5 acres  
Client: Mr. David McQueary  
Design Team: Hufft Projects x 40NORTH  
Construction Cost: Confidential  
Scope: Full Design Services

This residential project in the middle of Missouri is a project that we are particularly proud of. Following the lead of the architect, we collaborated with the family to create a series of refined outdoor spaces for a VIP family in the Midwest.  
AIA Award winner.



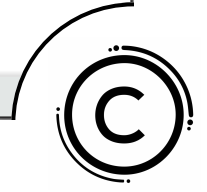


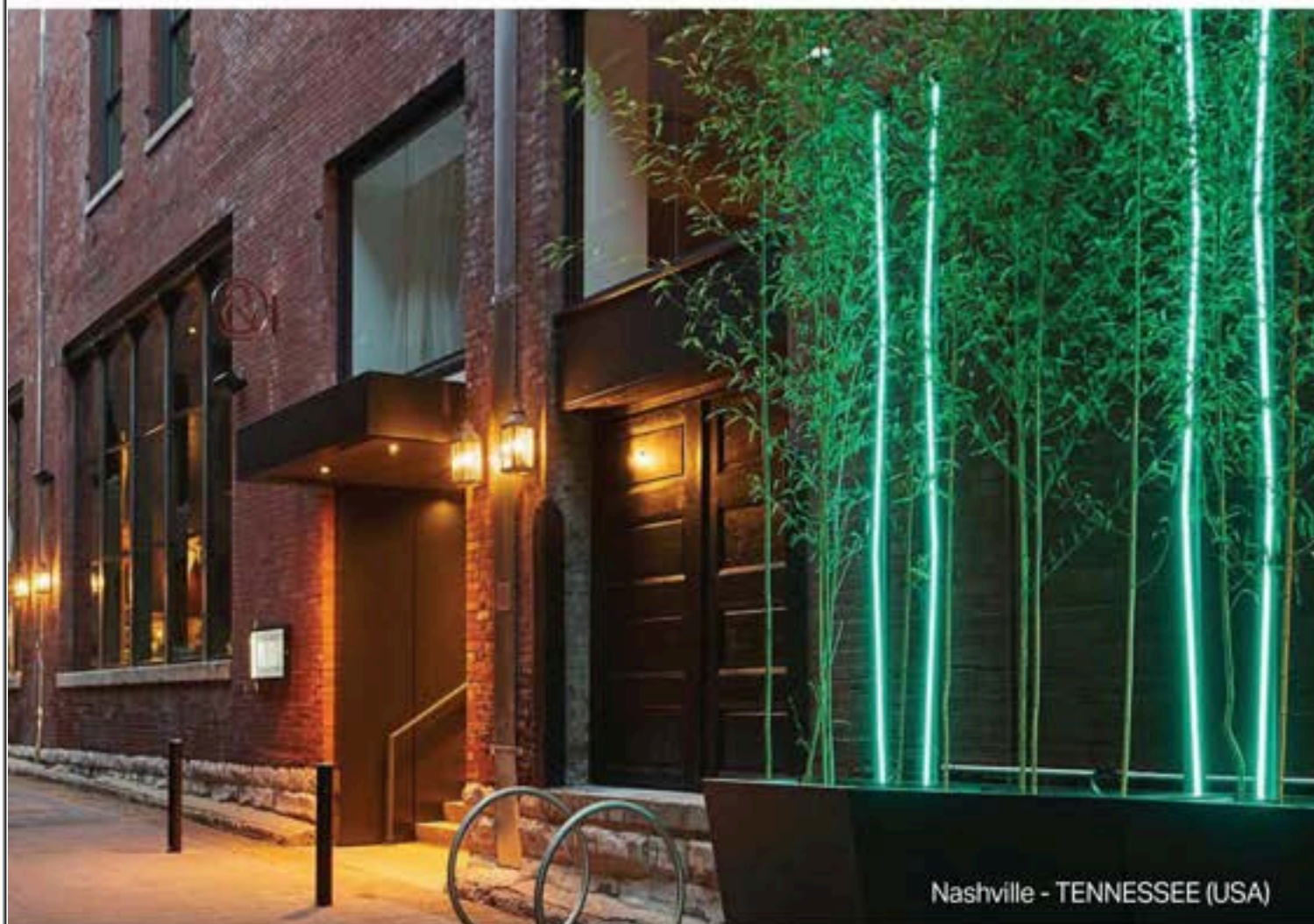
**KCPBS HEADQUARTERS**

Location:	Kansas City, Missouri
Scale:	1.2 acres
Client:	Kansas City Public Broadcasting System
Design Team:	Eldorado x 40NORTH x Hammered Out Design
Contractor:	A.L. Huber Contracting

We have collaborated with Eldorado architects and legendary hospitality craftsmen John O'Brien and Justin Gainan at Hammered Out Design to create indoor and outdoor gardens that have a focus on music and conversation.

Kansas City - MISSOURI (USA)





Nashville - TENNESSEE (USA)



Kansas City - MISSOURI (USA)

### 21c MUSEUM HOTEL - NASHVILLE

Location: Nashville, Tennessee (USA)  
Scale: Urban Design - Single Alleyway  
Client: 21c Museum Hotels  
Design Team: Hufft x Standard Sheet Metal x 40NORTH  
Construction Cost: \$100,000 USD

### NOVEL

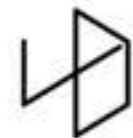
Location: Kansas City, Missouri (USA)  
Scale: .35 Acres  
Client: Ryan and Jessica Brazeal  
Design Team: Eldorado Architects + 40NORTH  
Construction Cost: Confidential

21c Museum Hotel owners Steve Wilson and Laura Lee Brown have been collaborators and mentors. Their passion for art is inspiring. Steve sketched a line and asked if we would create something special for the alleyway at their Nashville property.

40NORTH collaborated with Eldorado Architects, artist Peregrine Honig, and chef Ryan Brazeal to create a landscape in downtown Kansas City's Crossroads District. In 150 years the Bur oak is going to dominate this space.







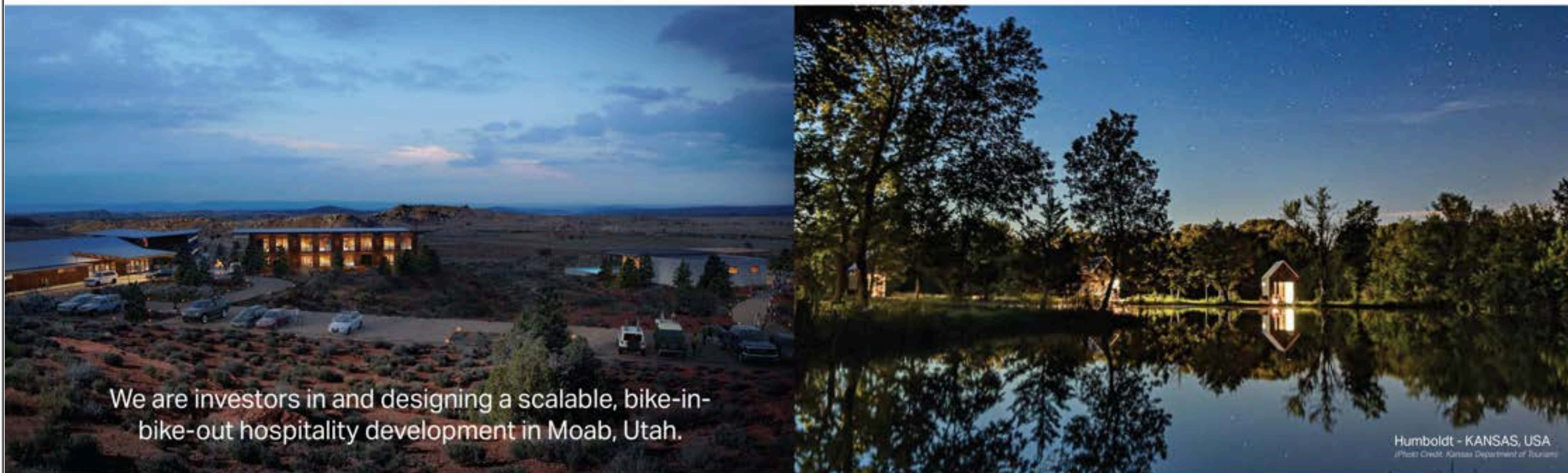
Goshen - KENTUCKY (USA)  
©Computer Generated image by 40NORTH

## BARN8 RESTAURANT at HERMITAGE FARM

Location: Goshen, Kentucky USA  
Scale: 775 acres  
Client: Hermitage Farm  
Design Team: KBD x 40NORTH  
Construction Cost: \$20M

Barn8 is a Farm-to-Table Restaurant located at one of the most storied thoroughbred horse stud farms in the US, Hermitage Farm. The project includes a 300m art walk along the creek, outdoor herb and vegetable gardens including a 5,000 SF greenhouse that provides a unique event space and daily greens for the restaurant.





We are investors in and designing a scalable, bike-in-bike-out hospitality development in Moab, Utah.

Humboldt - KANSAS, USA  
(Photo Credit: Kansas Department of Tourism)

Handlebar Ranch is a 75 key #basecamp 9 miles north of Moab, Utah directly adjacent to Arches National Park. We have been working with developers, builders, and USA Cycling National Team members to create an amazing experience in the #1 Mountain Biking Destination in the US.

In Humboldt, Kansas, we have worked with community group A Bolder Humboldt to master plan and create Base Camp Humboldt in 2019, and other community projects as a whole.

*“Squint, and you’ll see hints of Marfa in a Midwest town aiming for renewal.”*

**The New York Times**





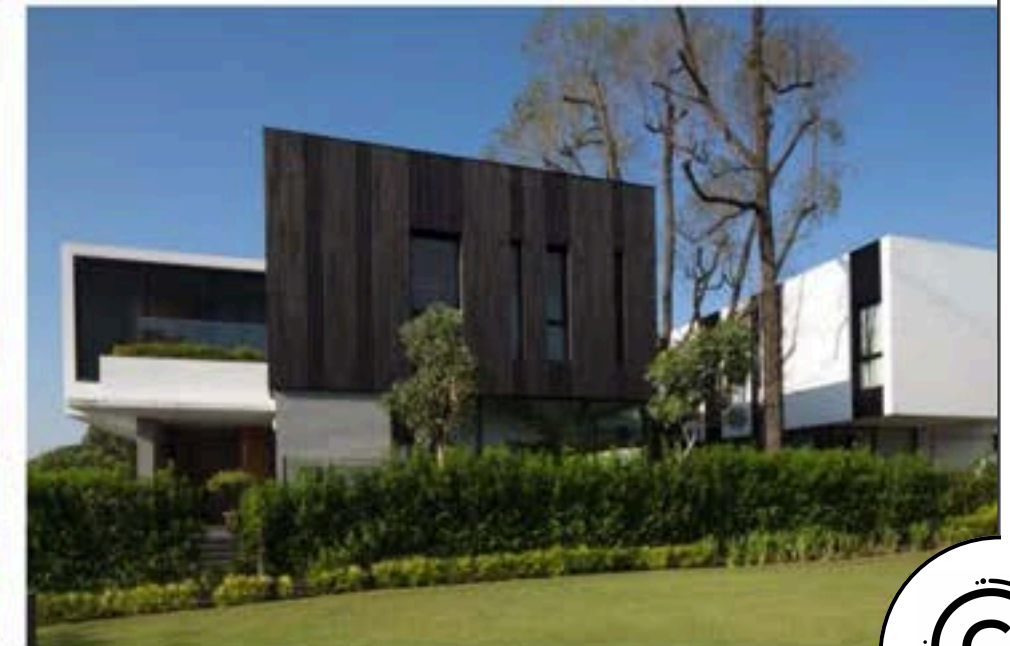
LUXURY RESIDENTIAL

**Architecture**

## TEMBUSU HOUSE

Tembusu House is a one of the seventh private residences developed by the clients. As the name suggests, this house is built around three large Tembusu trees planted half a century ago by the patriarch. The experience of being under the large foliage of these magnificent trees inspires the siting and design strategies for the indoor/outdoor living spaces.

Client	Private Client
Award	Design for Asia Awards 2017 Merit





TEMBUSU HOUSE

© AR43 Architects Pte Ltd

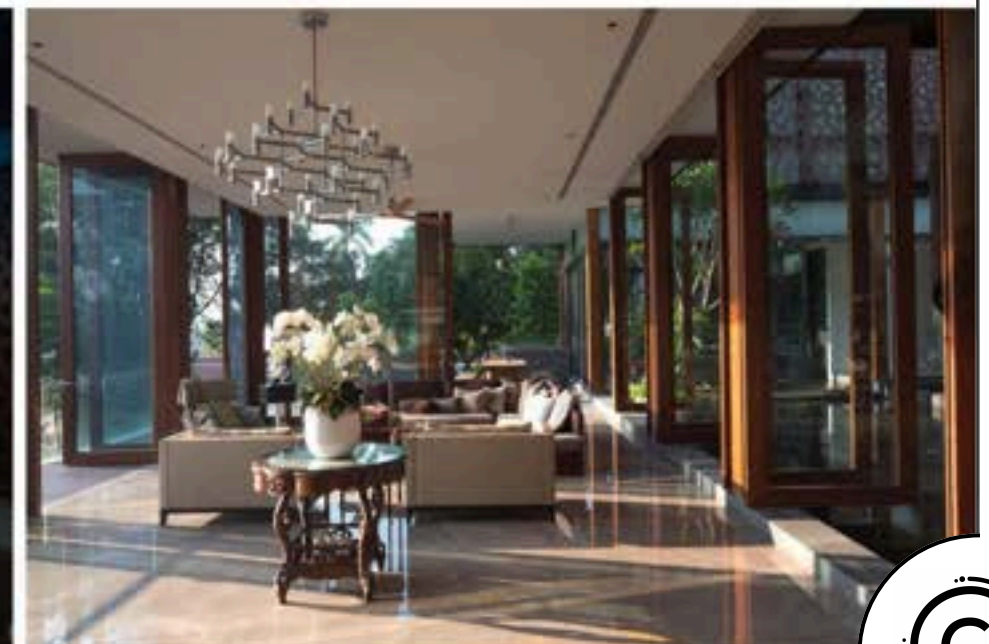
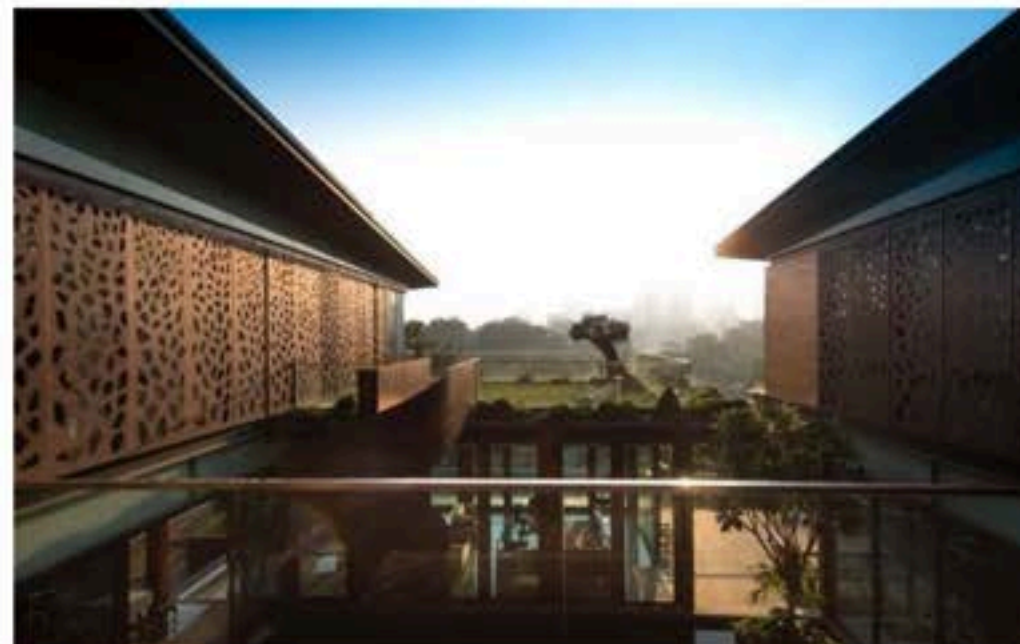
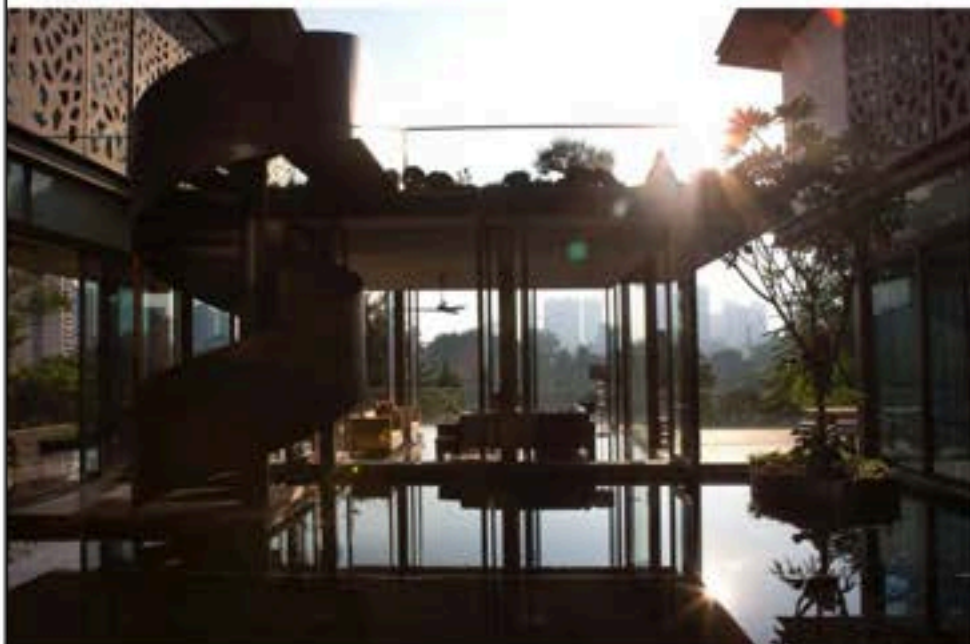


## HILLSIDE HOUSE

Set in acres of lush, tropical grounds, this designated Good Class Bungalow housing estate is a world apart from Singapore's bustling pace yet located just minutes from the heart of the city's hectic business and commercial centre.

The house is partially lodged into the existing slopes, placing the car porch, bedroom suites on the upper level and a large courtyard, living-dining-kitchen and a library at the lower level. As the bedrooms suites cantilever dramatically in the mid air stretching towards the cityscape, descending from the main arrival hall is a warm and inviting u-shape living area organised around a courtyard with large reflective pond.

Client      Private Client





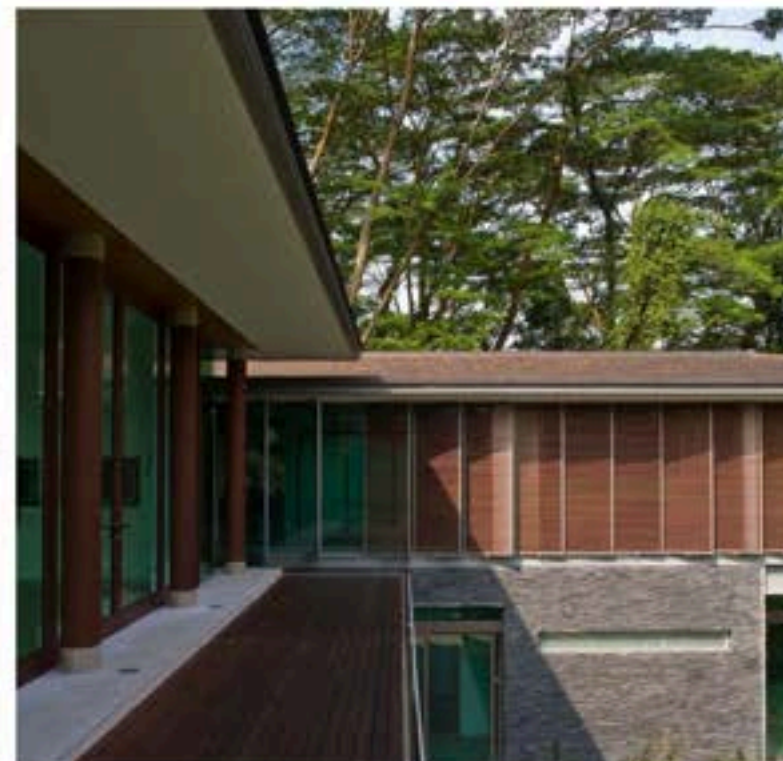
HILLSIDE HOUSE

© AR43 Architects Pte Ltd



## FORESTED HOUSE

The bungalow project was an Honorary Mentioned Design Awards at the 10th SIA Architectural Design Awards 2010. The firm's philosophy in being responsible in terms of site context is best encapsulated well here. The planar configuration of the walls, roofs and window screens forms a harmonious language with the natural environment surrounding it. It sits in perfectly amongst the trees and the use of timber and masonry throughout the house forms a close link with nature. The plans for the house were designed to maximise the view of the natural scenery allowing ample of ventilation and light flow.

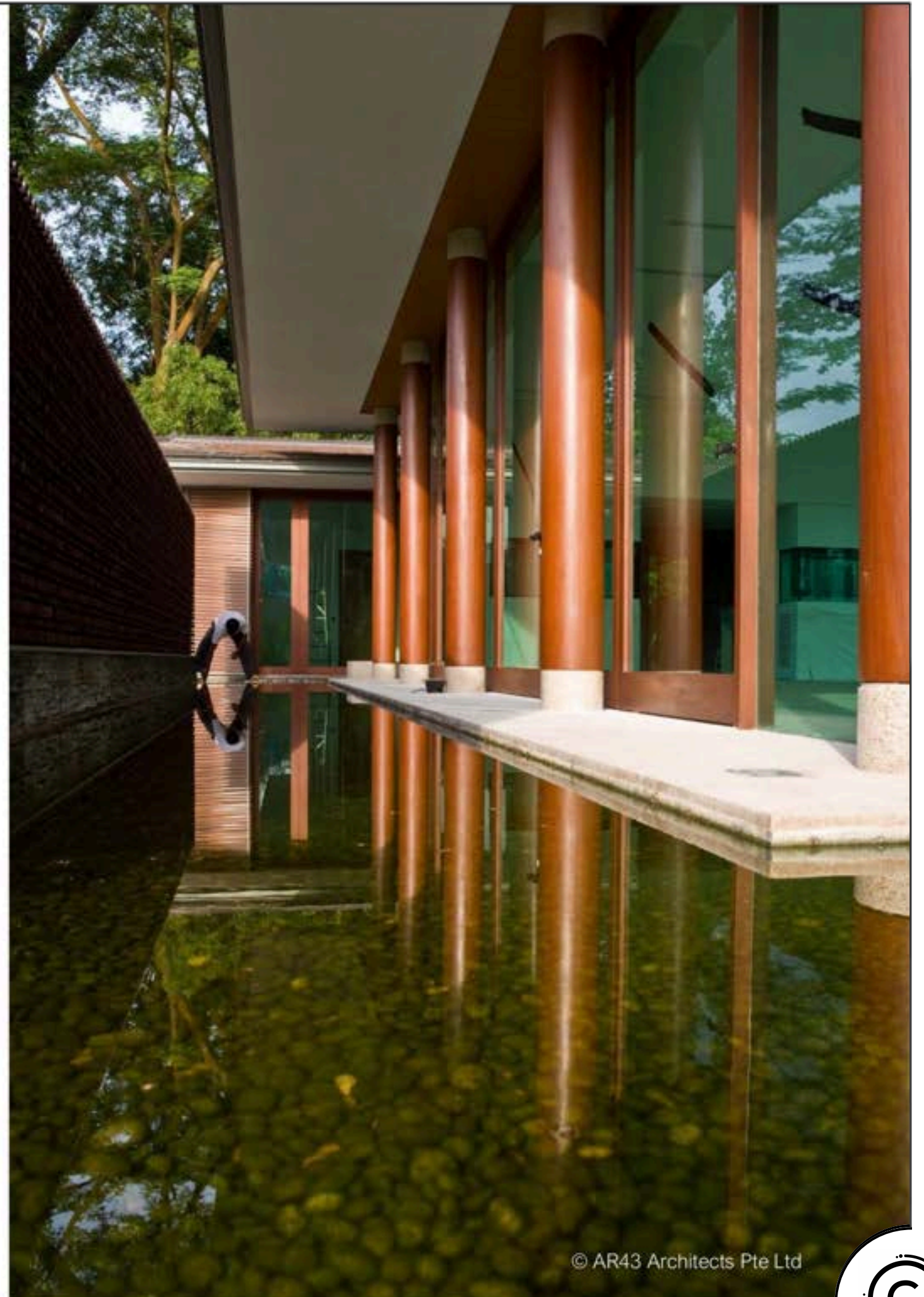


Client      Private Client  
Award      Singapore Institute of  
                 Architects' Design Awards -  
                 Honorary Mention 2010





FORESTED HOUSE



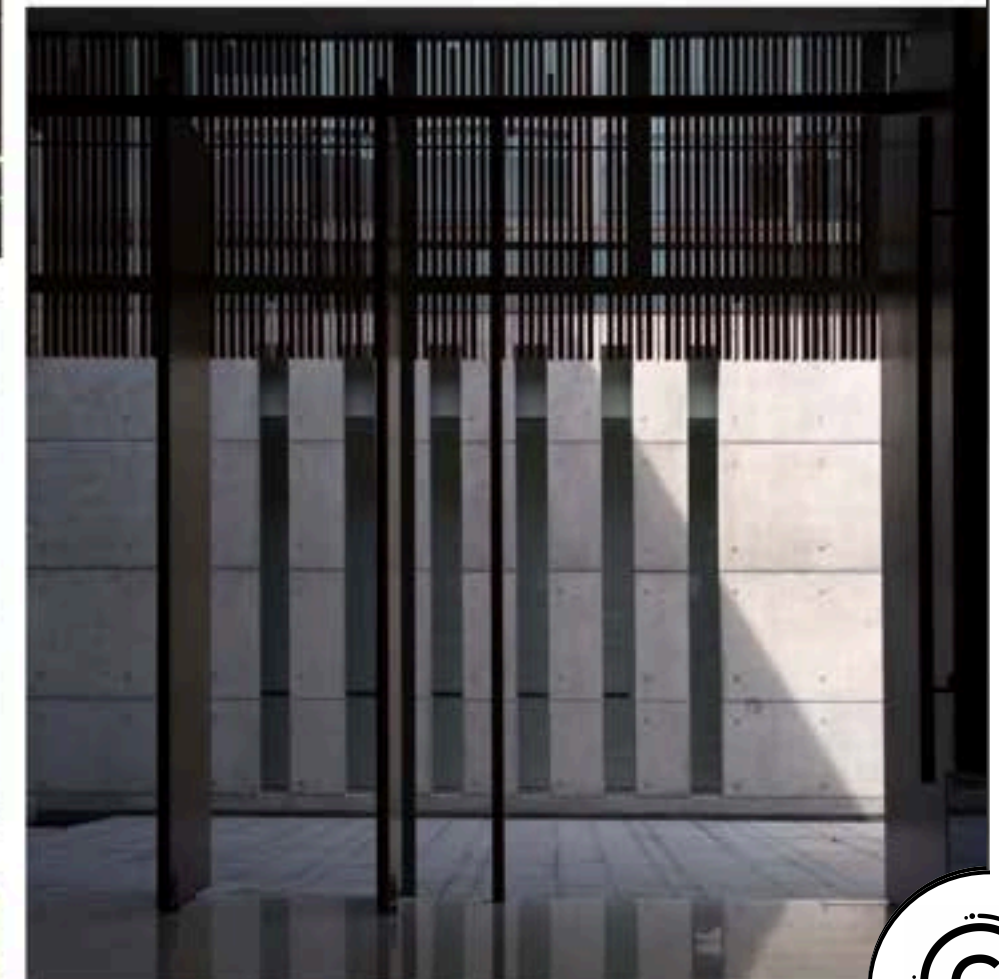
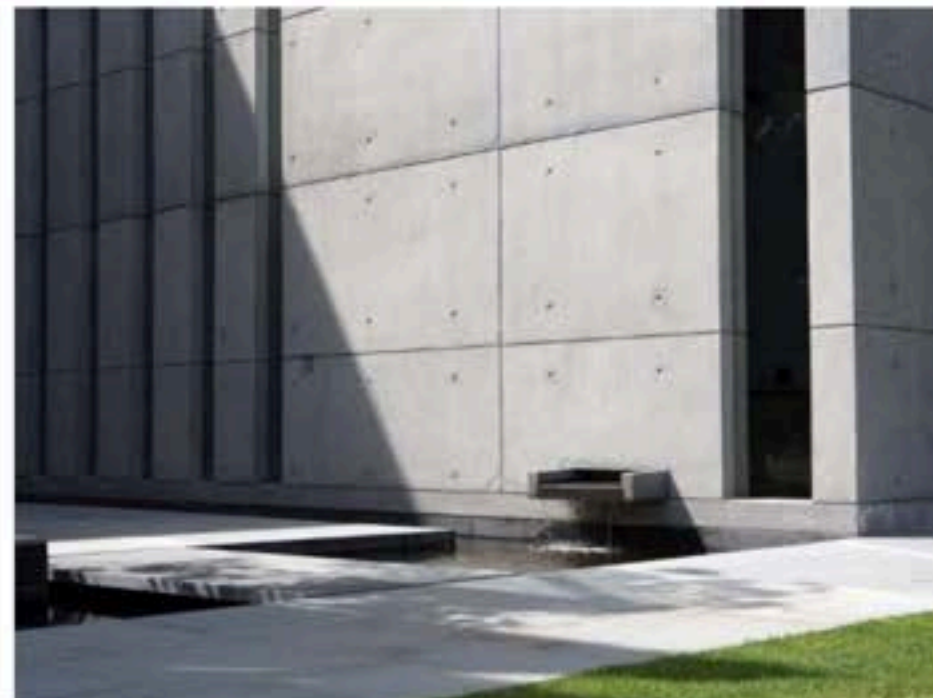
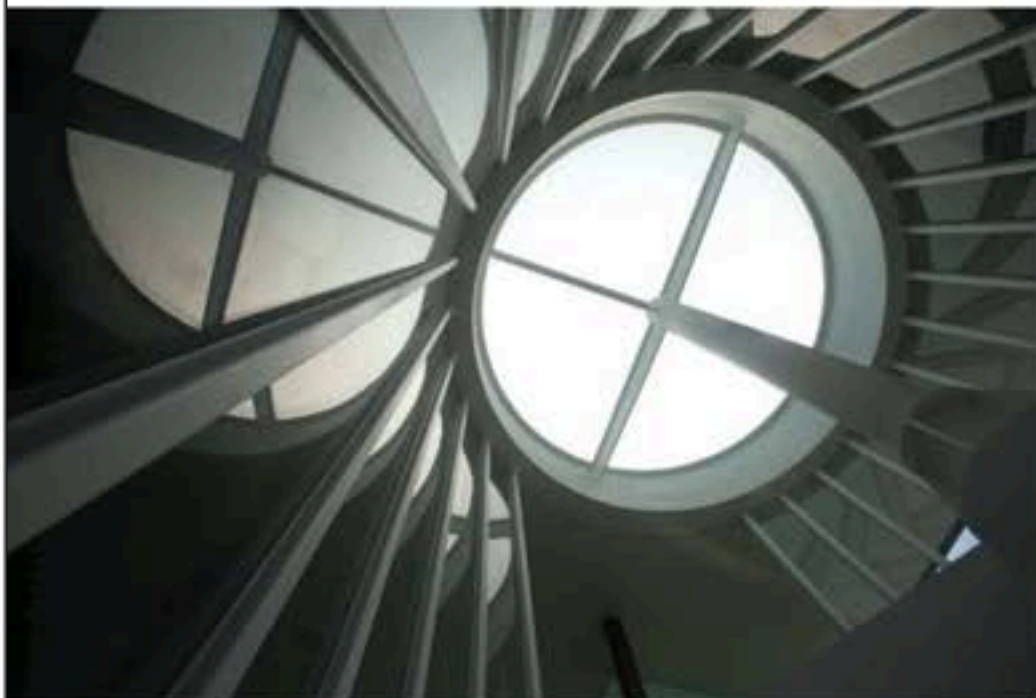
© AR43 Architects Pte Ltd



## COURTYARD HOUSE

The Courtyard House was the winner for "Iconic Design Award 2014" by German Design Council. The spatial attributes of this house comes from the lightness that exudes from within the house. The use of glass and screened façade enables the fluidity of light to sculpt the spaces in the house.

Client	Private Client
Award	German Design Council's Iconic Design Awards 2014





## PAVILION HOUSE

Sited within a leafy upmarket housing estate, it sits on a 1200 m<sup>2</sup> linear plot of land that was originally part of a larger estate before sub-division. The house is hence hidden away from the main road and approached via a short access road that is shared by the immediate neighbour.

Timber was the main material used in this architectural piece. The full height screened facades creates a sense of porosity and ideas of vernacularism is explored here. Against the warm language of timber, the landscape was designed to be simple accentuating the strength and materiality of the natural wood. The surrounding water forms a poetic dialogue between the house and its environment.

Client

Private Client





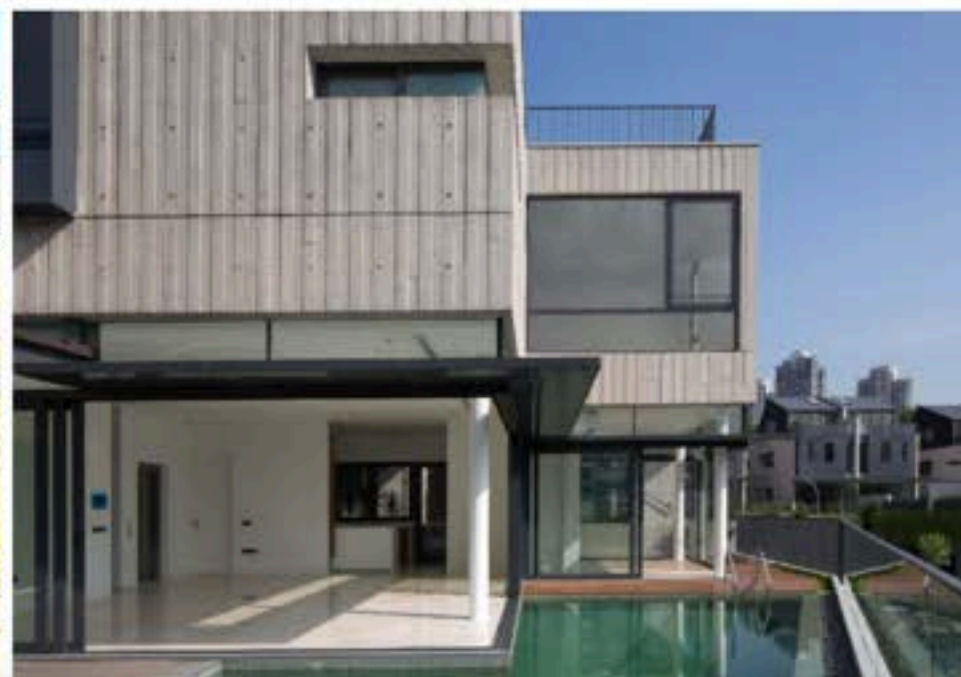
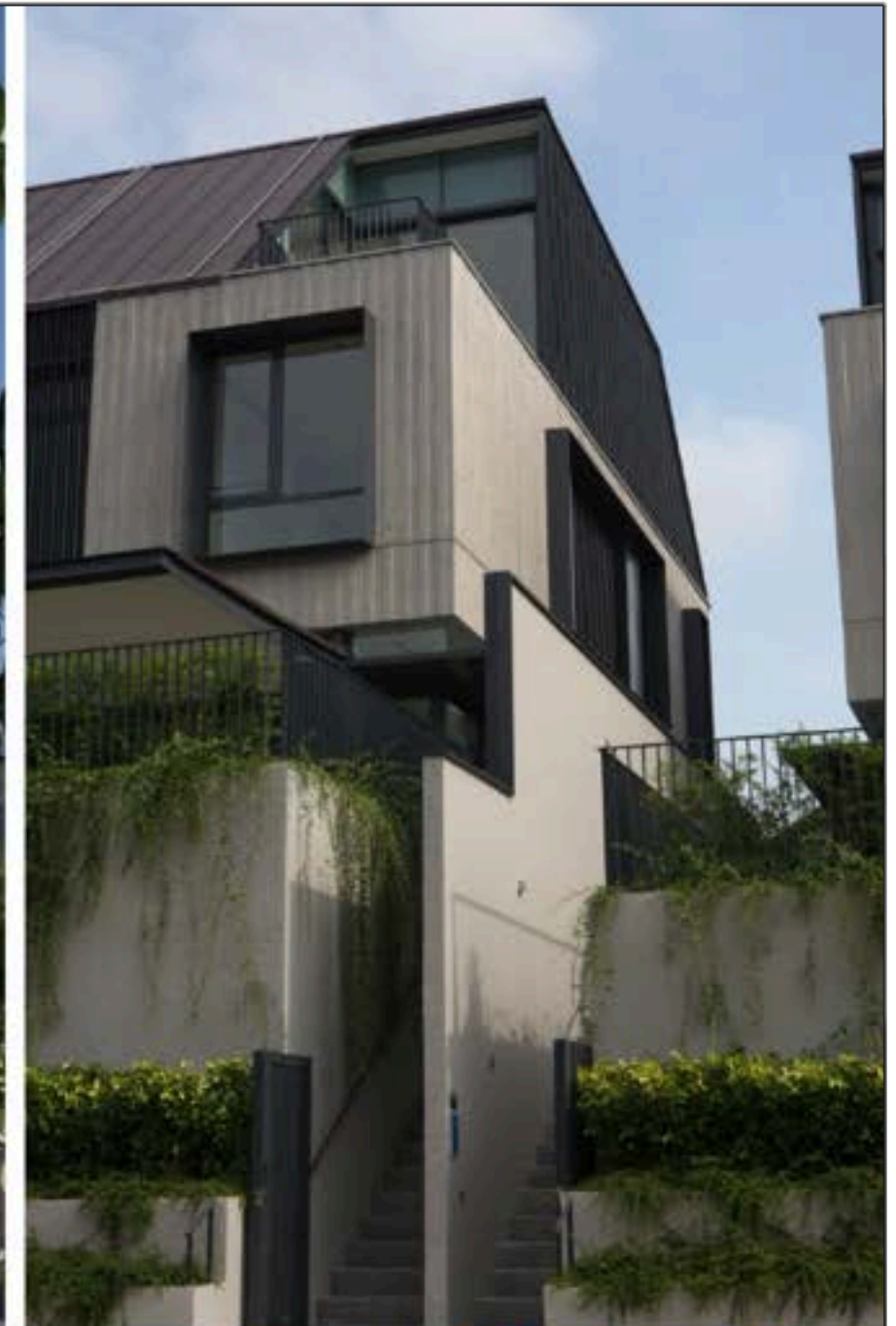
## VICTORIA PARK VILLAS

Victoria Park Villas is a unique enclave sited within an upmarket neighbourhood, surrounded by landed houses and Good Class Bungalows. The tranquil and leafy surrounding offers the best lasting impression of a place to be called HOME. The overall planning and design emphasises on creating this new community with an abundance of greenery, exclusivity and privacy. The houses are inward looking with streetscape that is densely landscaped. Elevated living spaces from the street level exude a sense of exclusiveness and provide greater privacy for each house owner.

Spaces are connected vertically with a compact elevator and open timber tread staircase. This provides access from the basement to all the bedroom suites on the second storey and junior suite cum family room at the attic level. The light-filled stair well allows natural illumination to the internal spaces and at the same time provides natural ventilation connecting the large openings at the first storey living spaces and the attic windows.

Client CapitaLand  
Architect AR43 Architects in collaboration with  
W Architects





VICTORIA PARK VILLAS © AR43 Architects Pte Ltd



## PERFORATED HOUSE

Client Private Client  
Award Design for Asia Awards 2023 -  
Bronze,  
Archdaily Building of The Year  
Nominee



BUILDING  
OF THE YEAR  
NOMINEE  
2023  
arch  
daily

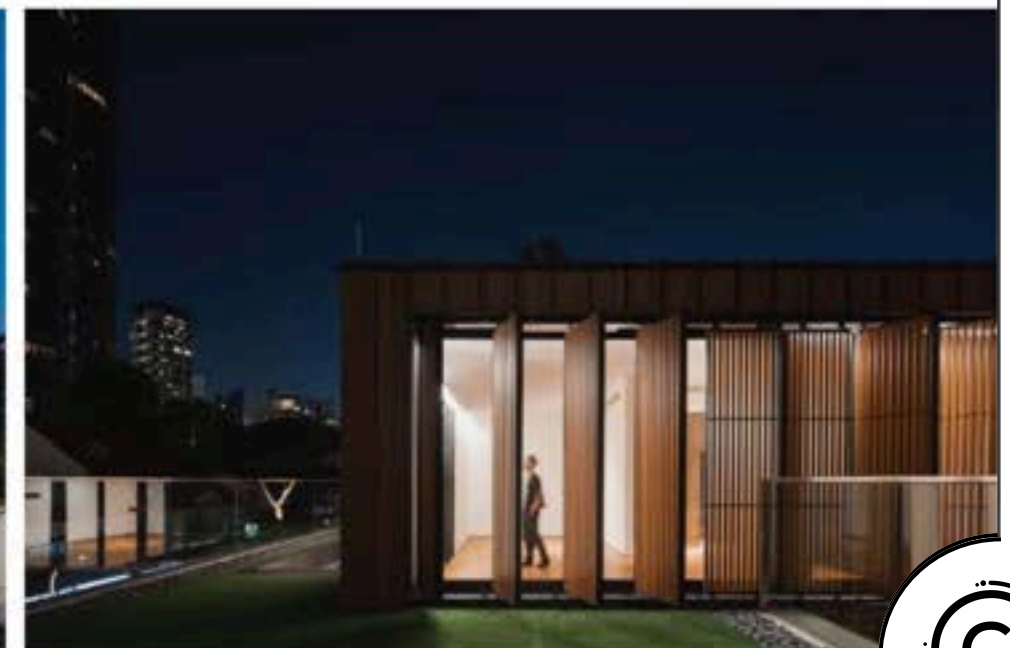
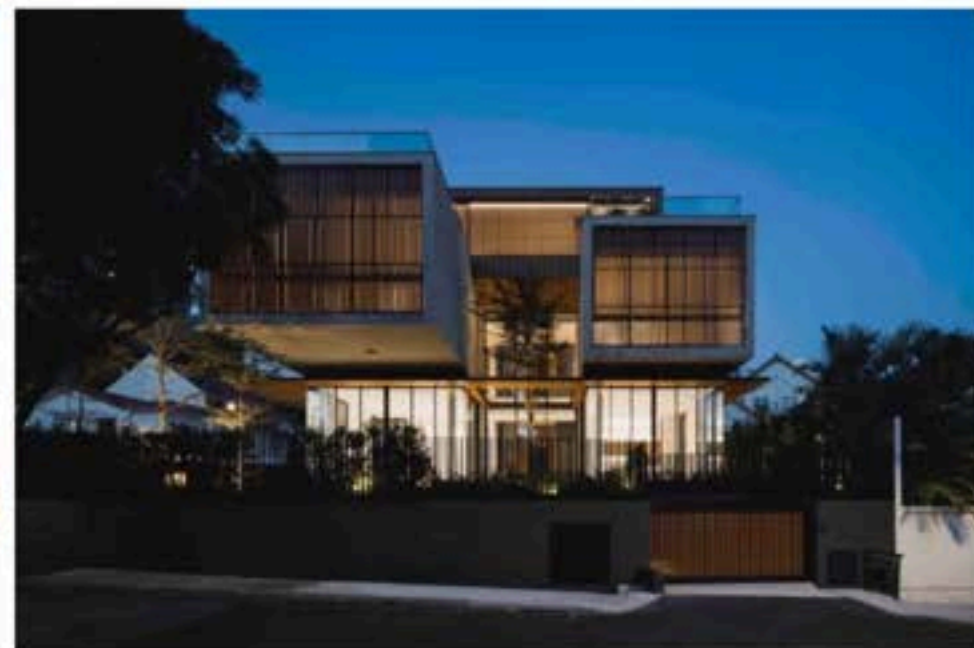
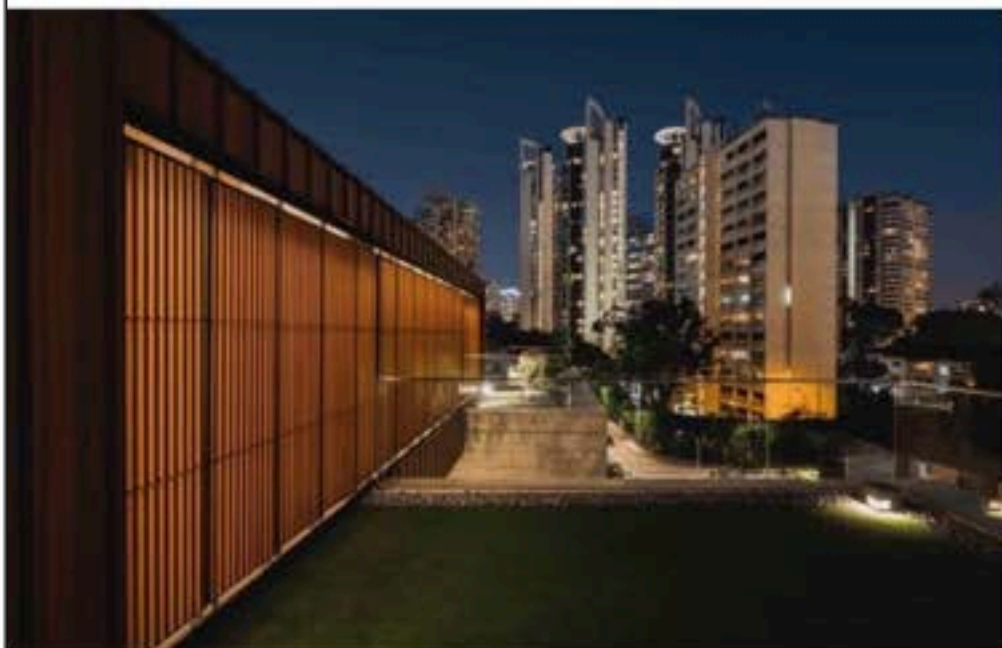
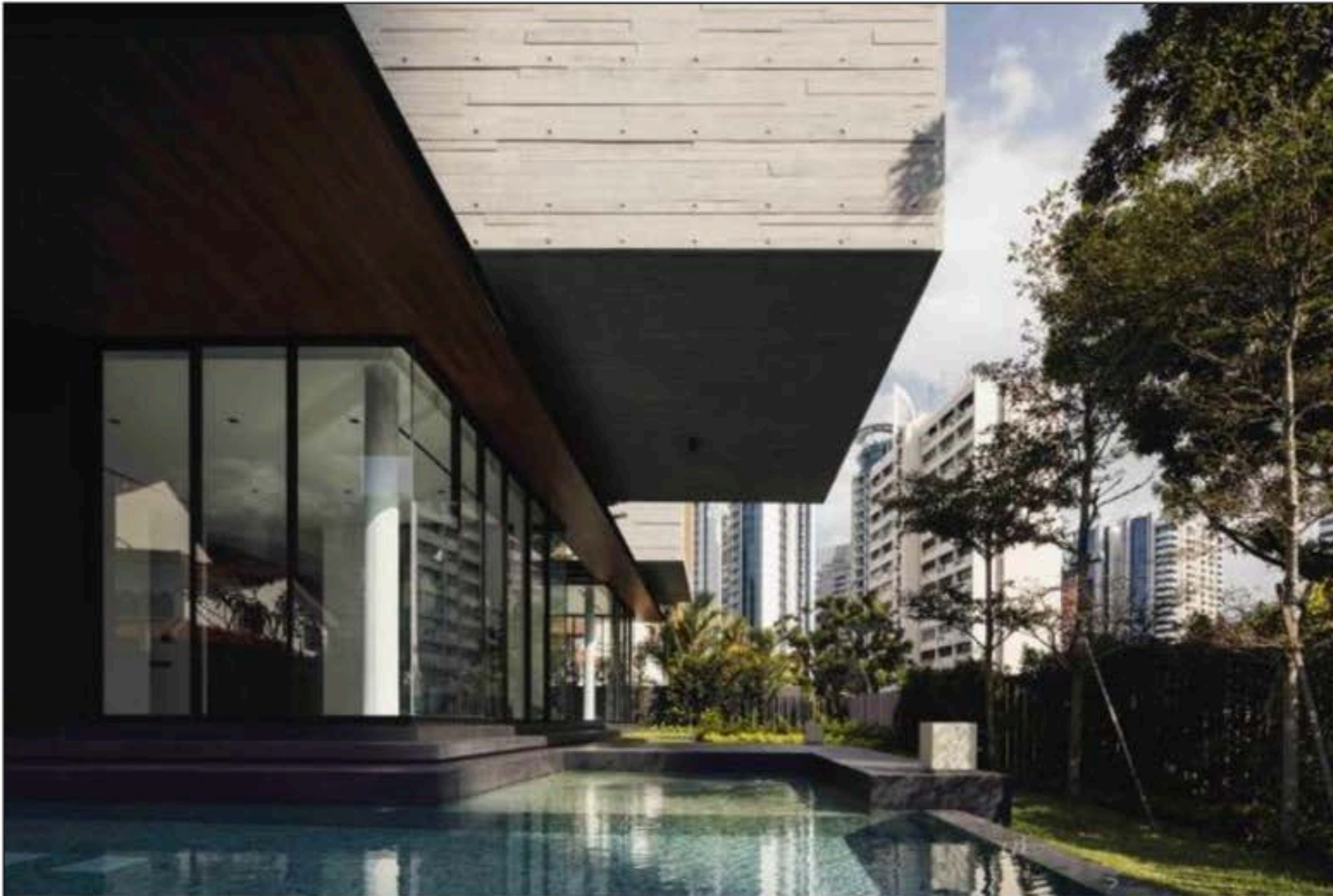


## ONE THREE HILL HOUSE

Juxtaposed as two cantilevered wood-grained concrete blocks interconnected by a courtyard. The front block houses the living space and a junior master while the rear block accommodates the dining, kitchen and the children's bedrooms. The master bedroom suite at the attic designed as the unifier block, bridging the two blocks and defines the double volume courtyard below.

The visual transparency is apparent within the well-defined space of each function. The openness is further accentuated by its high volume, atrium and full height sliding glass

Client Hansa Land Pte Ltd



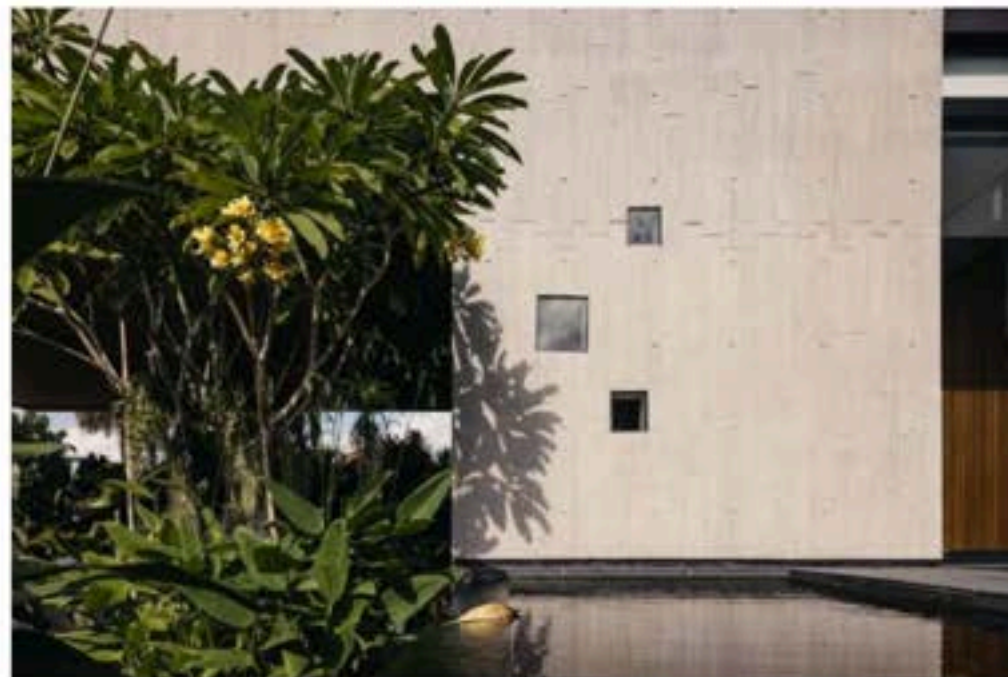




## HOUSE OF GREEN

House is not just a place for retreat but a sanctuary for our client, a self-proclaimed anthophile. The client primarily envisioned a green retreat integrated with her modern tropical home. Sitting longitudinally across its site, the form takes on a linear format, weighted in coherent with the lush green landscape. The placement of spaces is the result of prioritising views, while shielding the view from the immediate neighbours. Encased in pure fair-faced concrete and glass, the presence and intricacy of the home are being articulated from both the exterior and interior.

Client Private Client

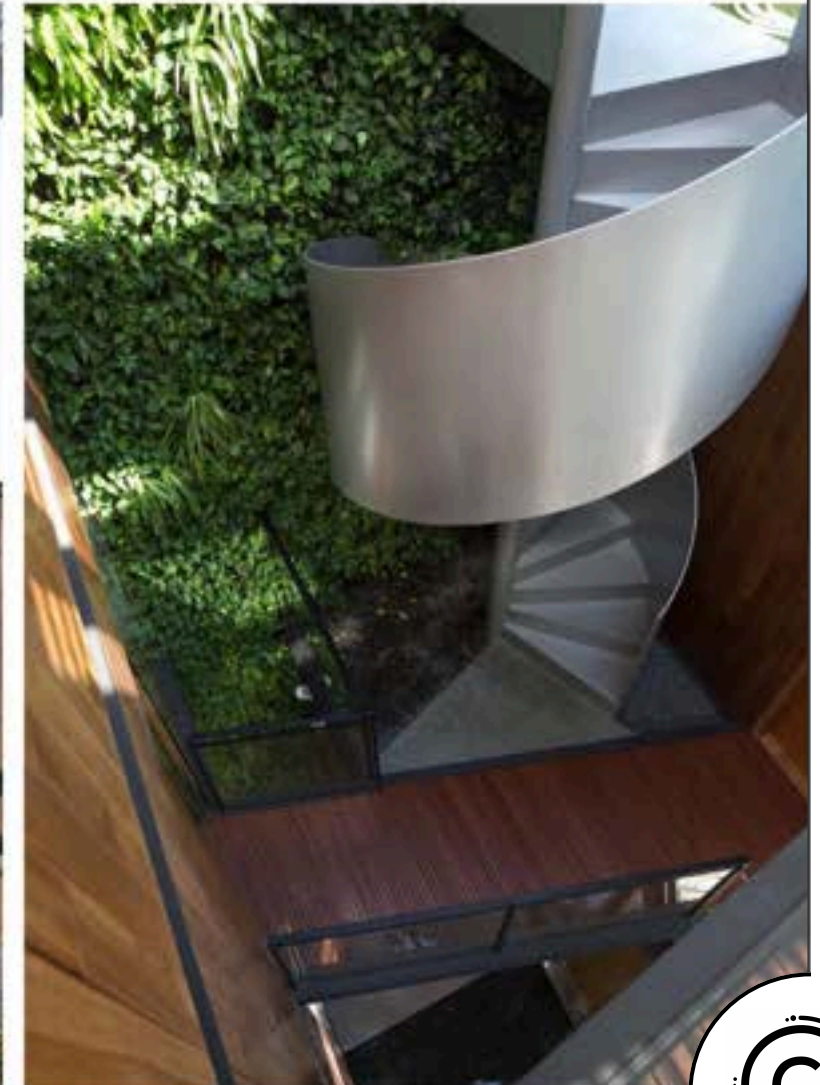


### PATERSON 3

Paterson 3 comprises of 2 uniquely designed corner terrace units. Whilst sited within a walking distance to the bustling Orchard Road, each unit is pleasantly situated within a calm, soothingly hidden-away haven along Lengkok Angsa. The courtyard / water-feature were designed into the unit's layout, resulting in a transition break between the front and the rear spaces. This created the opportunity for stepping stones and playful bridge-connection within the courtyard's void. The roof terrace is essential in not only accommodating the growth of featured trees but to also to allow outdoor living spaces under the glimpse of stars and its urban landscape. The large cantilevered roof above the courtyard offers natural light to penetrate the 3 storey deep open spaces below while still providing shelter.

Client Bukit Sembawang Estate Ltd

Awards Design for Asia Awards 2017 - Silver,  
German Design Council's Iconic Design Awards,  
The Chicago Athenaeum Museum of Architecture and Design Award 2016,  
President Design Award Nominee





## VILLAS @ LYNWOOD

Villas @ Lynwood, is a summation of AR43's exploration with timber screenings and the various use of materiality in construction. The project is a perfect balance of practicality and idealism; meeting the practical needs of the users and employing interesting materials and architectural components to present movements and at the same time a high level of consistency in its design language.

Client      Gazelle Capital

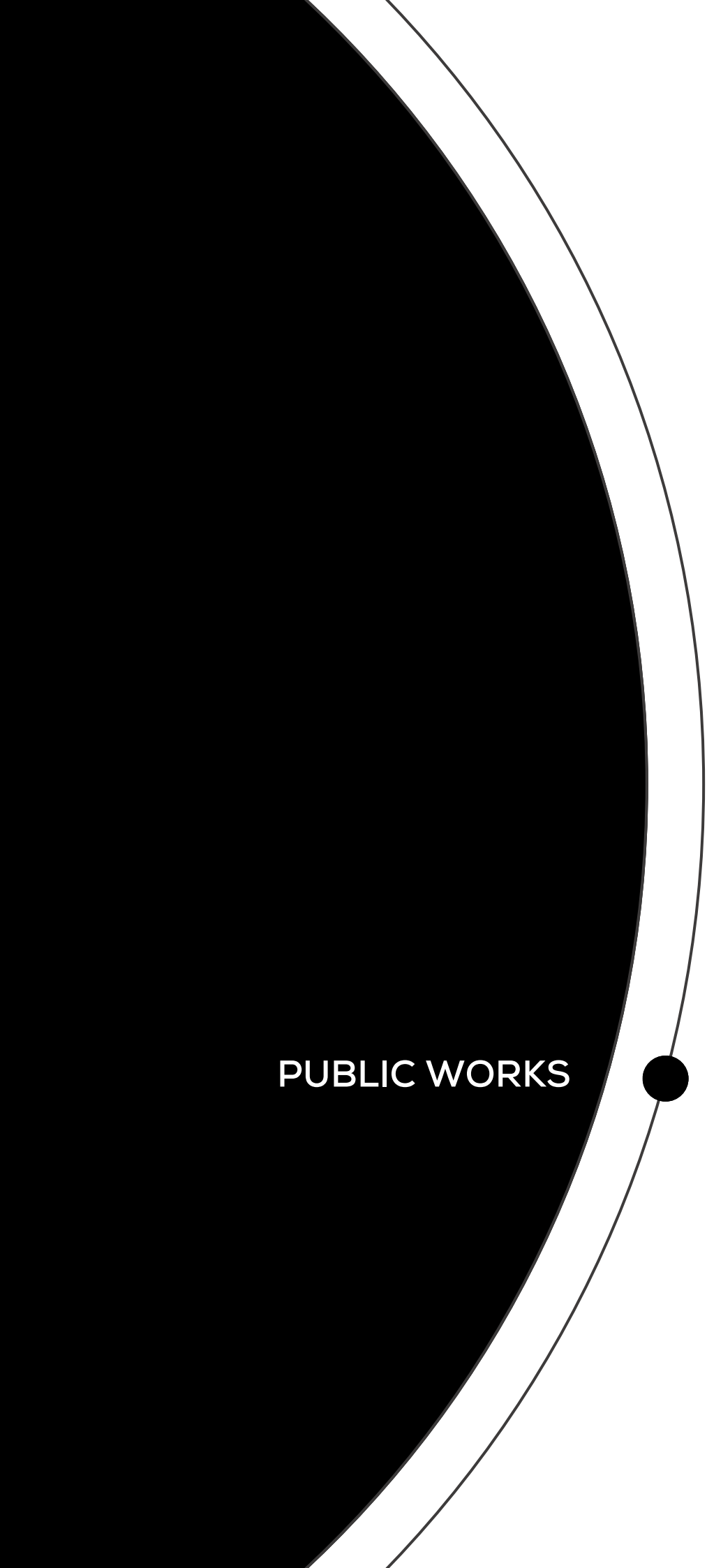


## COVE HOUSE

The house was designed to celebrate the closeness of its relationship with the sea by creating spaces where views of the surrounding are captured through the interplay of lines and planes. This was strategically done using a frameless glass system and a panel of mullions giving a multi-faceted perspective to the house. The use of timber was aptly used to anchor the house down with the green landscape that was incorporated in its design. The interior of the house continued the linearity of the exterior through the way the walls, panels and staircases are designed. This creates a space that becomes consistent with the language that was captured in its exterior. The lightness of the interior spaces was possible given

Client: A.C.T Holdings Pte Ltd





PUBLIC WORKS

# Architecture Interiors

## Children Library Designed by Children Hong Kong, 2021, 1000m<sup>2</sup>

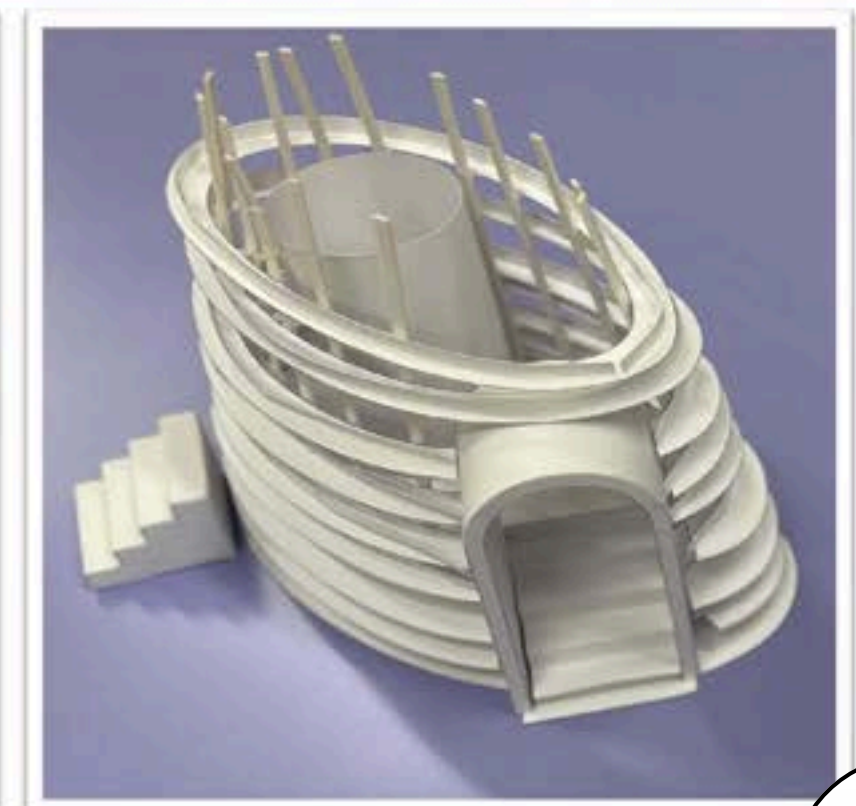


In 2021, Kwun Tong Government Primary School (Sau Ming Road) entrusted us with the task of conducting classes and architectural design for their school library, with a unique twist: the library would be designed by the students themselves. This groundbreaking initiative marked the first of its kind in Asia, as it aimed to incorporate the actual drawings and ideas of the children into the library's construction.

The library had a new demand in expansion. What we learned from post-COVID survey is that children preferred in majority to read physical books over digital screens. The demand for larger storage in the library is the original purpose of the renovation, but the school believed that the project can also become a teaching material. Over the course of two years, we engaged in a comprehensive process that involved four school-wide lectures, ten-week mentoring, twenty site visits with three contractors, and numerous school meetings to align the renovation with the school's objectives.

The classes provided a realistic experience for the students, guiding them through various stages such as surveying, problem identification, idea generation, and implementing practical solutions. The children actively participated in every step of the process, gaining hands-on experience throughout the 10-week internship. They learned valuable skills, including data collection, plan drawing, model building, and material selection, all of which were utilized to transform the library's interior.

We teach 800 students about design and they work collectively with us over 3 months to design the library. We converted their design and drawings into built projects.



**One Sky Early Childhood  
Education Center**  
NGO, Hong Kong, 2019, 2000m2



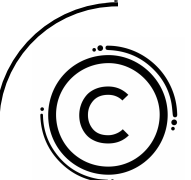
This non-profit school provide a necessary free children service and play space to at-risk families in Shum Shui Po where displacement, cage housing and gentrification occurs at a severe rate.

© AVOID OBVIOUS ARCHITECTS



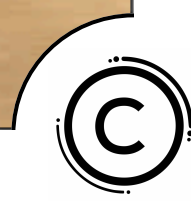
# Wo Tin Neighbourhood Elderly Center NGO, Hong Kong, 2023, 4000m2

The Elderly Center project was undertaken with the aim of exploring and enhancing the concept of active aging as perceived by the elderly community. Through a series of workshops, the focus revolved around defining the value proposition and establishing a cohesive branding strategy, all in the pursuit of creating spaces conducive to fostering a friendly and healthy lifestyle. Central to the conceptualization was the idea of fostering companionship and social connections among individuals. With this in mind, the incorporation of open kitchen areas, accessible gym facilities, and interactive classrooms were proposed, offering opportunities for people to gather, engage, and learn from one another.

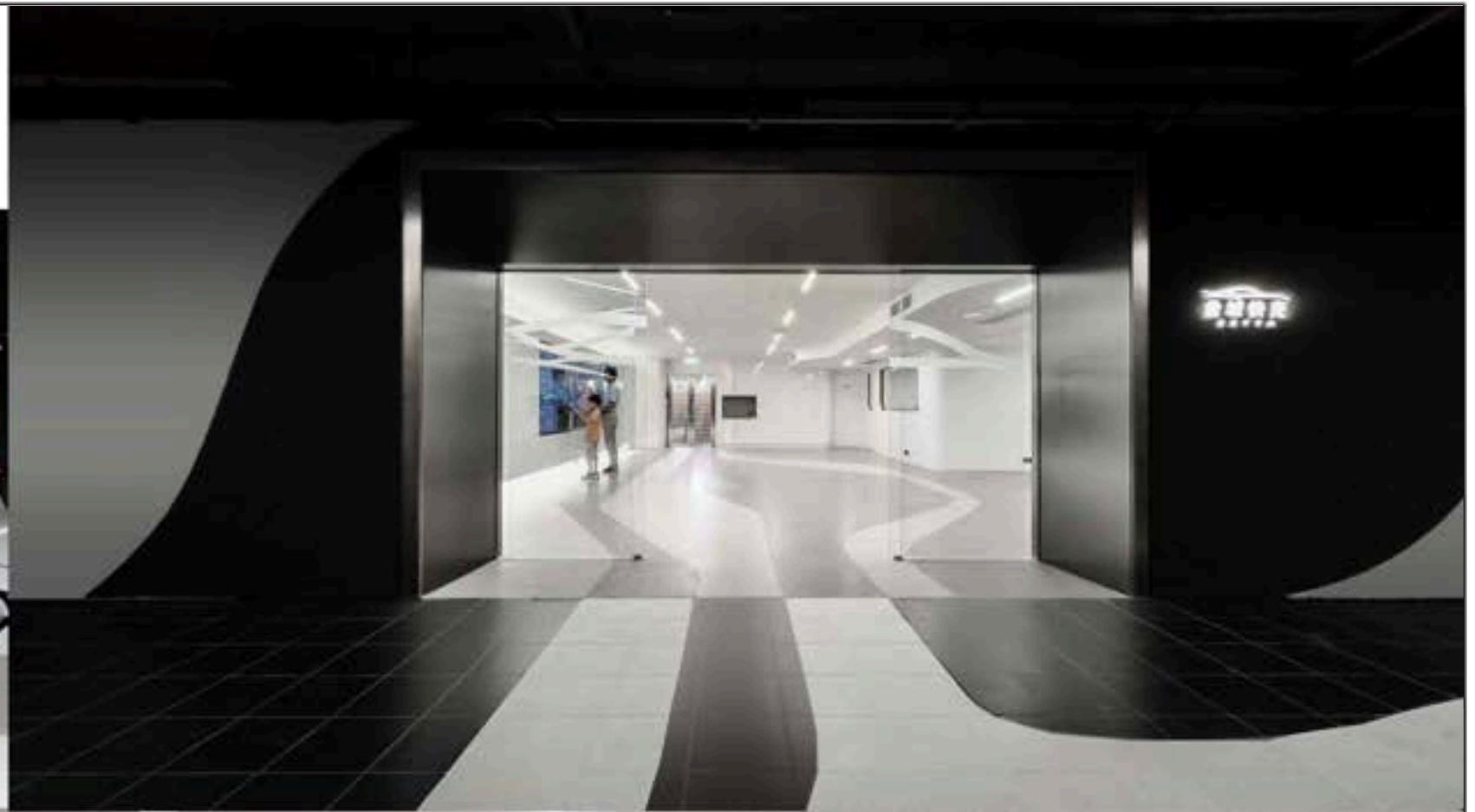




**Wo Tin Neighbourhood Elderly Center**  
**NGO, Hong Kong, 2023, 4000m<sup>2</sup>**



## First EV Control Center for Taxi, Hong Kong, 2,000m<sup>2</sup>



Hong Kong is a tightly built city with 70% of its land dedicated to country park. Within its urban spaces, we have built lots of new and old buildings that make spaces very tight and valuable. Parking traditional has been an expensive real estate in the city. Now that people have to park their electronic vehicle while charging has made the management of time, space and energy more difficult. AOA is appointed to Kumshing to design a new EV Control Center to tackle this new challenge to unlock the potential to transition the local mobility into e-mobility. Kumshing's innovative car fleet management system for EV charging and parking addresses the three-tier constraints in Hong Kong. To optimize charging times, vehicles are strategically double-parked, with a puzzle-like approach to determine the most efficient flow of people and cars. This EV management infrastructure prioritizes the smooth flow of information, energy, and people. At our EV control center, users receive instant updates while people and computers efficiently oversee the process.



## Yuanye Spring, Education Farm, China, 2023, 8,000m<sup>2</sup>



Co-building a farm with children. Vicky offers classes across the year to engage the local community to co-build and co-farm the site.

Yuanye Li Microfarm is an educational facility that seamlessly integrates education, agriculture, and technology. We believe that farming not only serves as a valuable tool for teaching children about history and environmental challenges but also offers an opportunity for them to explore sustainable living on Earth and beyond.

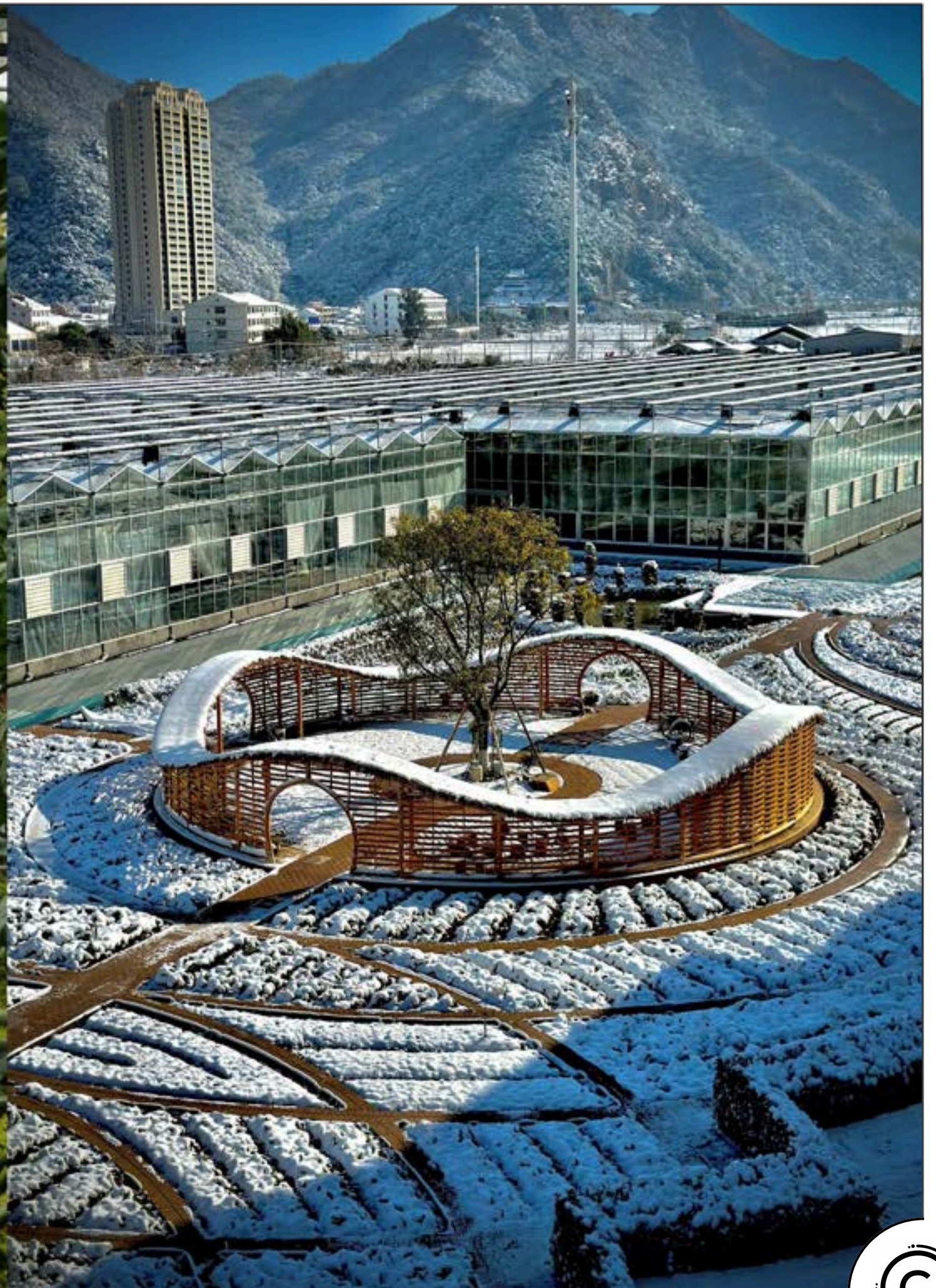
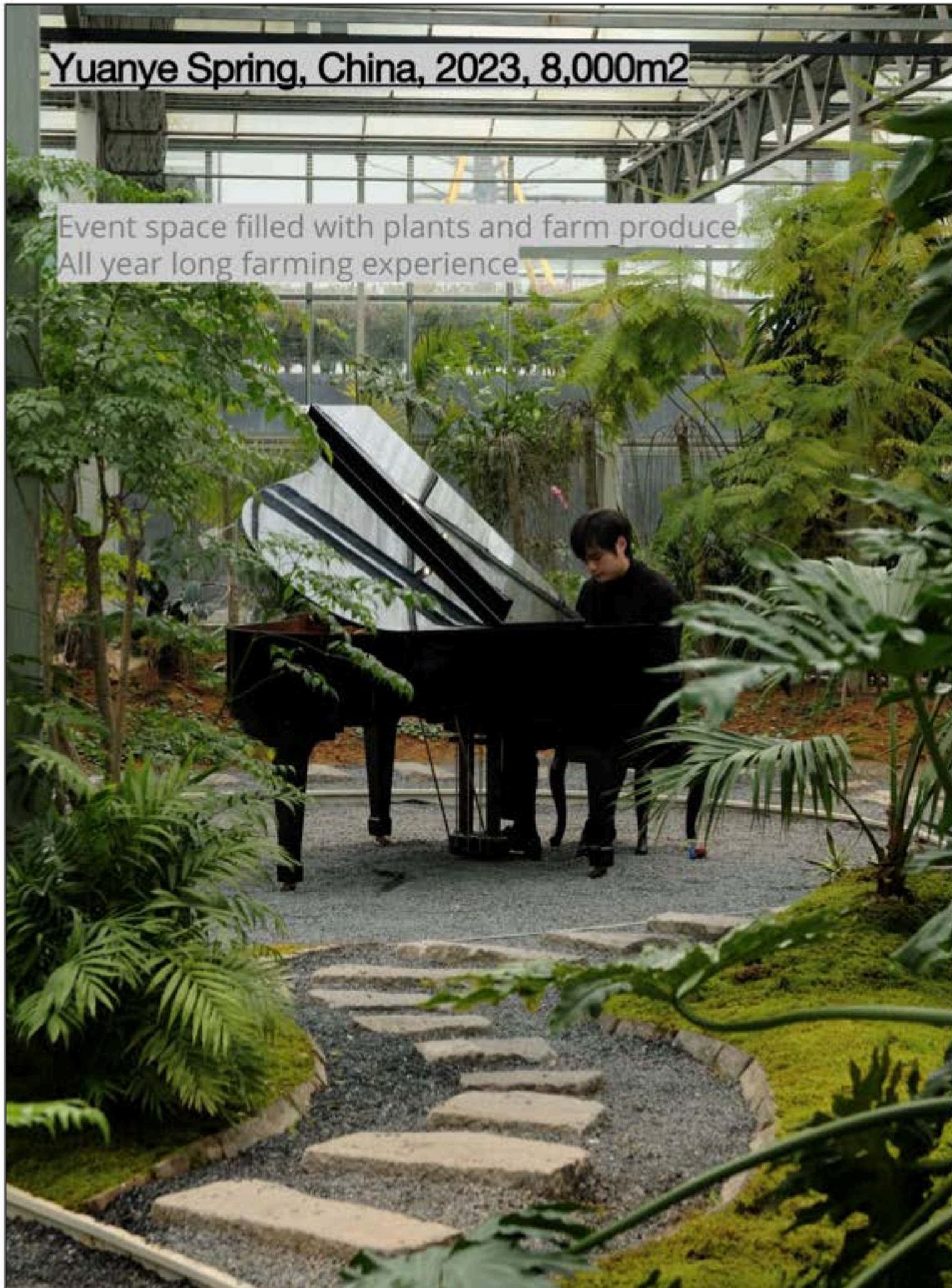
The farm is designed with salvaged materials and mass timber to reduce embodied carbon. Together with other sustainable measures to reduce operation carbon. The project aims to set a template of net zero education.

Through technology and education, we aim to train the next generation of farmers with sustainability in focus.



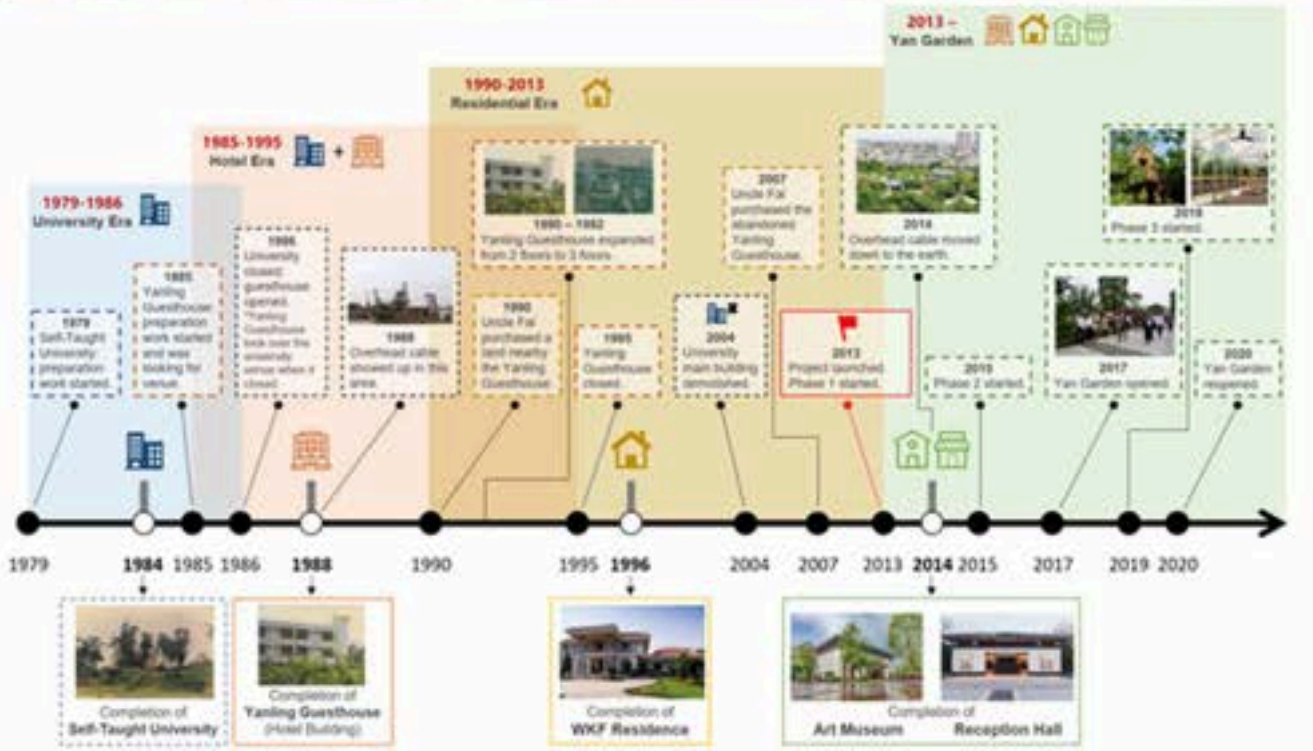
Yuanye Spring, China, 2023, 8,000m<sup>2</sup>

Event space filled with plants and farm produce  
All year long farming experience



# Yan Garden, China, 2019, 30,000m2

Yan Garden is a creative park with art studios in a revitalized hotel from 1979, a community hub with family exhibition in a preserved mansion from 1996 and a new museum dedicated to promoting edutainment. The project spans across 30,873 square meters of open space and greenery. It is a project led by a private owner.



## K-farm, First Smart Farm in Hong Kong, Kennedy Town, 2021, 2000m<sup>2</sup>



K-farm challenges urban farming under extreme conditions and makes farming into a STEM education for all people. Because of the coastal condition along Victoria Harbour, we have combined three types of farming to suit our specific site and climate

1. Hydroponics to provide 365 farming in all conditions,
2. Aquaponics to study how fish and plants coexist,
3. Organic with various height and species to serve as inclusive farming and maintain the community's ecosystem,



**K-farm, First Smart Farm in Hong Kong,  
Kennedy Town, 2021, 2000m2**



© K-FARM | AVOID OBVIOUS ARCHITECTS | IMAGENIX

© AVOID OBVIOUS ARCHITECTS



© K-FARM | AVOID OBVIOUS ARCHITECTS | IMAGENIX



# Taoist Glass Temple, Hong Kong, NGO, 2024, Under Construction, 600m<sup>2</sup>



hereby certifies that 特此證明

## CHI HONG CHING YUEN 慈航靜苑

5 Wai-lan Quadrant, Kwai-koon Tong  
九龍葵涌葵翠邨

has achieved **Provisional Platinum** rating under BEAM Plus V2.0  
獲得綠建築評級建築 (2.0版) 暫定白金級



**PROVISIONAL PLATINUM**  
V2.0 2023  
HKGBC BEAM Plus



Category	Target	Actual
Energy Performance	50%	55%
Water Performance	50%	55%
Indoor Environmental Quality	50%	55%
Material & Resource	50%	55%
Transportation	50%	55%
Waste Management	50%	55%
Water Quality	50%	55%
Water Quantity	50%	55%
Water Safety	50%	55%
Water Security	50%	55%
Water Sustainability	50%	55%
Water Resilience	50%	55%
Water Adaptability	50%	55%
Water Resilience	50%	55%
Water Resilience	50%	55%

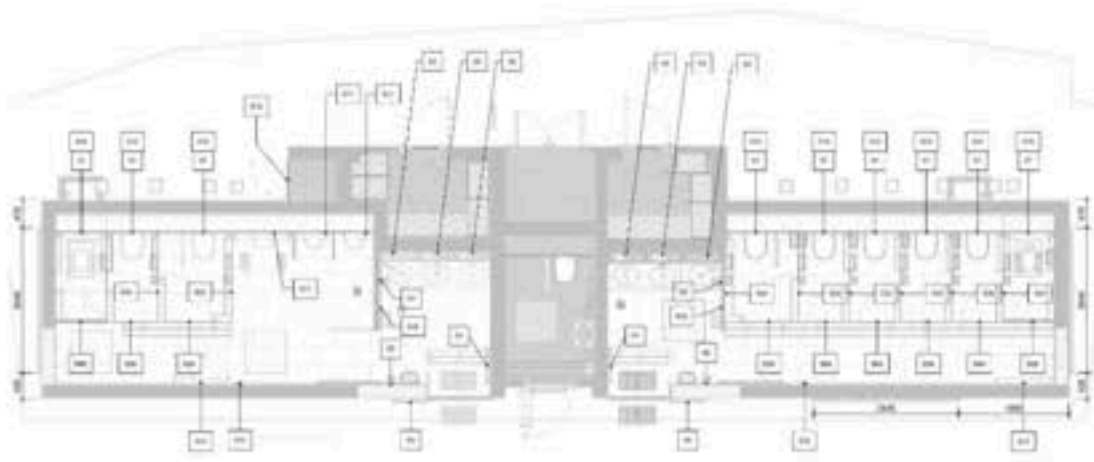
Category	Target	Actual
Energy Performance	50%	55%
Water Performance	50%	55%
Indoor Environmental Quality	50%	55%
Material & Resource	50%	55%
Transportation	50%	55%
Waste Management	50%	55%
Water Quality	50%	55%
Water Quantity	50%	55%
Water Safety	50%	55%
Water Security	50%	55%
Water Sustainability	50%	55%
Water Resilience	50%	55%
Water Resilience	50%	55%
Water Resilience	50%	55%

Taosit Temple for SSCT is meant to bring the religion into the 21<sup>st</sup> century. The building is the only religious building in Asia certified by the highest green building standard. The client wants to use the current building to bring people closer to nature. The enjoyment of water, sun and air are in alignment to their fundamental religious belief.





# 12 Public Toilets, Hong Kong, Government 2024, Under Construction



SIGNAGE KEY PLAN

NO.	DESCRIPTION	UNIT	QTY	NO.	DESCRIPTION	UNIT	QTY
1	Hand Wash Basin	1000	12	13	Hand Wash Basin	1000	12
2	Hand Wash Basin	1000	12	14	Hand Wash Basin	1000	12
3	Hand Wash Basin	1000	12	15	Hand Wash Basin	1000	12
4	Hand Wash Basin	1000	12	16	Hand Wash Basin	1000	12
5	Hand Wash Basin	1000	12	17	Hand Wash Basin	1000	12
6	Hand Wash Basin	1000	12	18	Hand Wash Basin	1000	12
7	Hand Wash Basin	1000	12	19	Hand Wash Basin	1000	12
8	Hand Wash Basin	1000	12	20	Hand Wash Basin	1000	12
9	Hand Wash Basin	1000	12	21	Hand Wash Basin	1000	12
10	Hand Wash Basin	1000	12	22	Hand Wash Basin	1000	12
11	Hand Wash Basin	1000	12	23	Hand Wash Basin	1000	12
12	Hand Wash Basin	1000	12	24	Hand Wash Basin	1000	12



Toilet is being a important issue in modern community. People want to feel welcome, safe, clean and comfortable in the toilet. We are commissioned by the Hong Kong Government to renovate 12 public toilets in poor conditions. They will be majorly upgraded to bring the toilet standard to the post-covid guideline. They are accessible, easy to maintain and in some locations will become the icon of the area.



## Air Cadets Headquarters, Hong Kong, NGO, 2024, Under Construction, 2000m2



We are converting an abandoned school into the headquarter for Air Cadets Corps in Hong Kong. We conducted workshop with their students to figure out how the students imagine their future school. The use of triangle reminds them of the chevron on their uniform. It was voted as the concept to tie the old building into the current users.

© AVOID OBVIOUS ARCHITECTS



**Paws United Charity, Hong Kong, NGO,**  
**2026, Under Construction, 2000m2**



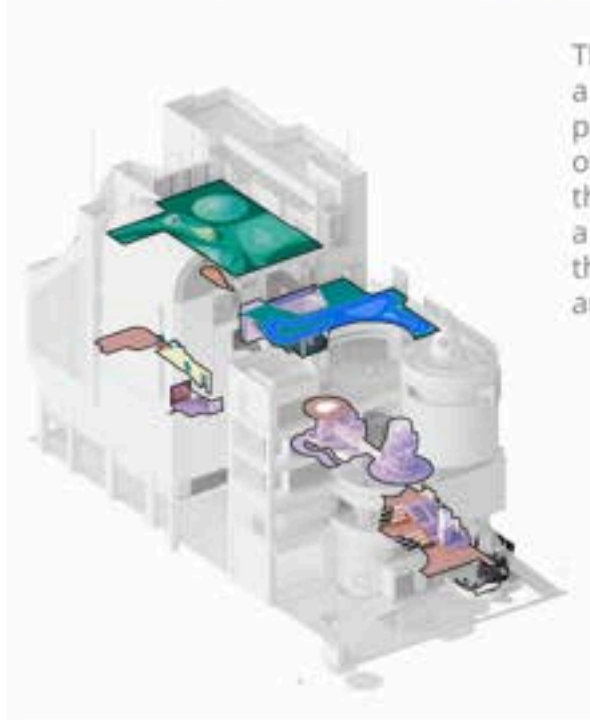
PUC headquarters revitalized an abandoned school into a state of the art facility for homeless dogs and cats. The idea from the NGO is to promote the animal wellbeing via architecture and program. They believe community across the world has more work to do to make space friendly to inter-species play and animal welfare.



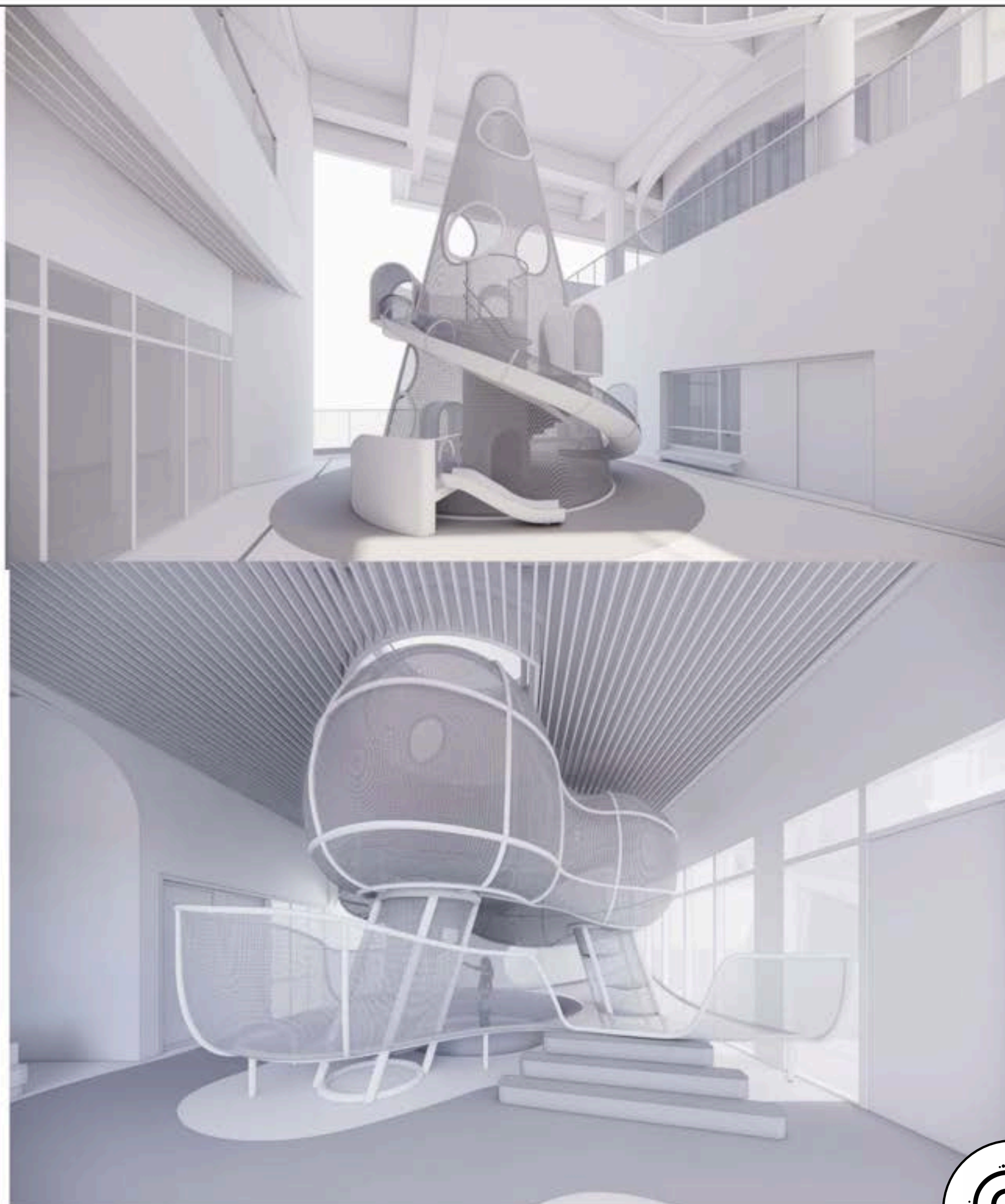
© AVOID OBVIOUS ARCHITECTS



**Kindergarten Education Centre**  
**Hong Kong Government, 2024,**  
**Under Construction, 5000m2**



This government projects aims to create a purpose build project for play. It is a playhouse with 6 levels to serve children of Hong Kong to explore learning through play. Equipment are designed in a special way to stick to the elemental theme while giving children exploration and excitement.



**University Cafeteria, 2024,  
CUHK, Hong Kong,  
Under Construction, 300m<sup>2</sup>**



School believe giving quality food and restaurants are one of the best way to retain students and faculty. The intent of this cafeteria is to break away from what school normally offer and get students into enjoy their meals in a very relaxed and flexible area.

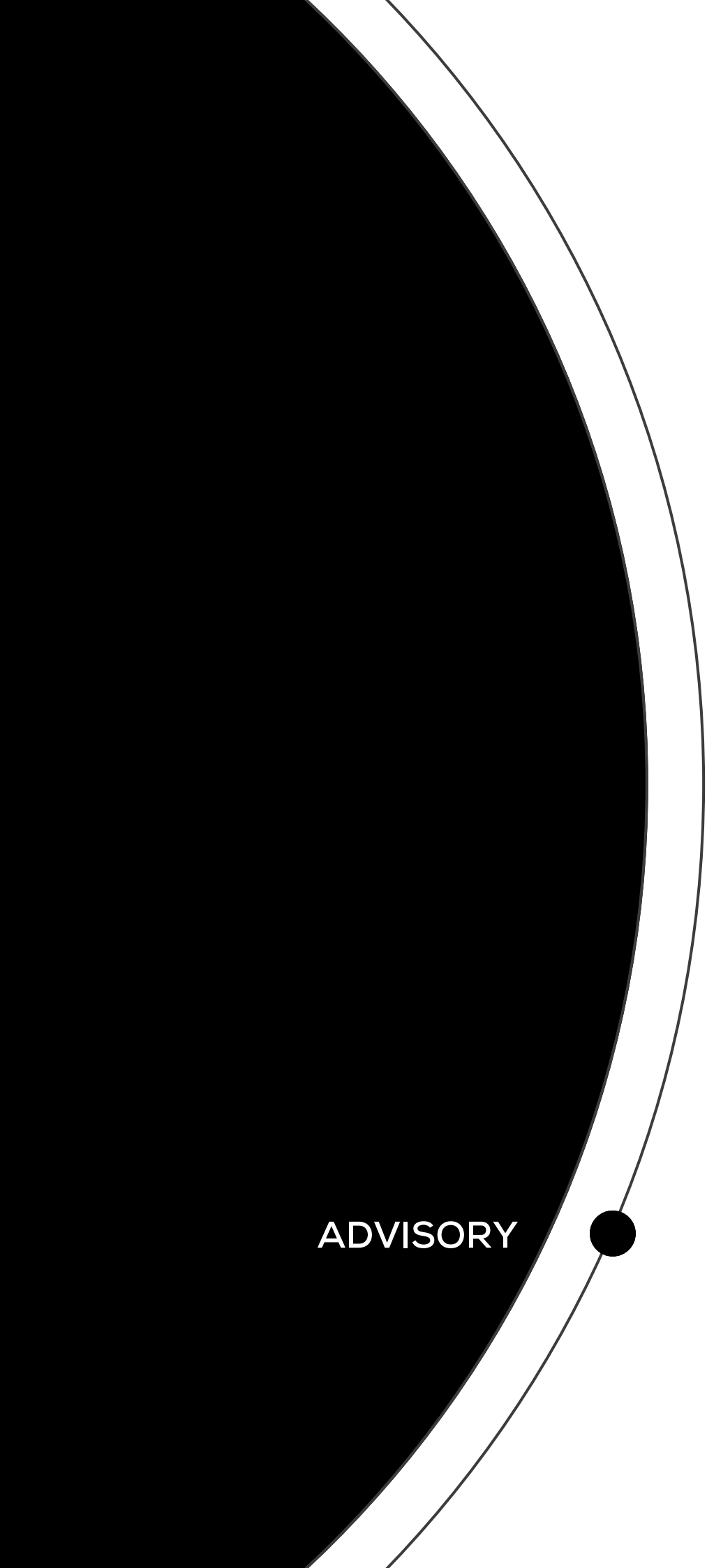


**Nansha Wellness Hub, China, NGO,  
2024, Under Construction, 5000m2**



Nansha Wellness Hub converted an abandoned building into a sport and wellness center to promote emerging sports and technology to improve people's wellbeing. The renovation is meant to bring new energy to an up a coming community that are closely related to cruise terminal. The destination is here to serve the locals and tourists who are stopping in Nansha for fun.





ADVISORY

# Property Development

## Branding & Marketing

# A I B E

AI for the Built Environment

**AIBE** is an AI-based profit Maximization and Risk Mitigation Solution for the Real Estate Sector.

**AIBE** finds the highest and best future use of a given site based on collective human intelligence it gathers - in a big data style - learning from reliable and balanced expert opinions published in recent years.

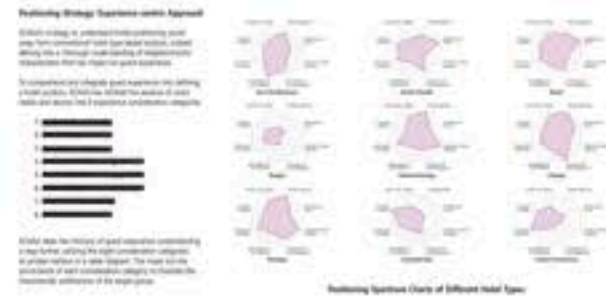
With less biased, more holistic data from multiple angles, real estate and building industry experts can make a truly informed decision.





# Hotel

**Programs:** Lodging, Retail  
**Size:** 300+ key  
**Location:** San Antonio, Texas  
**Client:** Axle Capital Group



System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...



System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...

# Mixed-use

**Programs:** Office, Retail, Residential  
**Size:** 75,000 SQFT  
**Location:** Los Angeles, California  
**Client:** Confidential

System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...

System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...



System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...

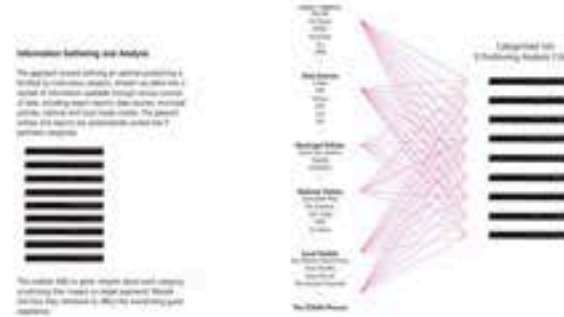
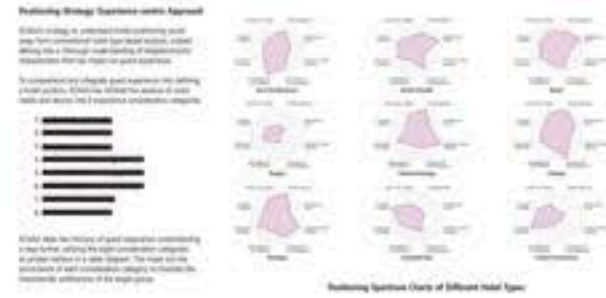


System	Requirements	Notes
Structural	...	...
Mechanical	...	...
Electrical	...	...
Plumbing	...	...
Fire Protection	...	...
Life Safety	...	...
Accessibility	...	...
Energy	...	...
Water	...	...
Indoor Air Quality	...	...
Materials and Resources	...	...
Quality	...	...



# Hotel

**Programs:** Lodging, Retail  
**Size:** 300+ key  
**Location:** San Antonio, Texas  
**Client:** Axle Capital Group



Category	Item 1	Item 2	Item 3
Guest Room	...	...	...
Meeting Space	...	...	...
Food & Beverage	...	...	...
Retail	...	...	...
Other	...	...	...



Category	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8
Guest Room	...	...	...	...	...	...	...	...
Meeting Space	...	...	...	...	...	...	...	...
Food & Beverage	...	...	...	...	...	...	...	...
Retail	...	...	...	...	...	...	...	...
Other	...	...	...	...	...	...	...	...

# Mixed-use

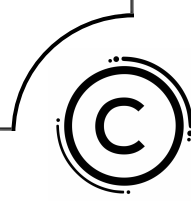
**Programs:** Office, Retail, Residential  
**Size:** 75,000 SQFT  
**Location:** Los Angeles, California  
**Client:** Confidential



Category	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8
Guest Room	...	...	...	...	...	...	...	...
Meeting Space	...	...	...	...	...	...	...	...
Food & Beverage	...	...	...	...	...	...	...	...
Retail	...	...	...	...	...	...	...	...
Other	...	...	...	...	...	...	...	...

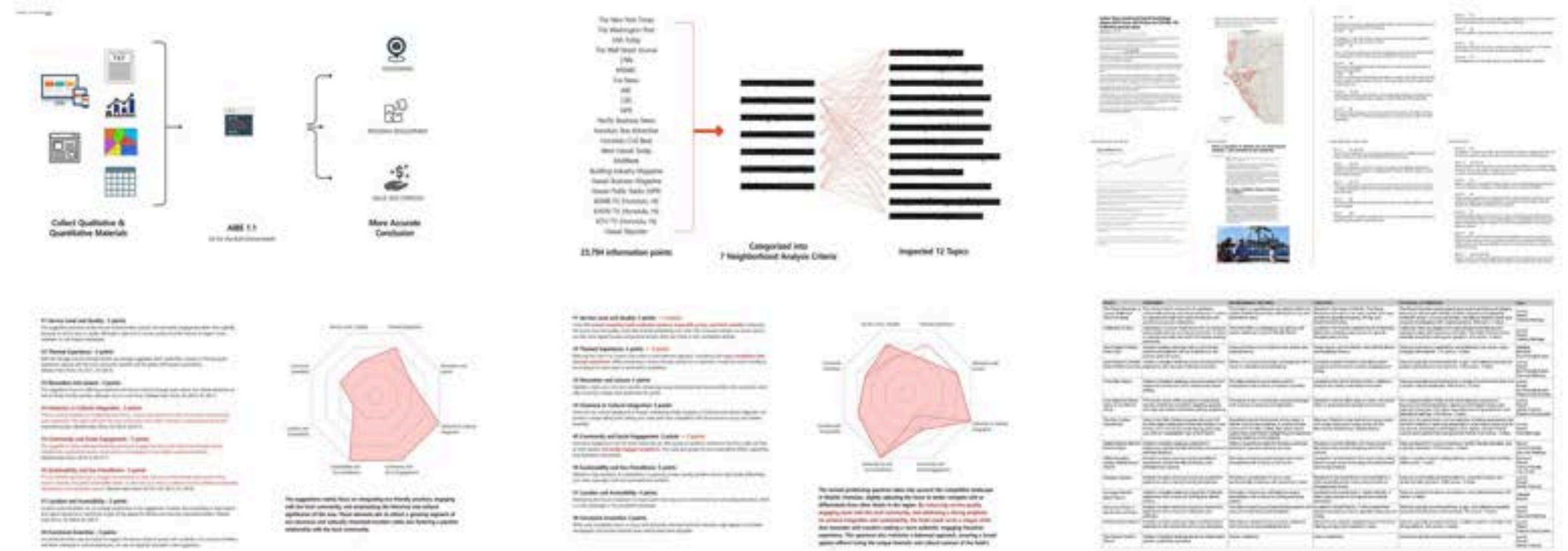


Category	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8
Guest Room	...	...	...	...	...	...	...	...
Meeting Space	...	...	...	...	...	...	...	...
Food & Beverage	...	...	...	...	...	...	...	...
Retail	...	...	...	...	...	...	...	...
Other	...	...	...	...	...	...	...	...



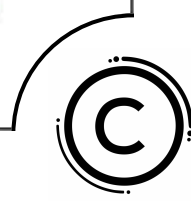
# Mixed-use

**Programs:** Lodging  
**Size:** 500+ key  
**Location:** Honolulu, Hawaii  
**Client:** Confidential



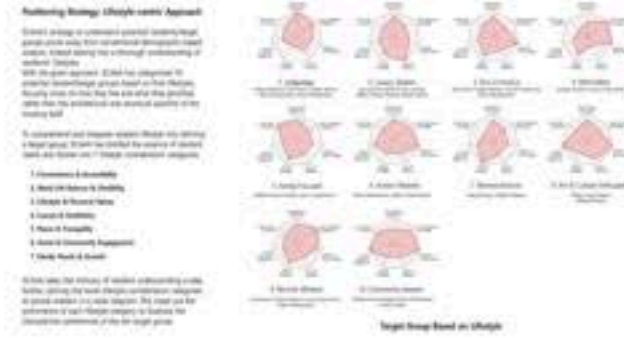
# Multi-family

**Programs:** Residential, Retail, F&B  
**Size:** 250+ units  
**Location:** Denver, Colorado  
**Client:** Confidential

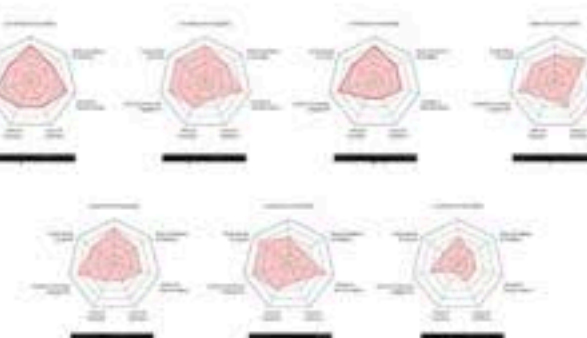
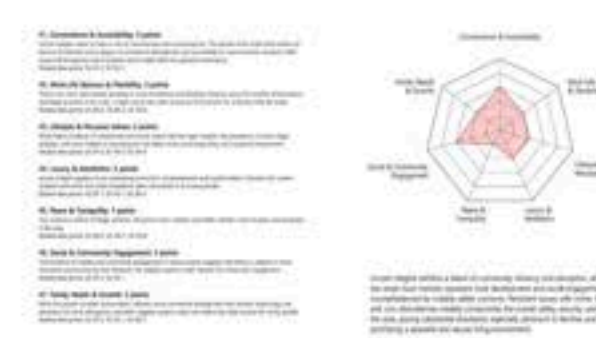


# Communal Living

**Programs:** Residential, F&B  
**Size:** 200+ units  
**Location:** Los Angeles, California  
**Client:** Confidential

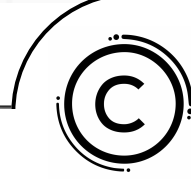
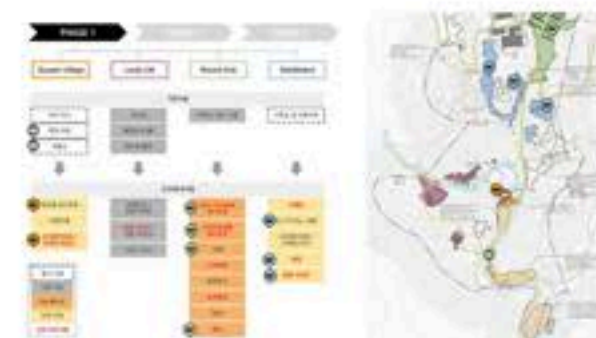
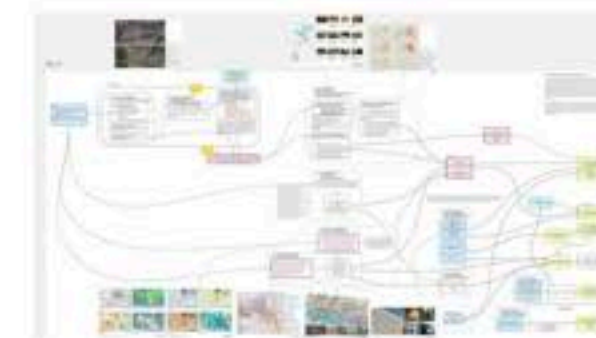


Category	Item	Value	Target
A. Community & Usability	1. Community & Usability	4.5	4.0
	2. Community & Usability	4.5	4.0
	3. Community & Usability	4.5	4.0
	4. Community & Usability	4.5	4.0
	5. Community & Usability	4.5	4.0
	6. Community & Usability	4.5	4.0
	7. Community & Usability	4.5	4.0
	8. Community & Usability	4.5	4.0
	9. Community & Usability	4.5	4.0
	10. Community & Usability	4.5	4.0



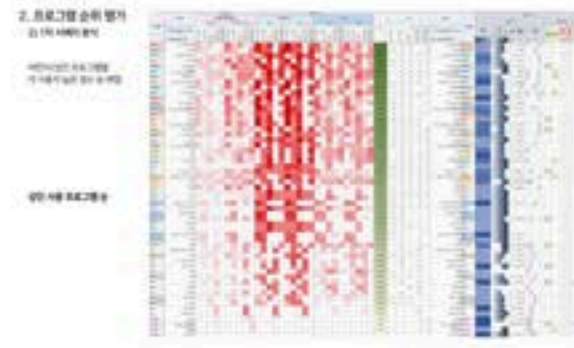
# Healthcare Resort

**Programs:** Healthcare facility, lodging, retail, F&B, educational, agricultural  
**Size:** 11,125,007 SQFT  
**Location:** Pyeongchang, Korea  
**Client:** Confidential

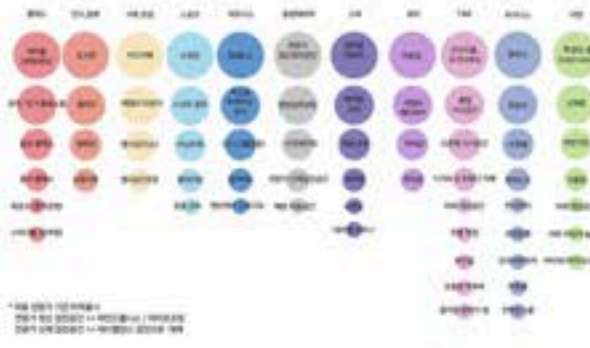


# Urban Wellness Center

Programs: Wellness facility  
 Size: 133,955 SQFT  
 Location: Seoul, Korea  
 Client: Confidential



구분	구분명	구분코드	구분내용
1. 건축	1.1	1.1.1	1.1.1.1
	1.2	1.2.1	1.2.1.1
2. 기계	2.1	2.1.1	2.1.1.1
	2.2	2.2.1	2.2.1.1
3. 전기	3.1	3.1.1	3.1.1.1
	3.2	3.2.1	3.2.1.1
4. 소방	4.1	4.1.1	4.1.1.1
	4.2	4.2.1	4.2.1.1
5. 기타	5.1	5.1.1	5.1.1.1
	5.2	5.2.1	5.2.1.1

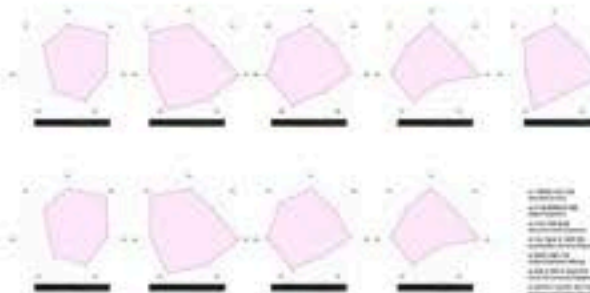


# Retail

Programs: Retail, F&B  
 Size: 9,391 SQFT  
 Location: Seoul, Korea  
 Client: Confidential



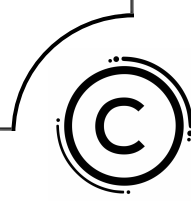
구분	구분명	구분코드	구분내용
1. 건축	1.1	1.1.1	1.1.1.1
	1.2	1.2.1	1.2.1.1
2. 기계	2.1	2.1.1	2.1.1.1
	2.2	2.2.1	2.2.1.1
3. 전기	3.1	3.1.1	3.1.1.1
	3.2	3.2.1	3.2.1.1
4. 소방	4.1	4.1.1	4.1.1.1
	4.2	4.2.1	4.2.1.1
5. 기타	5.1	5.1.1	5.1.1.1
	5.2	5.2.1	5.2.1.1

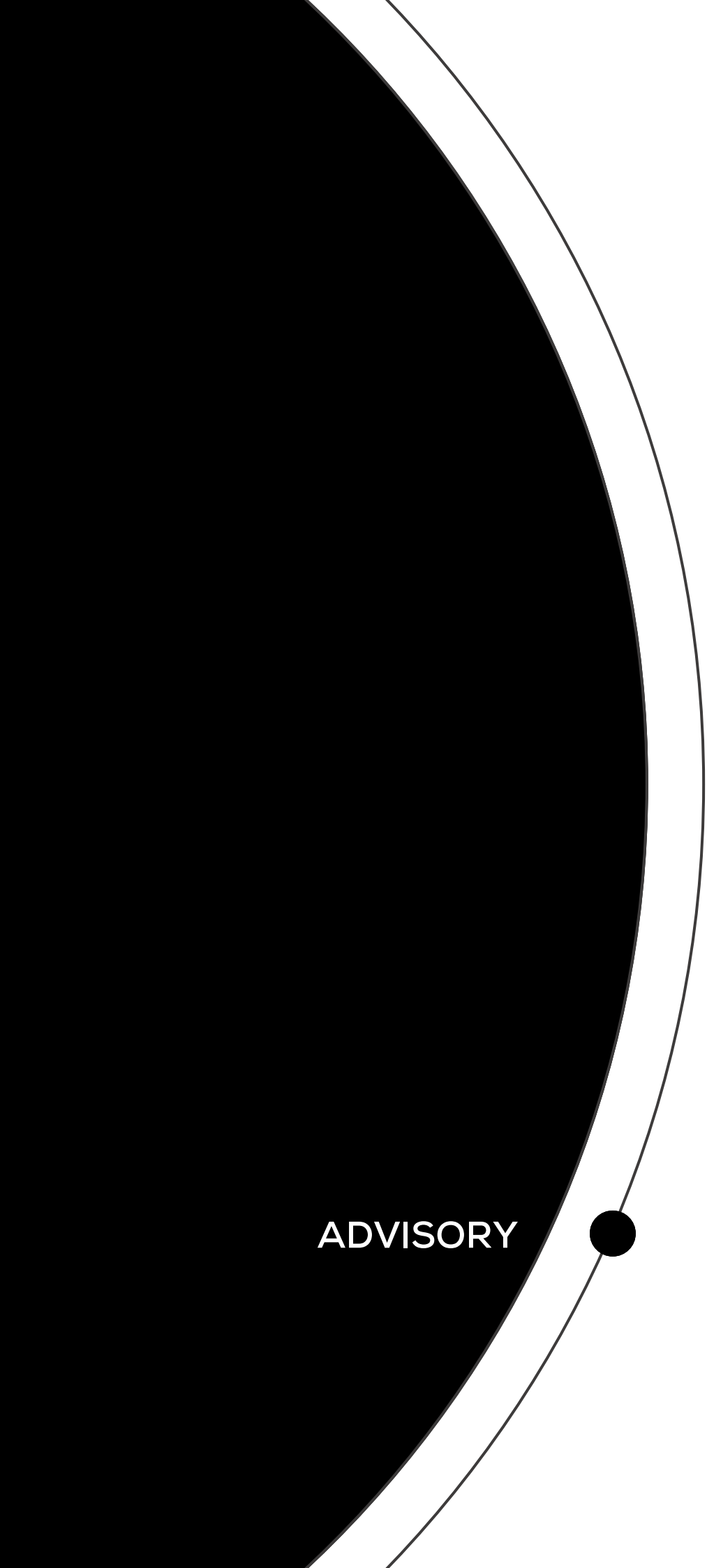


구분	구분명	구분코드	구분내용
1. 건축	1.1	1.1.1	1.1.1.1
	1.2	1.2.1	1.2.1.1
2. 기계	2.1	2.1.1	2.1.1.1
	2.2	2.2.1	2.2.1.1
3. 전기	3.1	3.1.1	3.1.1.1
	3.2	3.2.1	3.2.1.1
4. 소방	4.1	4.1.1	4.1.1.1
	4.2	4.2.1	4.2.1.1
5. 기타	5.1	5.1.1	5.1.1.1
	5.2	5.2.1	5.2.1.1



구분	구분명	구분코드	구분내용
1. 건축	1.1	1.1.1	1.1.1.1
	1.2	1.2.1	1.2.1.1
2. 기계	2.1	2.1.1	2.1.1.1
	2.2	2.2.1	2.2.1.1
3. 전기	3.1	3.1.1	3.1.1.1
	3.2	3.2.1	3.2.1.1
4. 소방	4.1	4.1.1	4.1.1.1
	4.2	4.2.1	4.2.1.1
5. 기타	5.1	5.1.1	5.1.1.1
	5.2	5.2.1	5.2.1.1





ADVISORY

Property Development  
**Branding & Marketing**

# THE CREATIVE INTELLIGENCE FOR REAL ESTATE.

► Global Reach, Local Impact.



- [mg].elephant skin proposal -

2017

Ben "The Bulldog" Franklyn

The ultimate change-avoider.

While the world surfs the waves of creativity, technology, and fresh ideas, Ben's clinging to his "tried and true" methods from decades ago. It's like he's stuck in a vintage movie montage while life's blockbuster zooms by. His resistance to change?

Let's just say it's a one-way ticket to Frustrationville. Ben's nostalgia is so real that he's practically a walking time capsule. Meanwhile, life's knocking on his door with a new invitation, but Ben's too busy reminiscing to answer.

Time to press play, Ben!

THE  
WORLD  
IS FULL  
OF DOGS.  
BEAN  
ELEPHANT.

► [www.elephant-skin.com](http://www.elephant-skin.com)



# GLOBAL REACH, LOCAL IMPACT!



[mg].Elephant Skin a leading creative agency, proudly stands as a beacon of creativity and innovation in the realm of Real Estate Development. Fueled by a dedicated team of over 130 professionals across 6 global offices, we passionately steward a vast portfolio of 300+ projects. With an unwavering commitment to one audacious goal:

### Create WOW stories!

Beyond the constraints of mere construction, [mg].Elephant Skin boldly embarks on a journey of inspiration, crafting narratives that not only transcend boundaries but obliterate them. We think outside the box, disrupt the norm, and fiercely shape communities while igniting the imagination of all who dare to dream alongside us.

**130+** professionals | **7** offices | **300+** projects | **30+** cities | **+\$3bi** client portfolio | **WOW** stories





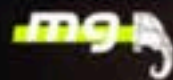
[mg], elephant skin proposal

# WE LIKE TO SPICE IT UP A LIL' BIT.

► Welcome to your one stop shop.



IMMERSIVE ANALYSIS | MARKET RESEARCH |  
BRAND POSITIONING | BRANDING | CONCEPT DEVELOPMENT  
| NAMING | **LOGO** | COLLATERAL MATERIALS |  
CAMPAIGN STRATEGY | LAUNCH STRATEGY | MEDIA STRATEGY |  
CGI | 3D RENDERINGS | FLOOR PLANS | CINEMAGRAPHS |  
FILM | ANIMATIONS



[mg], elephant skin proposal

# THE JOURNEY TO WOW.



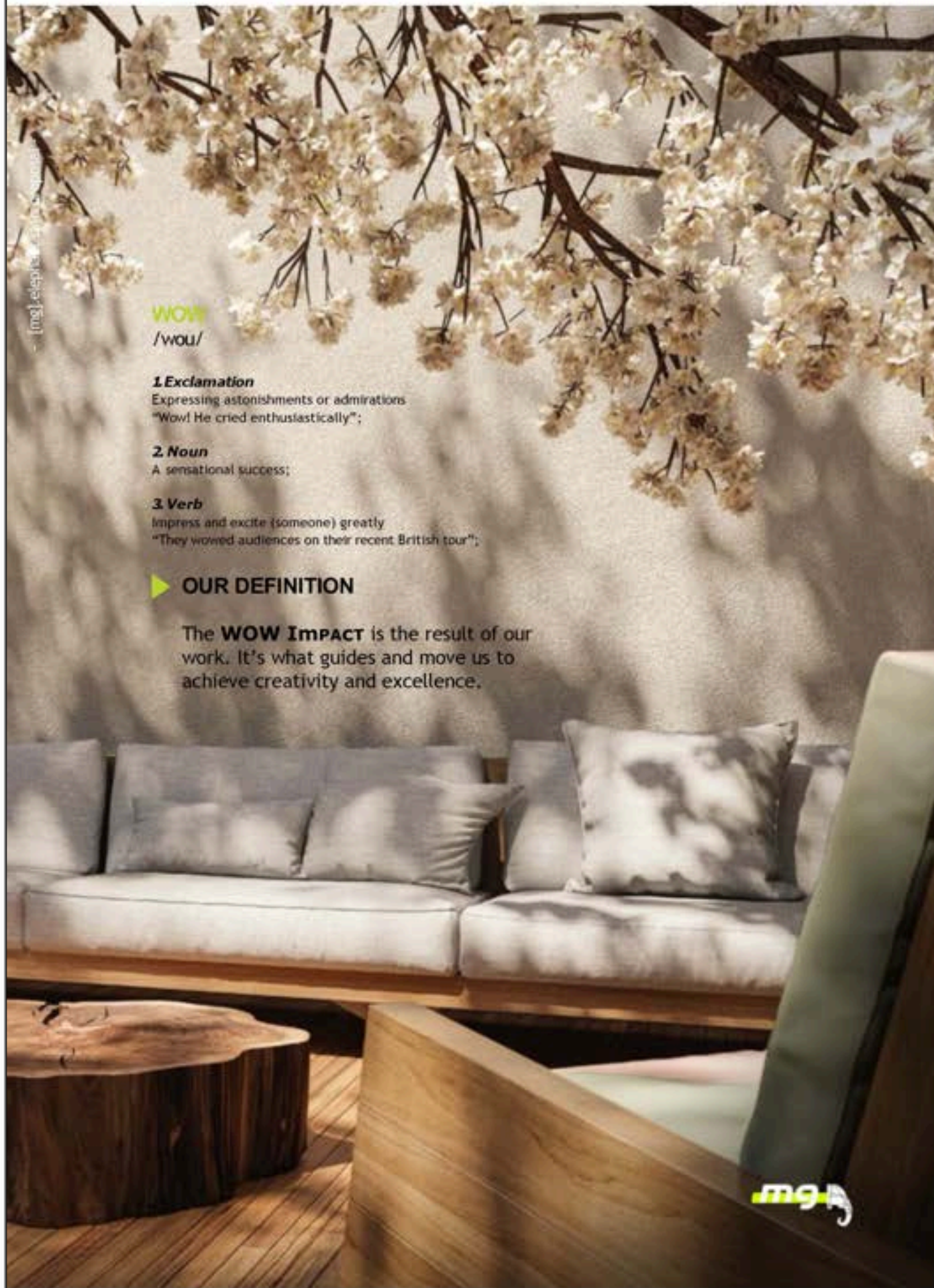
Campaign Strategy: Playbook

Brand Storytelling

CGI Still Renderings, Floor Plans and Live

Film & Animations





[mg].elephant - skin proposal

**WOW**

/wou/

- 1. Exclamation**  
Expressing astonishments or admirations  
"Wow! He cried enthusiastically";
- 2. Noun**  
A sensational success;
- 3. Verb**  
Impress and excite (someone) greatly  
"They wowed audiences on their recent British tour";

► **OUR DEFINITION**

The **WOW Impact** is the result of our work. It's what guides and move us to achieve creativity and excellence.



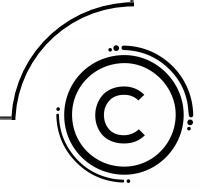
[mg].elephant - skin proposal

# CAMPAIGN STRATEGY: THE PLAYBOOK.



We're not just proactive; we dive headfirst into projects, crafting brilliant strategies driven by data and research. Our approach includes in-depth market analysis, ruthless competitor evaluations, and trend assessments. The outcome?

► **THE PLAYBOOK:** your blueprint for thriving with a robust **Campaign Strategy!**





- [img]elephant skin proposal -

[img]ELEPHANT SKIN - Workflow Process



- [img]elephant skin proposal -

## BRAND STORYTELLING PHASES.



### /PHASE 01: Concept + Brand Identity

Based on the development and content of the Playbook, we are initiating the primary creative direction of the project: concept and branding identity. At this stage, we will present the **Concept/Storytelling**, followed by the **Naming study**, **Logo**, **Color Palette**, **Manifesto**, and project **Key Visual**. We will move to Phase 02 and develop all campaign materials only after these assets receive final approval.

### /PHASE 02: Branding Development

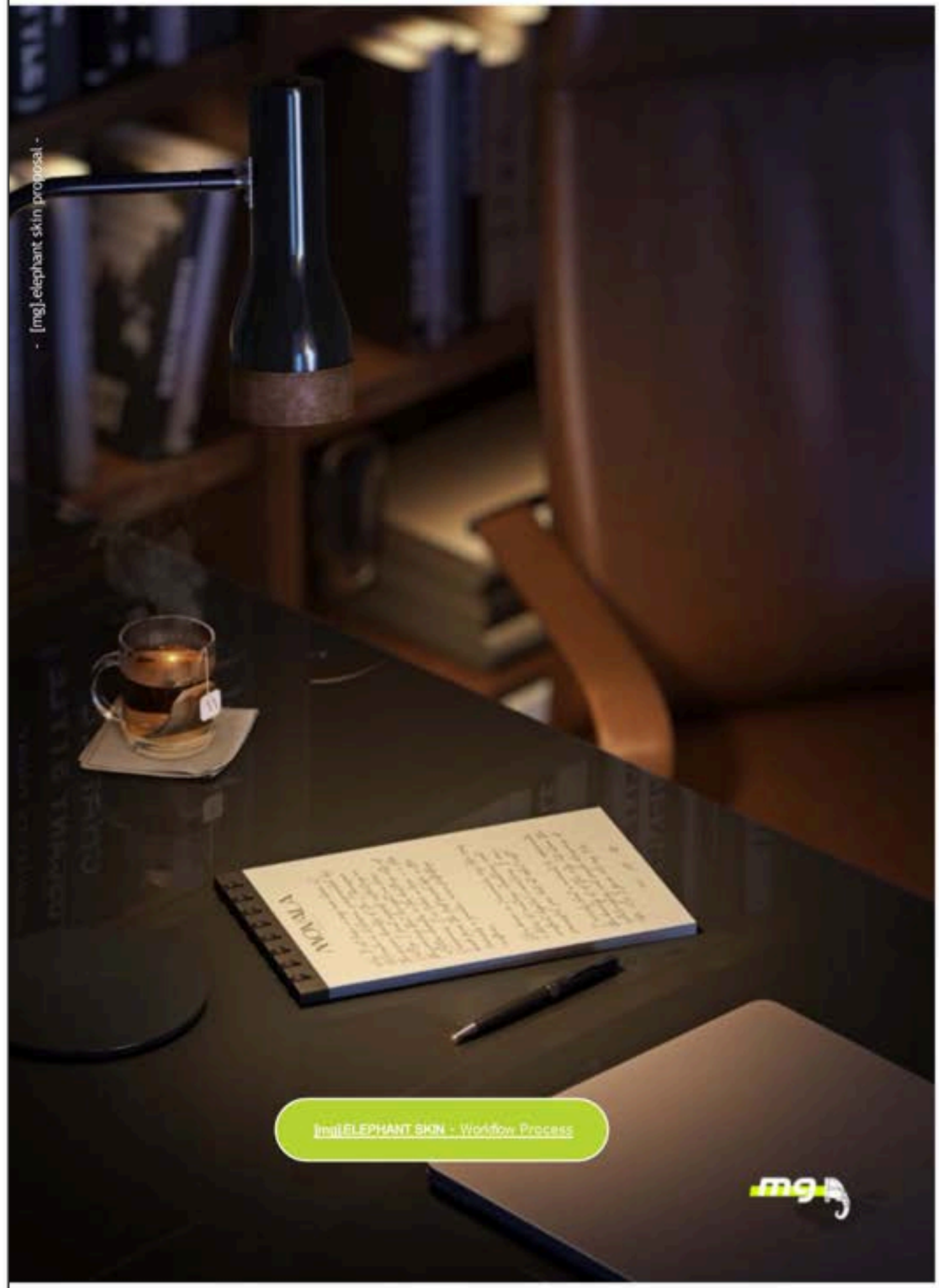
WOW R1 R2 HIGH

- Stationery
- Books & Brochures
- Signage
- Presentation Center Visual Identity
- Website Design & Development
- Print and Digital Ads
- Social Media Packages
- Collateral Materials
- Other Branding Assets

Some branding assets, such as brochures and the website, may have a different production process with additional phases due to the complexity of approvals. The detailed processes are outlined in the Workflow Process document.

- pag. 13





[img]ELEPHANT SKIN - Workflow Process



# STILL RENDERINGS PHASES.



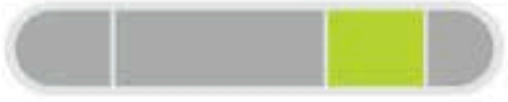
## /20Z P1 - Moodboard + Mass Modeling + Camera Options

First things first! Modeling is where we discover the best game plan. We create the moodboard and study the cameras and the style of each scene. At this stage, we will send the cameras for approval without materials and textures.



## /50Z WOW - Composition, Texturing and Lighting

Now that we have the base developed and the creative direction approved, it's time to put it all together. At this point, we deliver the most impactful image of the project!



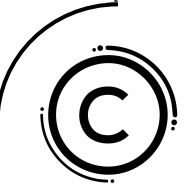
## /20Z Revisions

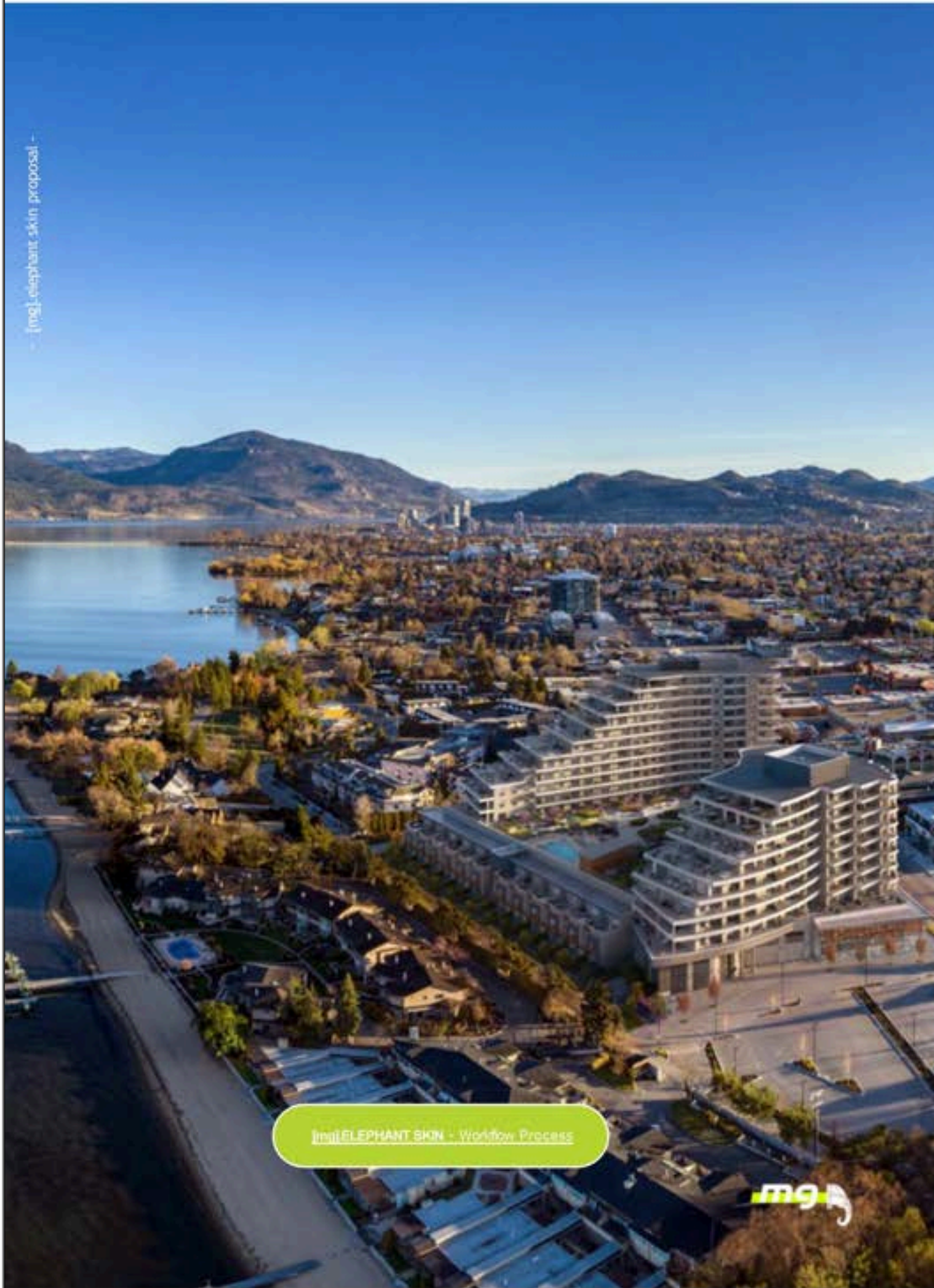
Maximum of 3 Revisions (R1, R2 and R3).



## /10Z High Image

Now we have the image completely finalized with an amazing quality to be used in different ways!





[img]ELEPHANT SKIN - Workflow Process

# FILMS AND ANIMATIONS PHASES.



## /10Z Pre-Production | Script + Storyboard

To produce a great video, we need a great story, and that's when the Elephants show up! We start organizing your ideas and spice it up with ours to refine and set the direction.



## /20Z Animatic | Animatic + Editing

Now we are rolling! After putting our ideas in order, we start the modeling to play around with the cameras and discuss best angles, transitions, animated scenes, and objects. It is the time to understand the overall idea and give input and ideas that we couldn't see on the script and storyboard. With our cameras locked up, it is our time to make it happen. Our creative director will coordinate the editing, soundtrack, scene composition, and any other creative detail that may affect the final product.



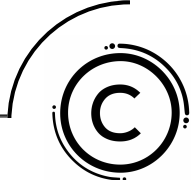
## /50Z Production | Environment + VFX + Chroma + Render

Here's where the magic happens! With the creative direction approved, we start bringing life to the film with textures, effects, animations and simulations!



## /20Z Post-Production | Post-Production + Final Edition

Makeup time! With all the frames in hand, we start the color correction, sound design, and refine every detail to deliver the expected WOW.



**/ FILM PRODUCTIONS**

- / Script;
- / Storyboard;
- / In-House production team;
- / Location selection;
- / Lighting production;
- / Photography Director;
- / Film Director;
- / Drone capture;
- / Audio capture;
- / Sound design;
- / Footage selection;
- / Actors casting (when necessary);
- / Voice over (when necessary);
- / Color correction;
- / Editing for specific platforms;

[img]ELEPHANT SKIN - Workflow Process



**SCOPE OF SERVICES.**



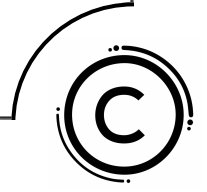
**/ OVERVIEW**

We are pleased to offer you the Creative Services proposal for your project.

**/ SERVICES**

The scope of work entails the production of the following:

- Campaign Strategy
- Brand Storytelling
- Still Renderings: 3D Images, Floorplan and Live
- Films and Animations





## highlights

The collaboration with MG-ES holds immense promise, as the company boasts extensive experience in **crafting iconic projects that shine on the international stage**. We firmly believe that MG-ES has the capability to develop campaigns that transcend the traditional norms deeply rooted in the real estate market.

- ★ Global expertise. Experience
- ★ delivering large-scale projects with international presence.
- ★ Track record of collaborating with acclaimed architectural offices.
- ★ Strong team capacity for large projects.
- ★ Highly experienced team with extensive international expertise in seamlessly coordinating large-scale projects.

- mg.limited.elephant skin -

# MOVALA

CRAFTED *By Seasons*

/Architecture: Meiklejohn Architects Inc. + GGA-Architecture  
/Location: Kelowna/BC, Canada /Marketing Strategy, Brand  
Storytelling, Still Renderings, Films, Sales Center, Sales Platform,  
Immersive Experience

**MLA**  
CANADA







CRAFTED BY SCIENCE



- mg.limited,elephant skin -



# MOVALIA

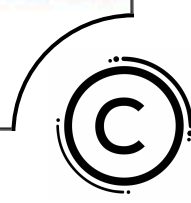
CRAFTED *by Seasons*



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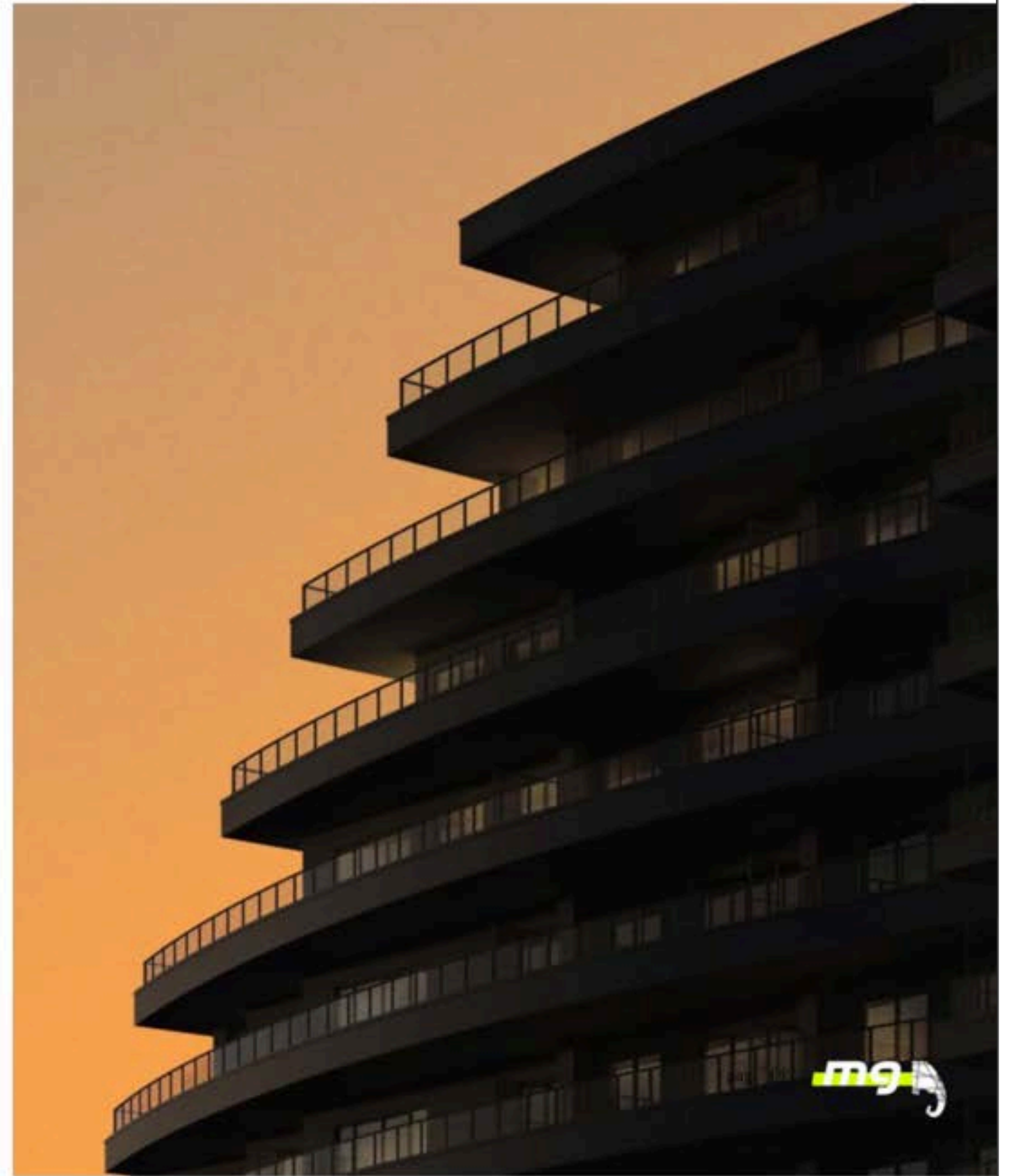


mg

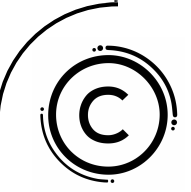
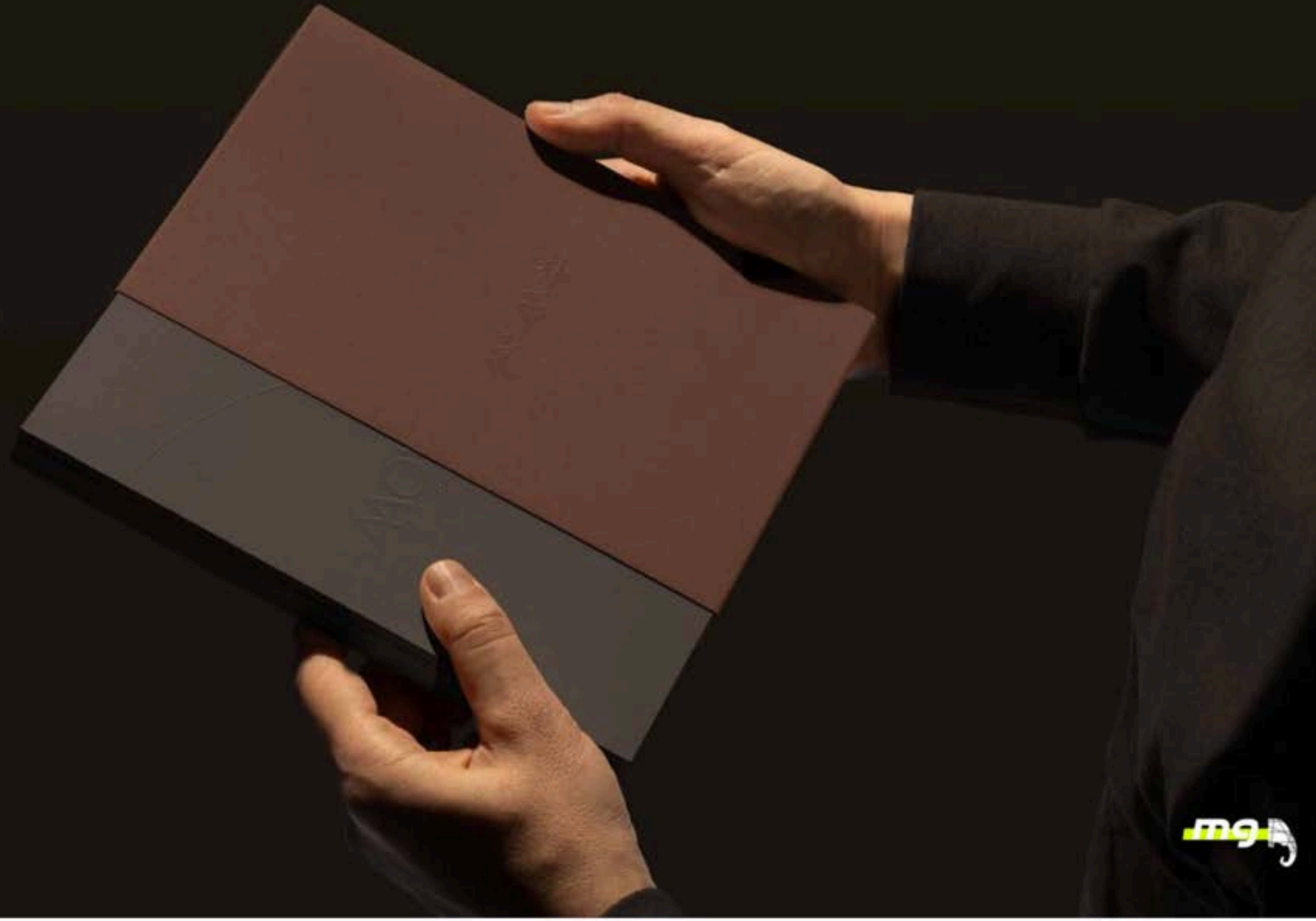


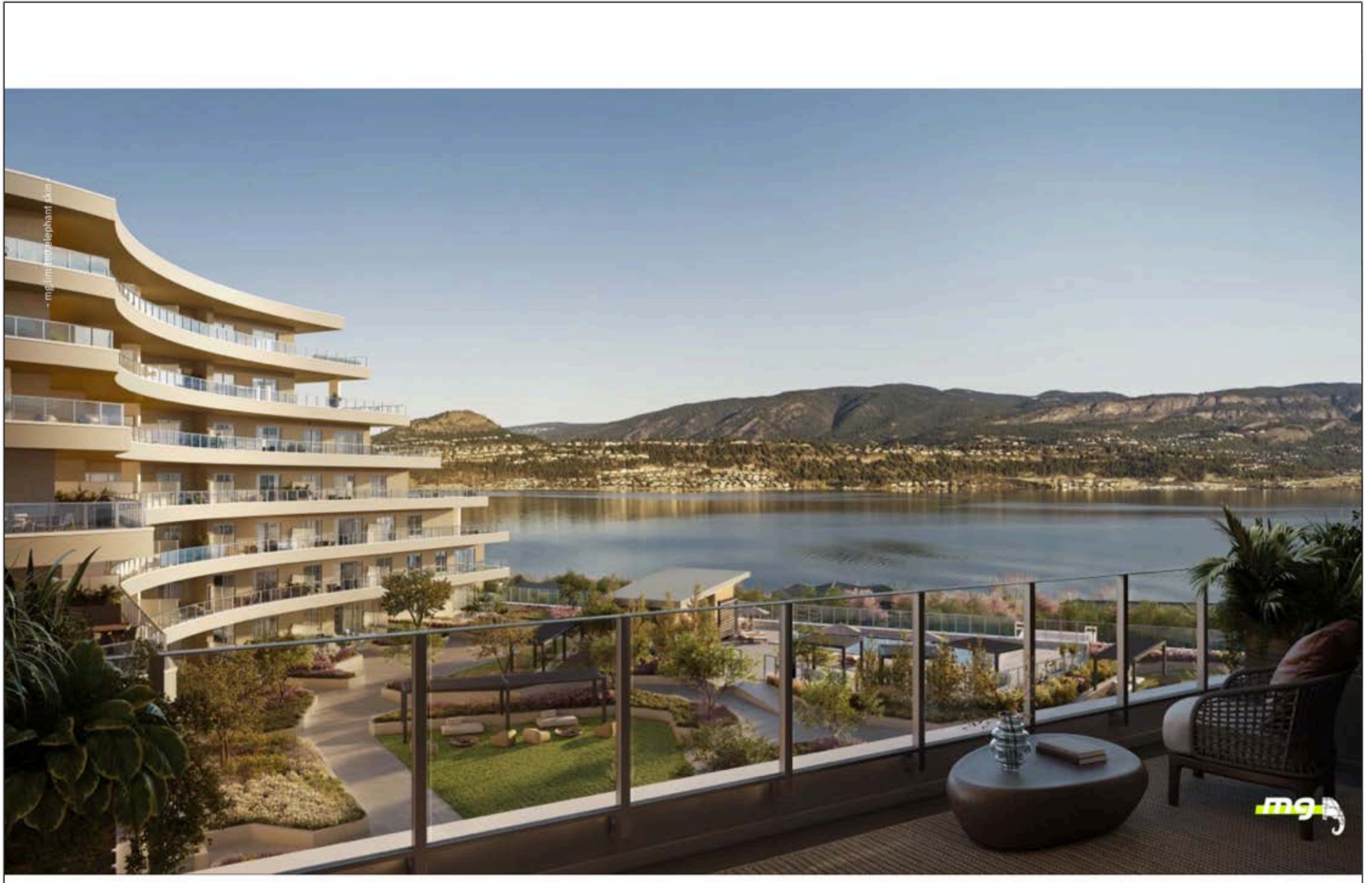
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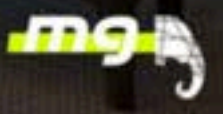


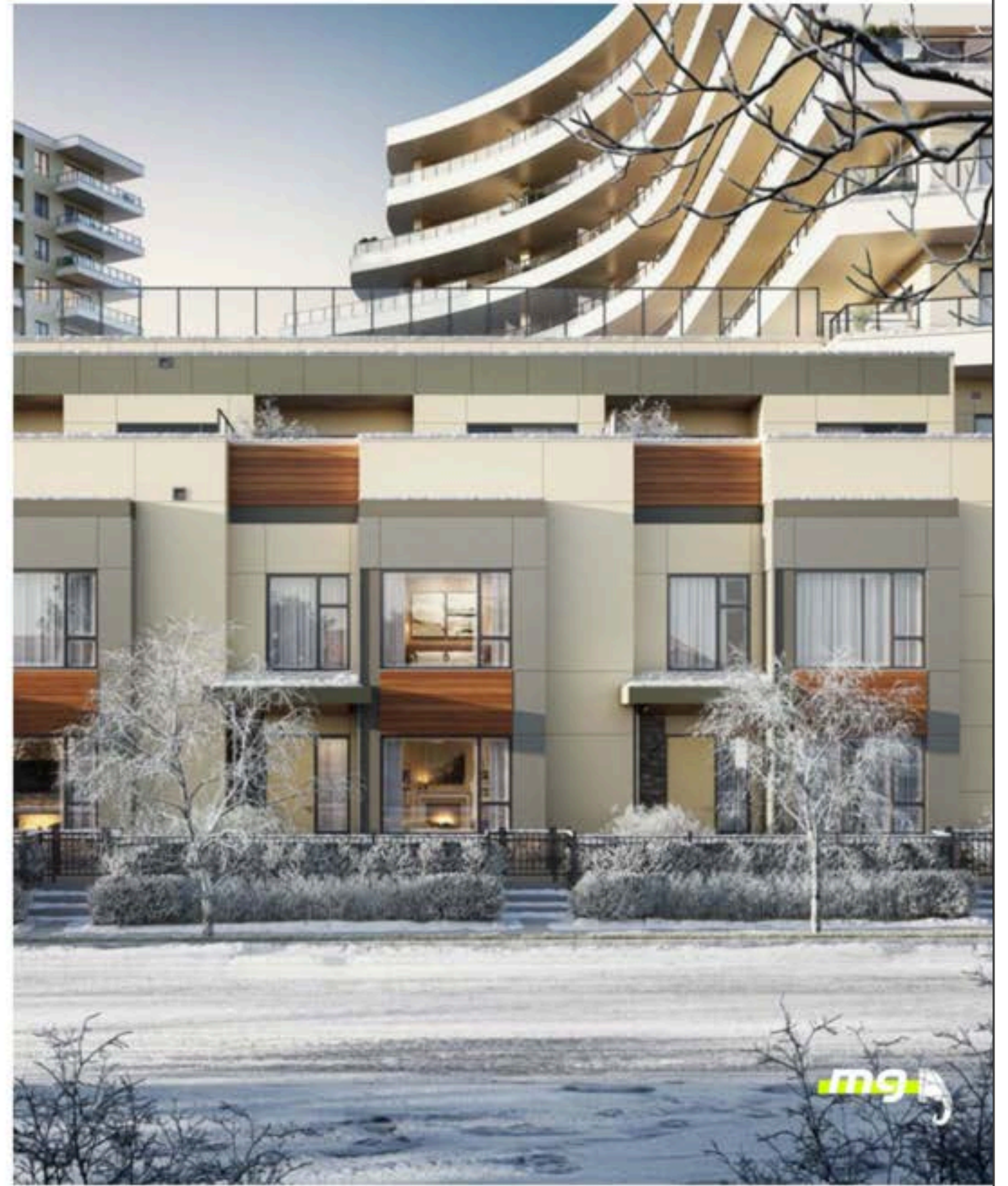
- mg.limited.elephant skin -



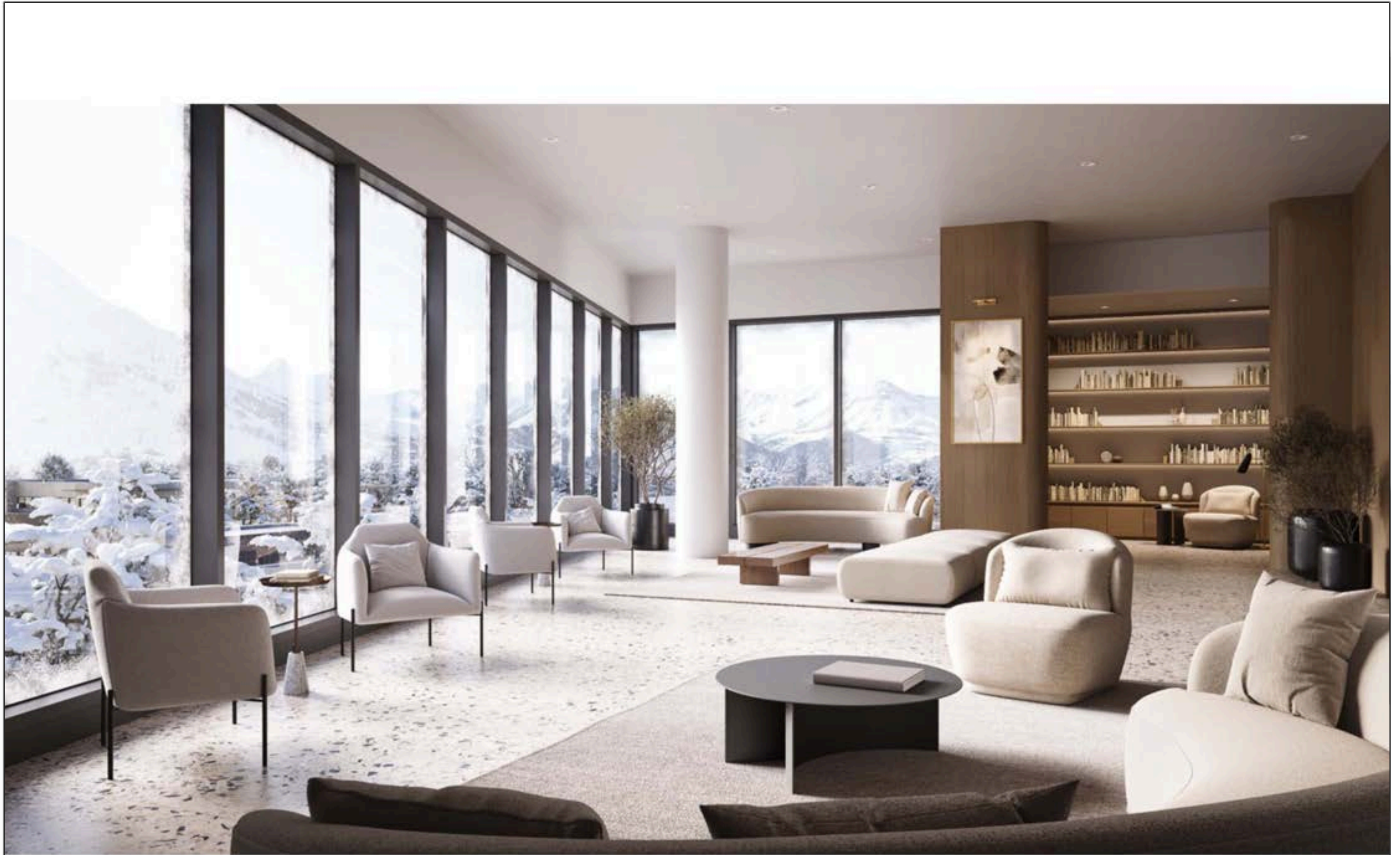


- miglirm tezelephantı skm









unlimited elephant skin

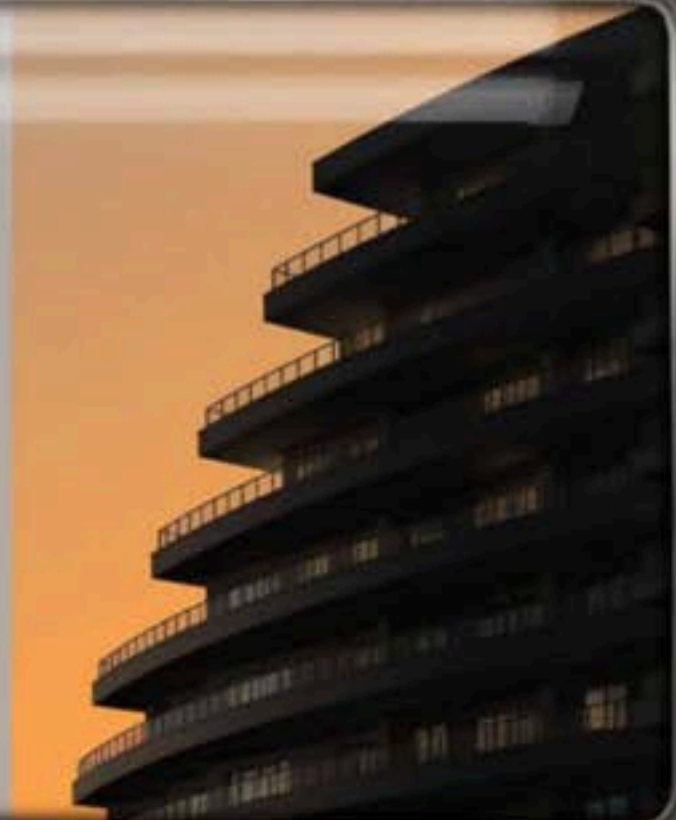
welcome to your year-round oasis.

# MOVALA

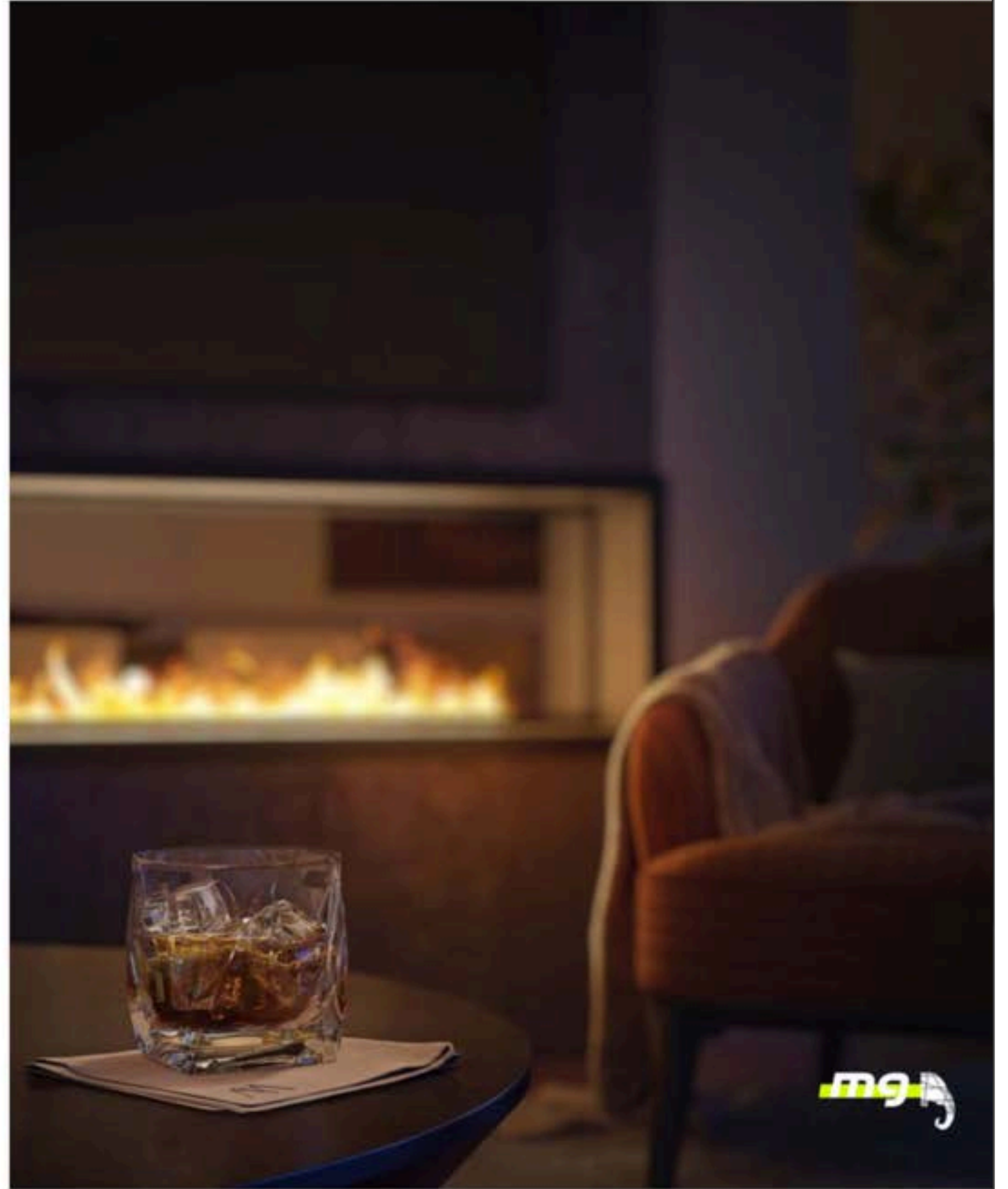
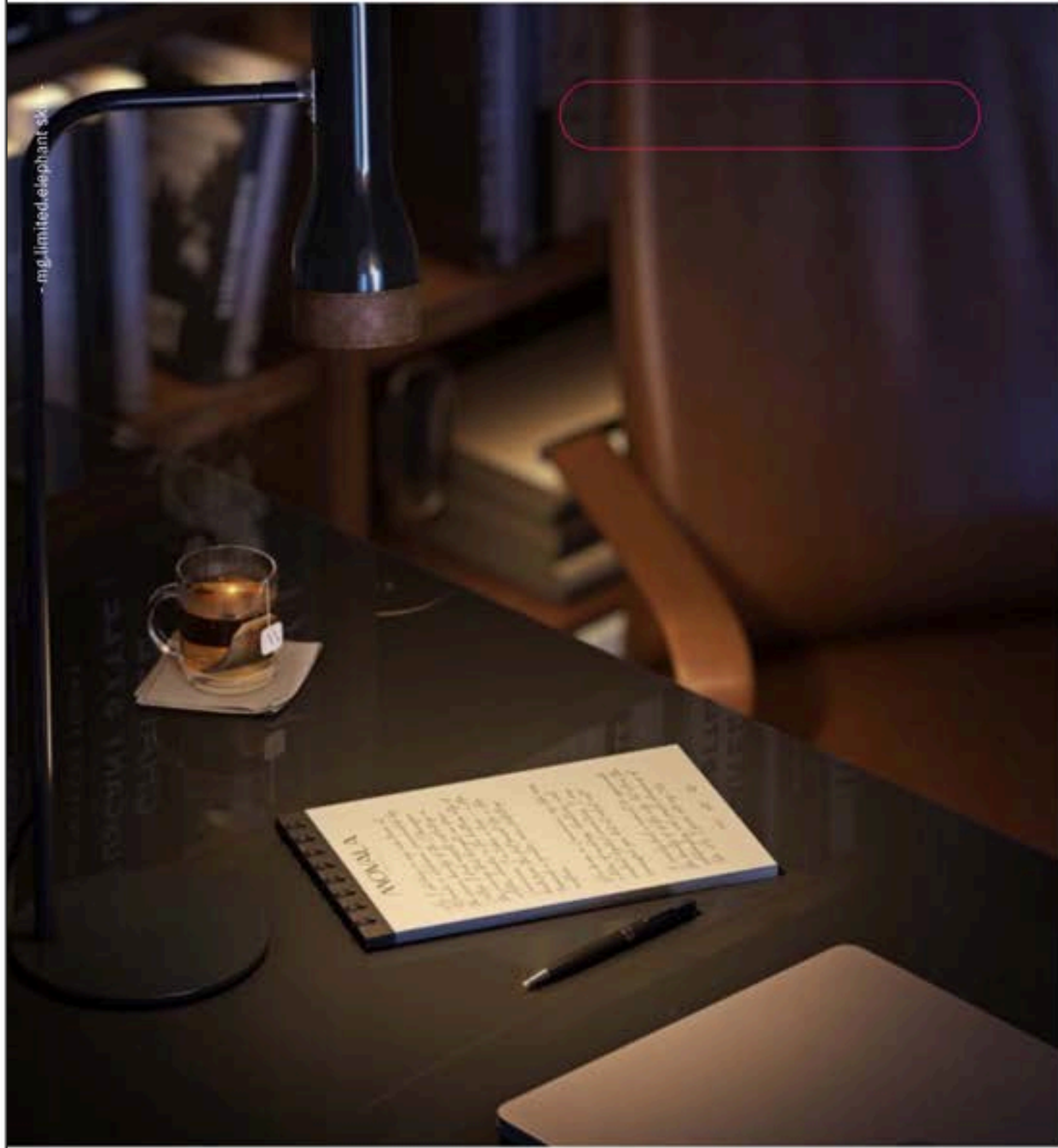
CRAFTED by Savoir



[movala.co](http://movala.co)







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# The Boca Raton

SINCE 1926

/Architecture: Urban Robot Associates /Location: Boca Raton, FL, USA /Creative Direction, Art Direction, Still Renderings, Film

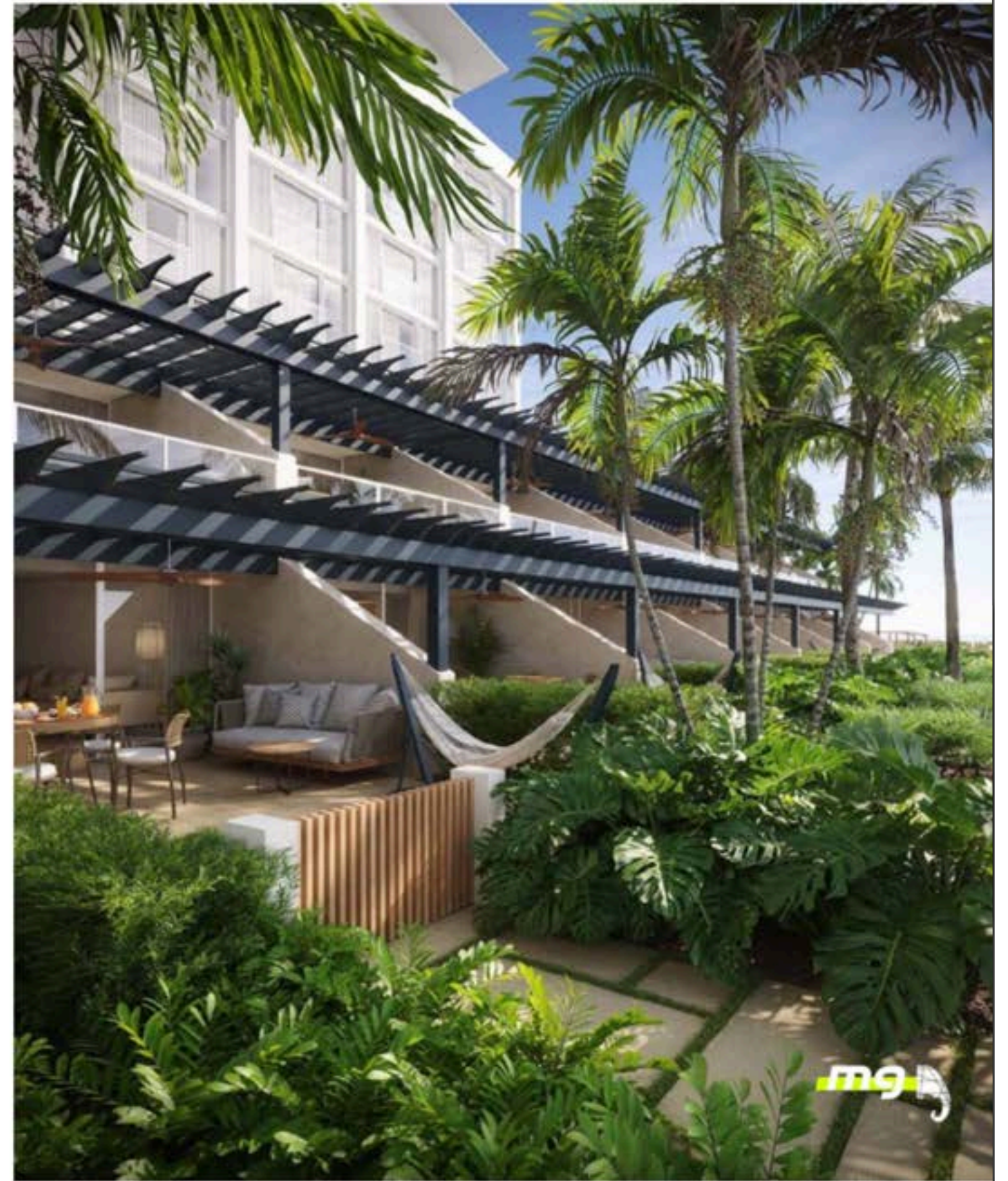


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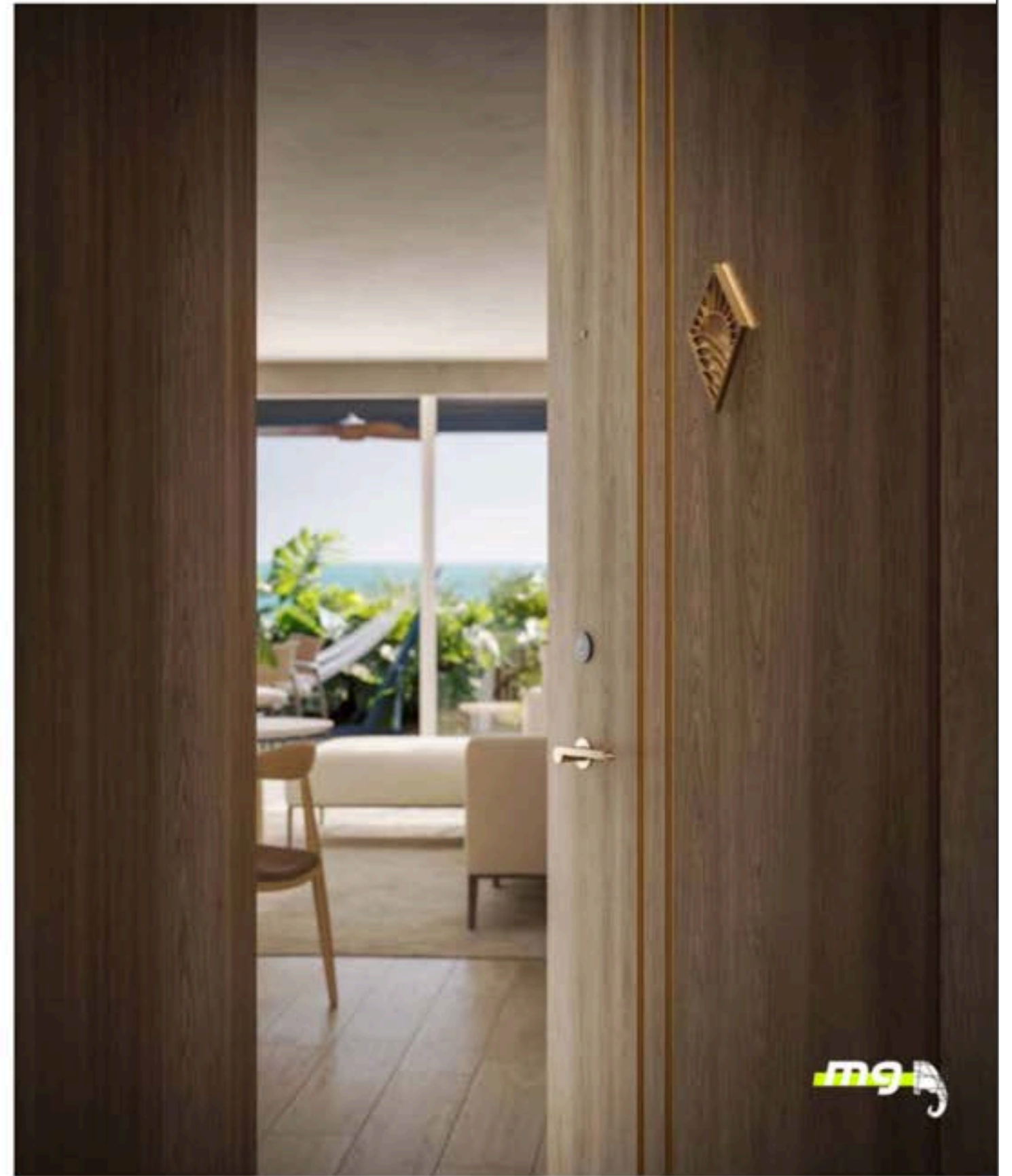


- original elephant skin -



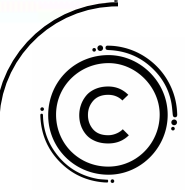
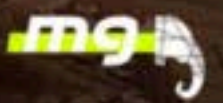


mg.limited.elephant.skin





- mglminter.ghpbarf.skin -





- mg.limited.elephant skin -

TWO  
MANHATTAN  
WEST

/Architecture: Skidmore, Owings & Merrill /Location:  
Manhattan/NYC, USA /Creative Direction, Art  
Direction, Still Renderings

THE  
EUGENE

PENDRY  
MANHATTAN WEST

Brookfield  
Properties

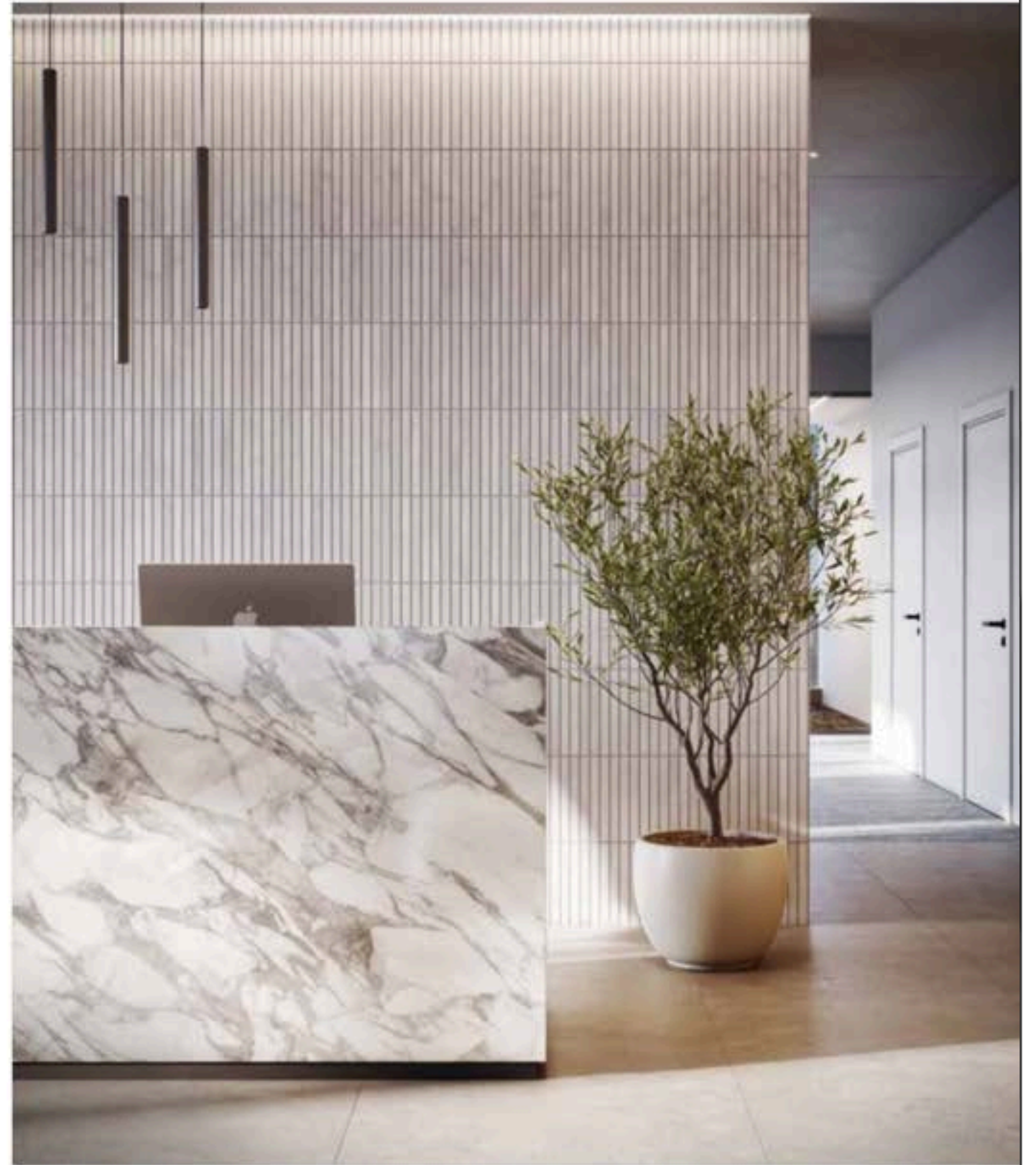




— 100 percent viewpoint shift —

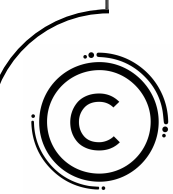


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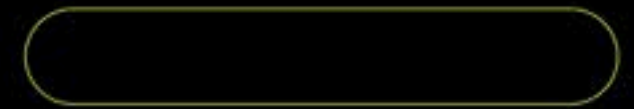




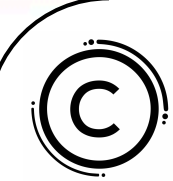


/Architecture: Duda Porto /Location: Teresópolis, Brazil  
/Marketing Strategy, Brand Storytelling, Still Renderings, Films

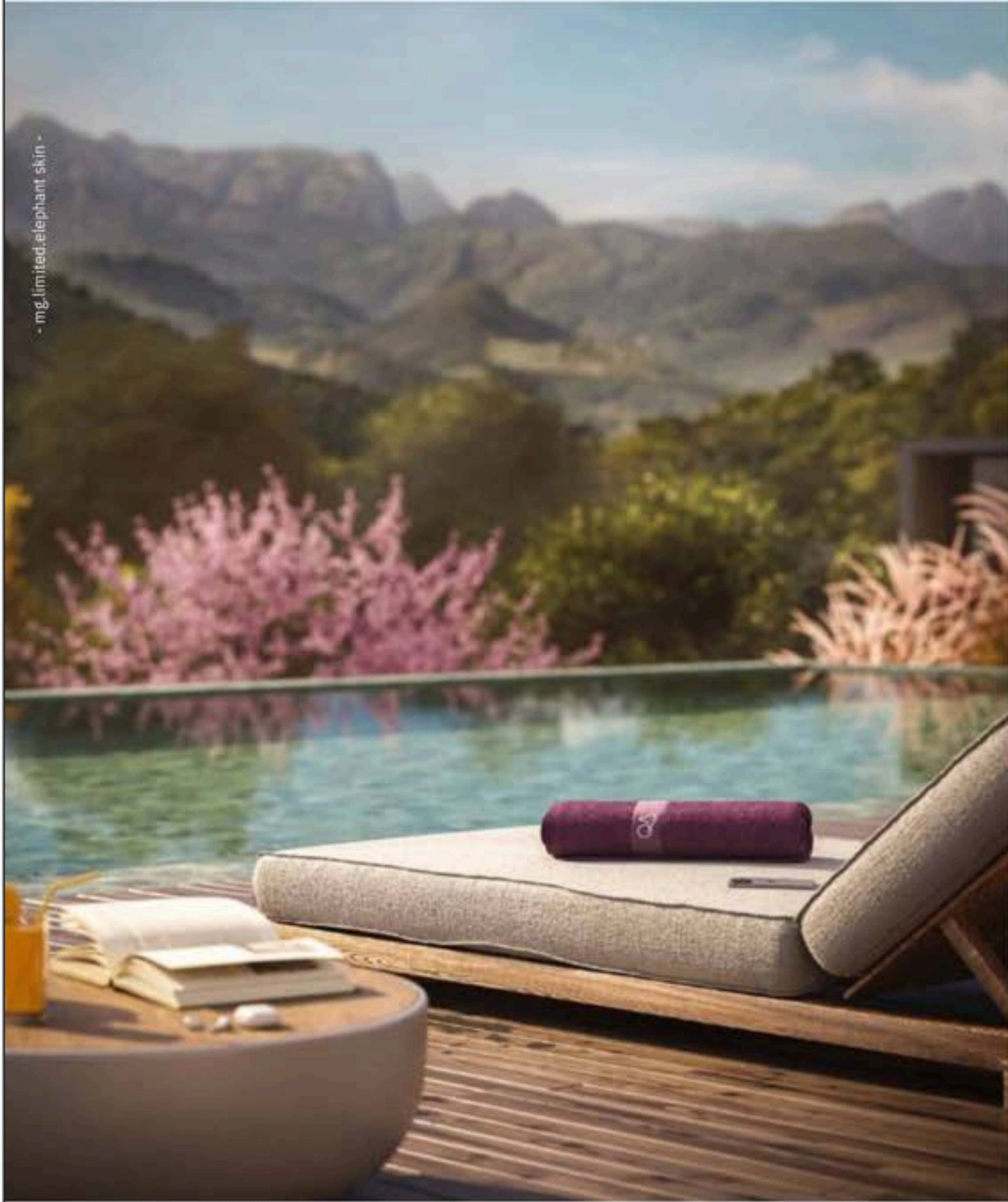
SAAU<sup>inc.</sup>



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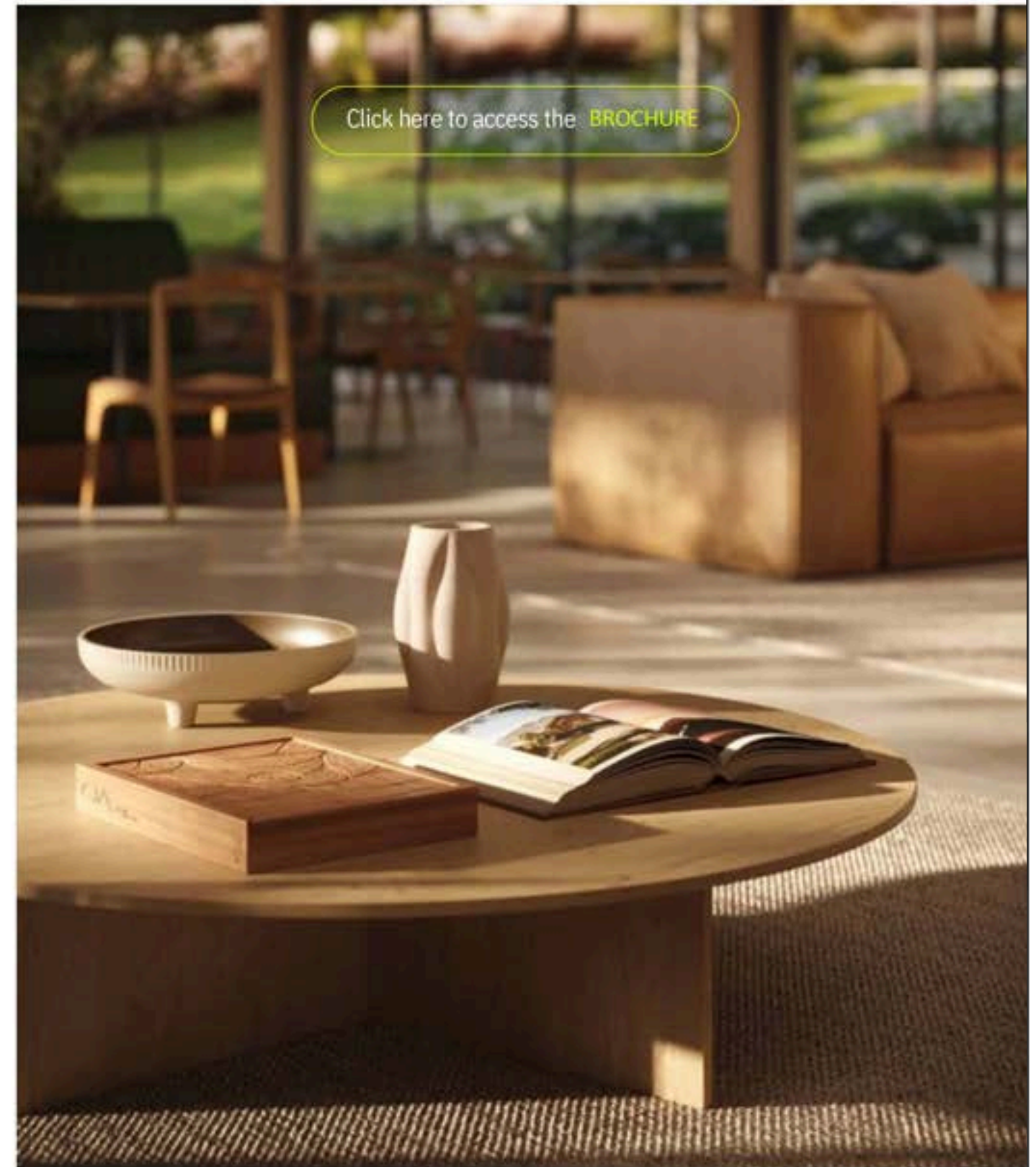


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Click here to access the [BROCHURE](#)

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OKAN  
TOWER  
MIAMI  
RESIDENCES

/Architecture: Behar Font & Partners /Location:  
Miami, USA /Creative Direction, Art Direction, Still  
Renderings



FORTUNE  
DEVELOPMENT  
SALES



★ Branded Residence



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mg@united-ehphant.com

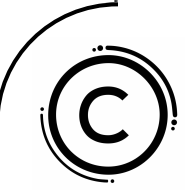
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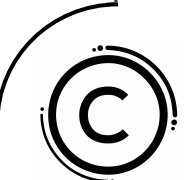
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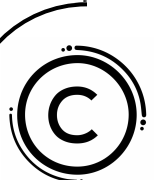
- mg.limited.elephant skin -



/Architecture: Arquitectonica /Location: Miami, USA /Creative  
Direction, Art Direction, Still Renderings, Interactive Tours

**SIXTH STREET**  
MIAMI PARTNERS LLC

**Newgard**



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canto<sup>23</sup>

/Developer: IdeiaZarvos /Location: Ilhabela, Brazil /Marketing  
Strategy, Brand Storytelling, Still Renderings, Films

**idea!**  
zarvos



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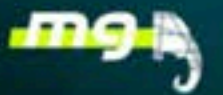


- mg.limited,elephant skin -

We create places with soul



with meaning, with  
life.





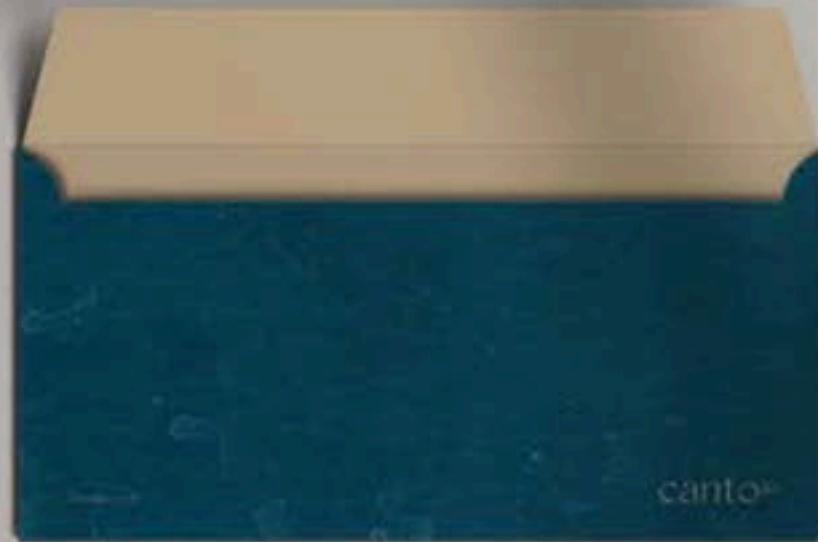
© 2014, All rights reserved. Photo: [unreadable]

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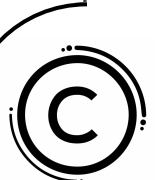
/CONC  
EPT





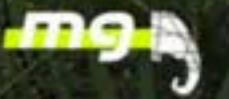


by J. L. Smith, Aliphant, 2018

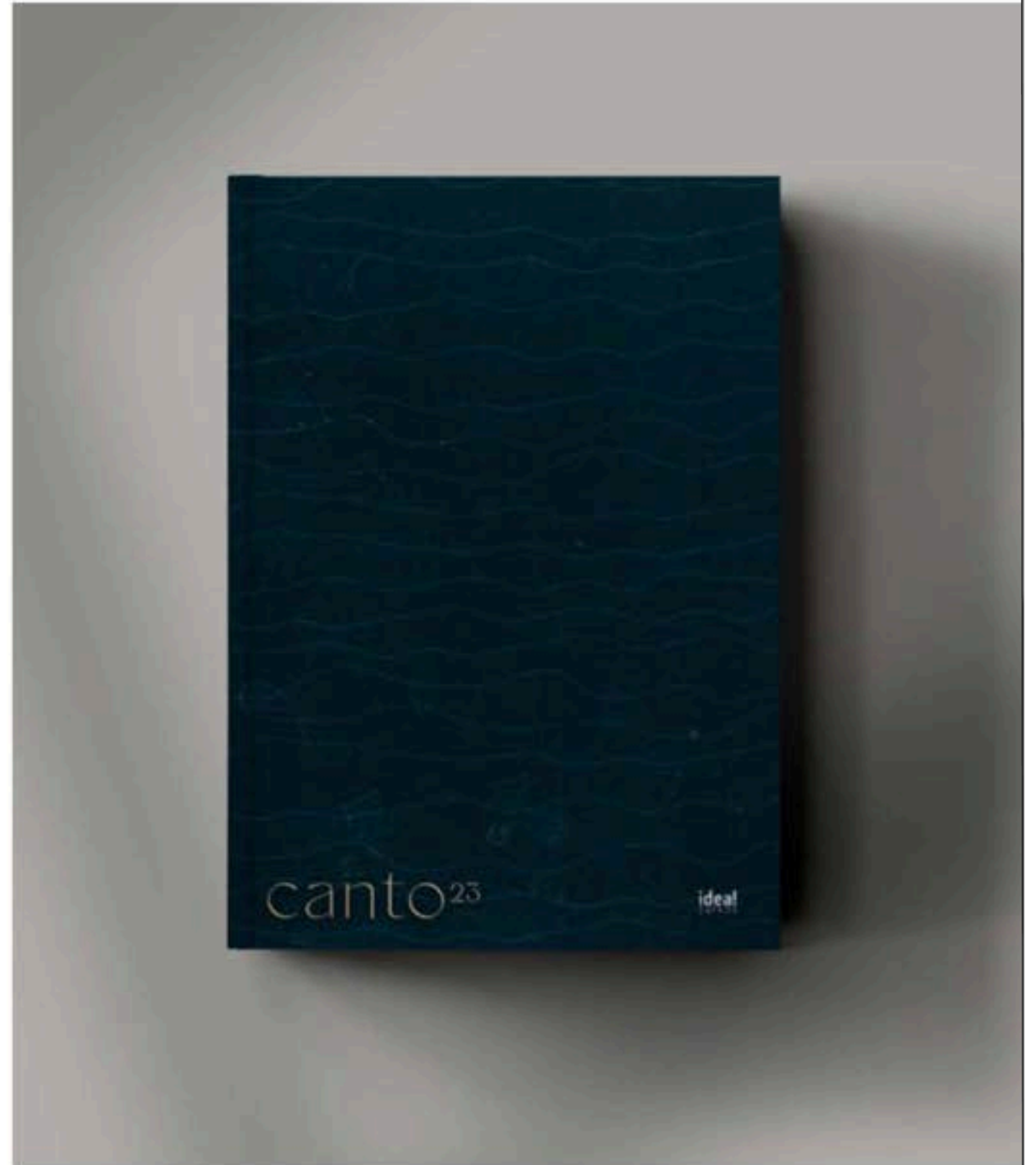


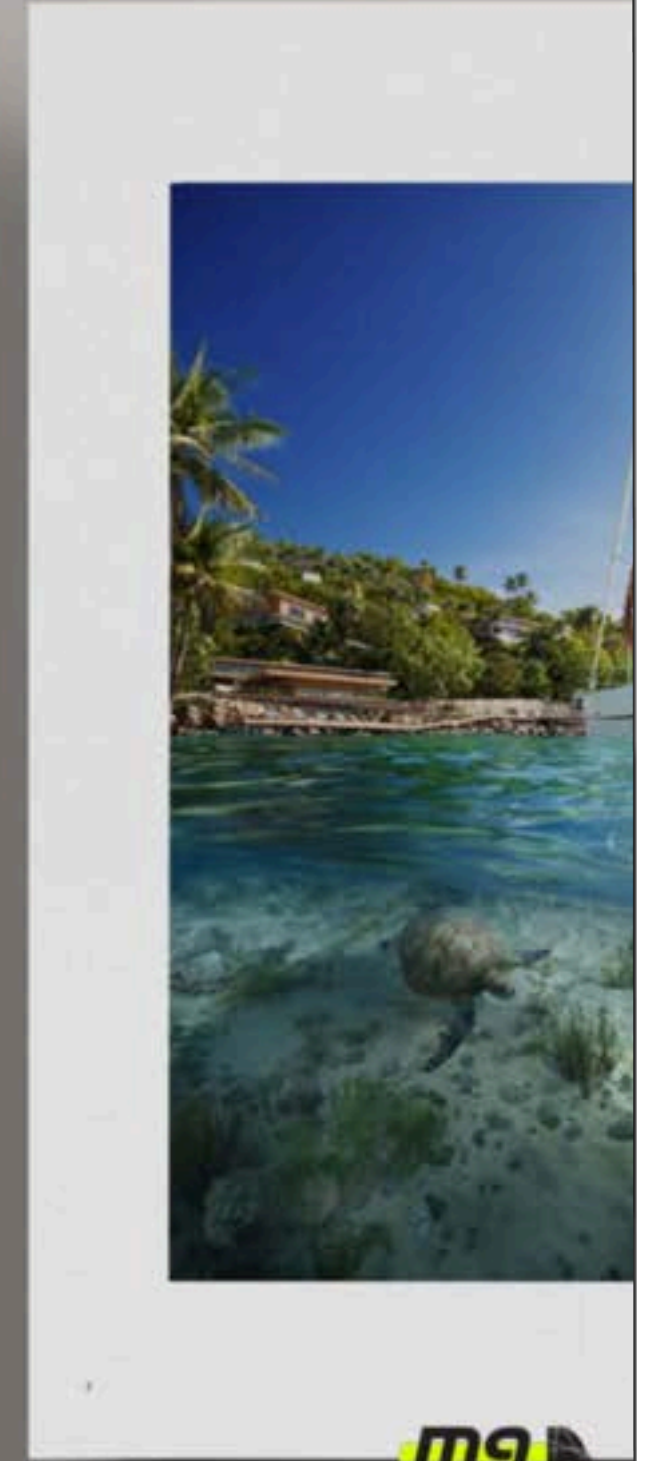
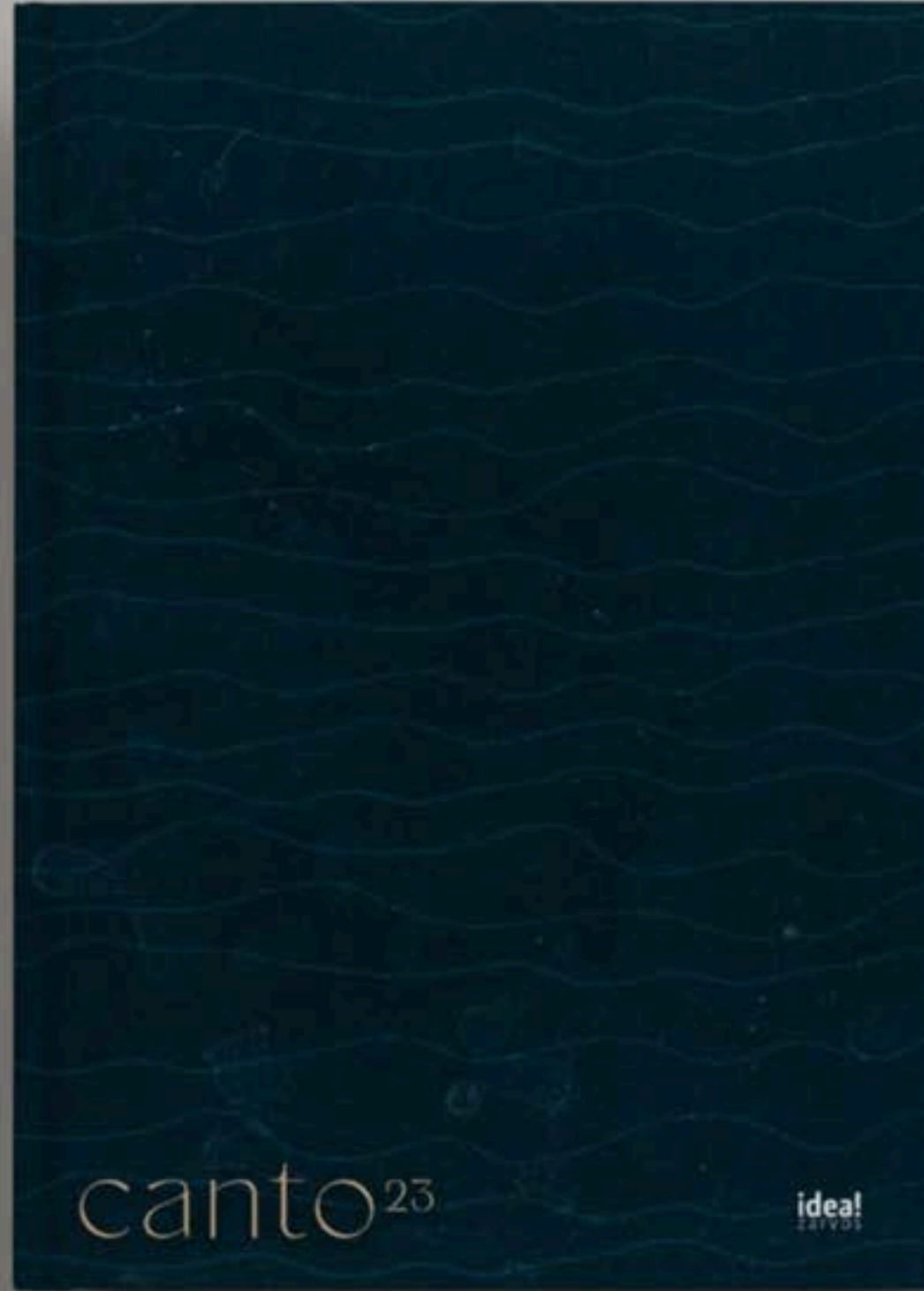


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- mg.limited.elephant skin -

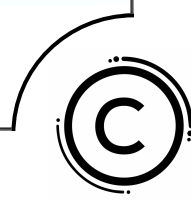




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mg



Painted elephant skin -



# /CONCEPT



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/CONCEPT



© 2011 United Artists Inc.

And if my place

is at the beach?





Where is this place



that we call home?



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MORE  
PROJECTS.



cmg\_limited\_elephant\_skin



PC Urban Complex Location: Burnaby, Canada  
Creative Direction, Art Direction, Still Renderings



- mg.limited, elephant skin -

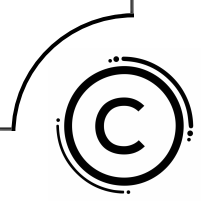
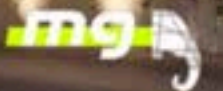


/ Four Seasons Location: Vail/Colorado, USA  
/ Creative Direction, Art Direction, Still Renderings



- mg\_limited.elephant skin -

CLF Architecture + Design Location: Panama City,  
Panama Creative Direction, Art Direction, Still  
Renderings





mg, limited, elephant skin

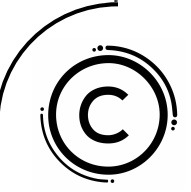
/CLF Architecture + Design Location: Panama City,  
/Panama Creative Direction, Art Direction, Still  
/Renderings



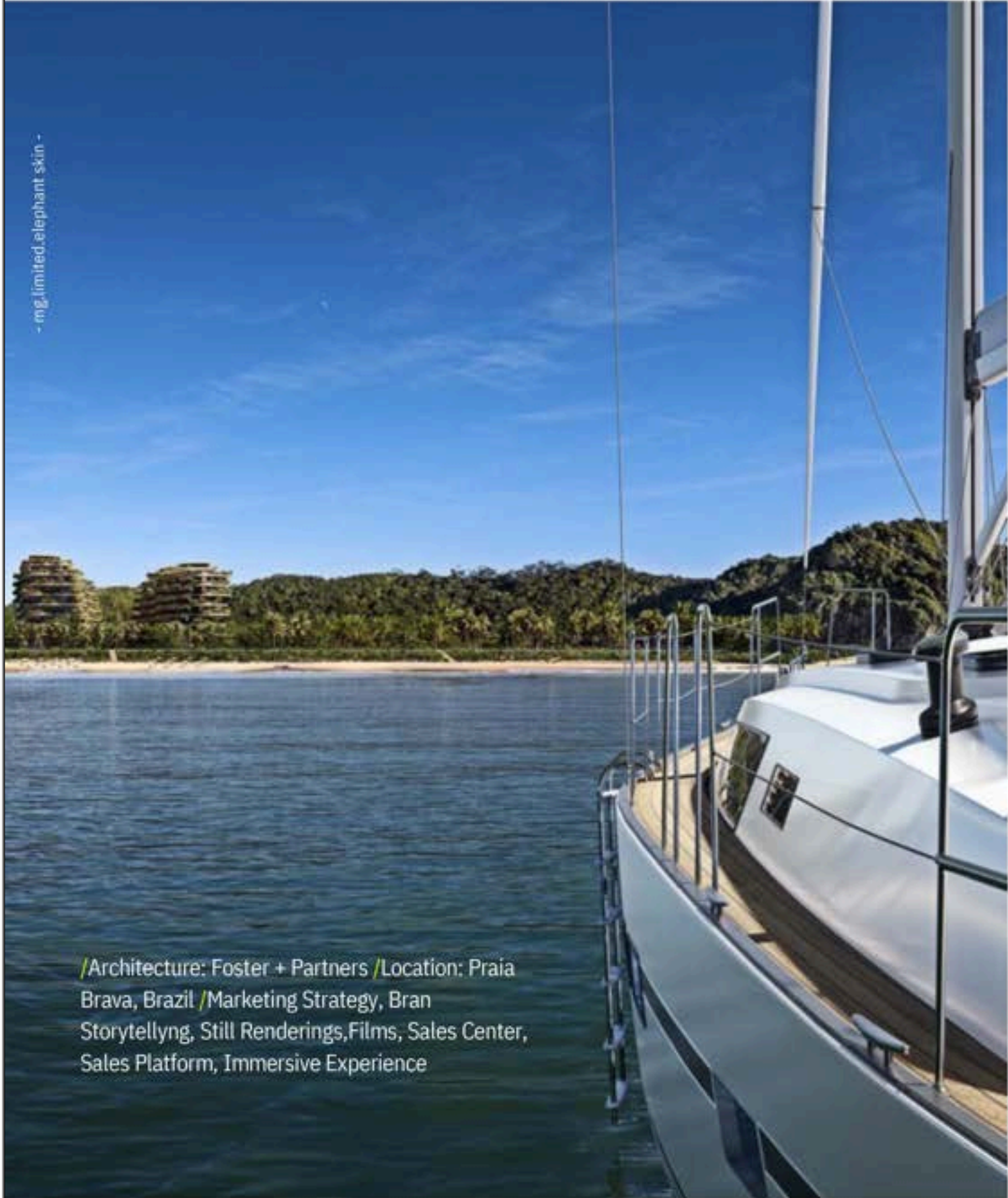
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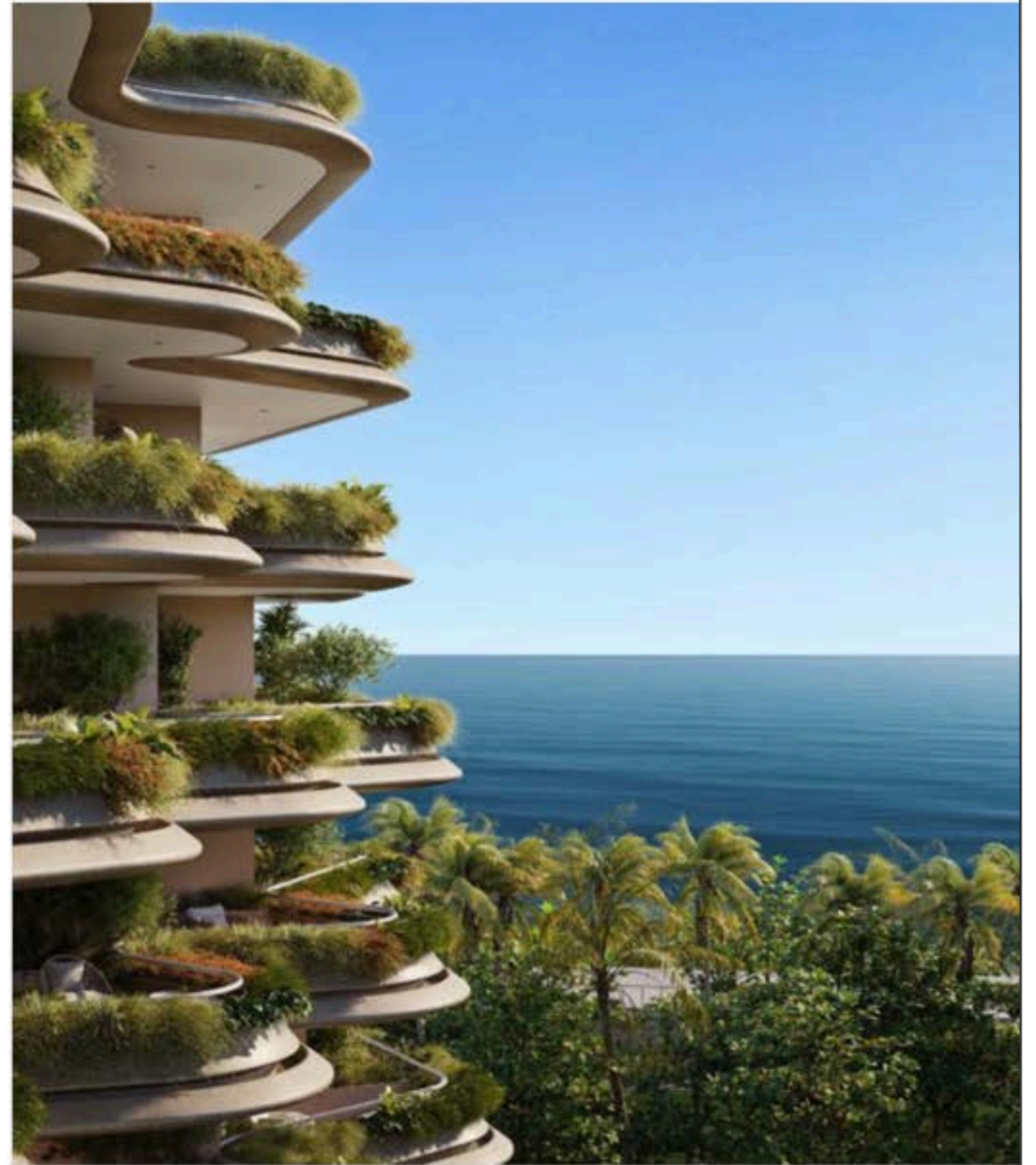
North Miami Beach Masterplan / Location: Miami, USA  
/ Creative Direction, Art Direction, Still Renderings



- mg.limited.elephant.skin -



/Architecture: Foster + Partners /Location: Praia Brava, Brazil /Marketing Strategy, Brand Storytelling, Still Renderings, Films, Sales Center, Sales Platform, Immersive Experience

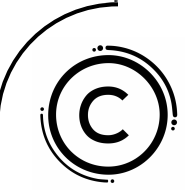
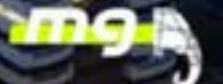


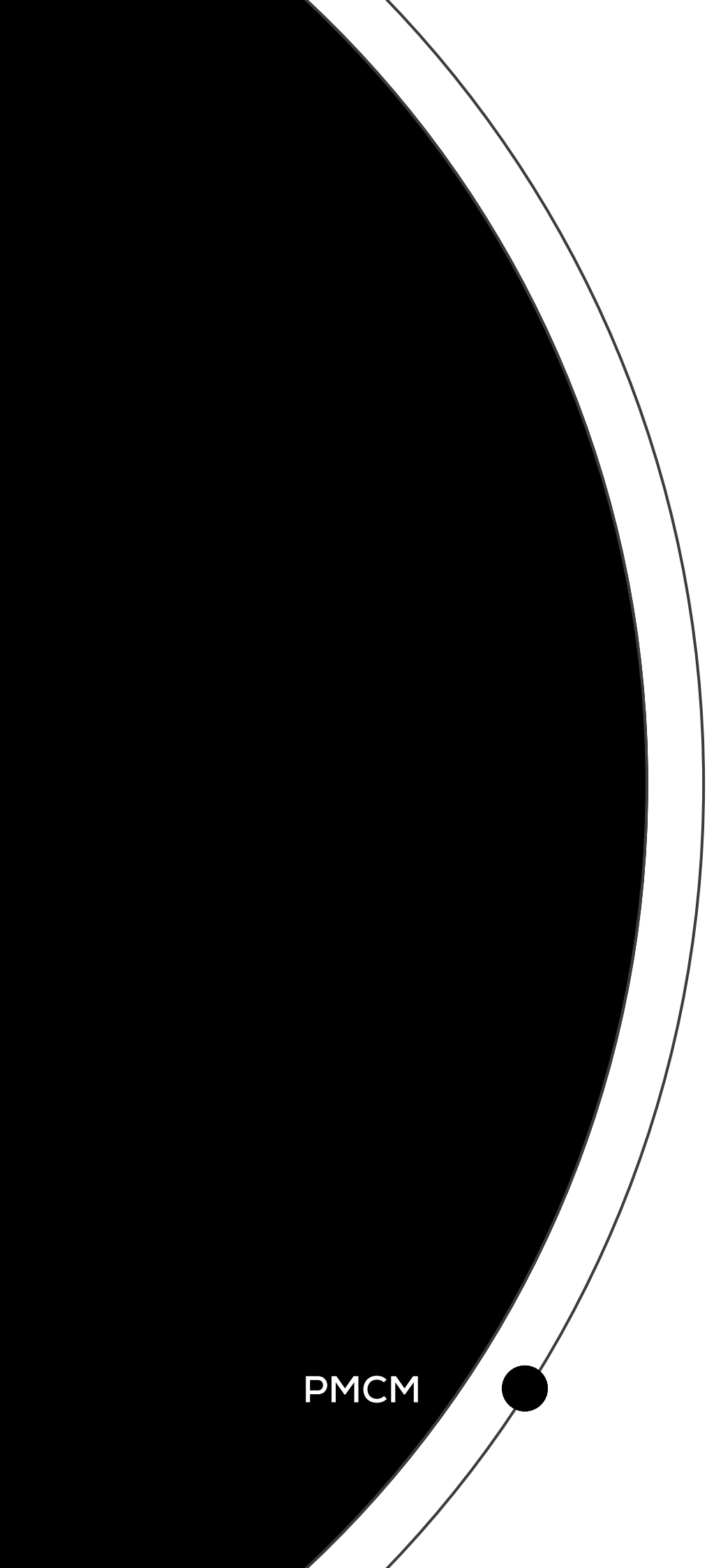




- mg.limited.elephant.skin -

/ Casa Boris Location: Fortaleza, Brazil Creative  
/ Direction, Art Direction, Still Renderings





PMCM

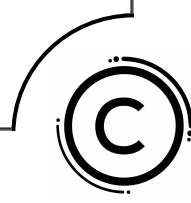
**Middle East**

Africa

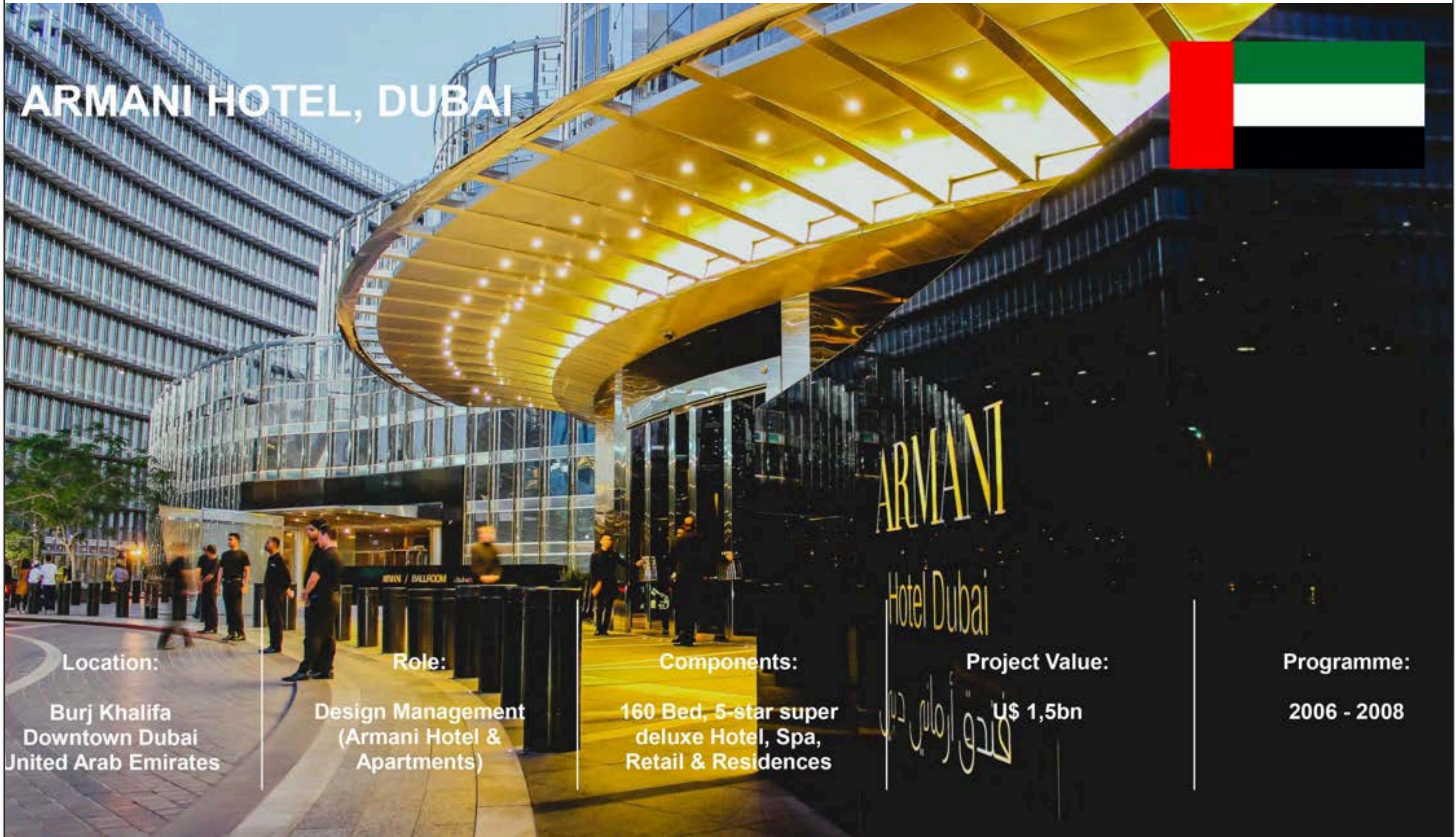
# RAMHAN ISLAND



<b>Location:</b> Ramhan Island Abu Dhabi United Arab Emirates	<b>Role:</b> Project Managers	<b>Components:</b> Residential Villas, Marina Hotel, Branded Residences, Floating Villas, Wellness Centre, Residential Apartments	<b>Project Value:</b> US\$ TBCm	<b>Programme:</b> 2022 – 2026
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# ARMANI HOTEL, DUBAI



**Location:**

Burj Khalifa  
Downtown Dubai  
United Arab Emirates

**Role:**

Design Management  
(Armani Hotel &  
Apartments)

**Components:**

160 Bed, 5-star super  
deluxe Hotel, Spa,  
Retail & Residences

**Project Value:**

US\$ 1,5bn

**Programme:**

2006 - 2008

# THE ST. REGIS SAADIYAT ISLAND RESORT



Location:	Role:	Components:	Project Value:	Programme:
Saadiyat Island Abu Dhabi United Arab Emirates	Project Managers	370 Bed Hotel 260 Residential Apartments 33 Luxury Villas Retail, Parking and Infrastructure	U\$ 850m	2008 - 2012

# MADINAT JUMEIRAH



**Location:**  
Dubai  
United Arab Emirates

**Role:**  
Project Managers

**Components:**  
Al Qasr Hotel,  
Villas, Health Club,  
Retail and F&B Souq  
and Conference  
Centre

**Project Value:**  
US\$ 450m

**Programme:**  
2002 - 2004



# JUMEIRAH MINA A'SALAM HOTEL



Location:	Role:	Components:	Project Value:	Programme:
Dubai United Arab Emirates	Project Managers	300 key 5-star Hotel Health & Racquet club Conference Centre	US\$ 100m	2001 - 2003

# BAB AL SHAMS DESERT RESORT & SPA



**Location:**

Dubai  
United Arab Emirates

**Role:**

Project Managers

**Components:**

115 Bed Hotel rooms  
7 F&B Outlets

**Project Value:**

US\$ 40m

**Programme:**

2003 - 2005



# OLD TOWN COMMERCIAL ISLAND



**Location:**

Dubai  
United Arab Emirates

**Role:**

Project Managers

**Components:**

244 Hotel Keys  
Retail Mall  
400 Apartments  
Offices

**Project Value:**

US 400m

**Programme:**

2004 - 2007



# VIDA HOTEL



**Location:**

Downtown Dubai  
United Arab Emirates

**Role:**

Project Managers

**Components:**

185 Key Hotel  
3 Restaurants  
Fitness Centre

**Project Value:**

U\$ 45m

**Programme:**

2004 - 2006

# THE ADDRESS HOTEL



**Location:**

**Downtown Dubai  
United Arab Emirates**

**Role:**

**Project Managers**

**Components:**

**830 Residential and  
Hotel Suites  
5 Restaurants &  
Lounges  
Fitness Centre & Spa**

**Project Value:**

**US\$ 500m**

**Programme:**

**2007 - 2009**



# ATLANTIS, THE PALM



**Location:**

Dubai  
United Arab Emirates

**Role:**

Initiation Design  
Management

**Components:**

1500 Bedrooms  
Aquarium  
F&B Outlets  
Waterpark

**Project Value:**

US\$ 1,5bn

**Programme:**

2003 - 2004

# AL MANZIL HOTEL



**Location:**

Dubai  
United Arab Emirates

**Role:**

Project Managers

**Components:**

5-Star, 200 Keys  
3 Restaurant & Bars  
Meeting Rooms  
Business Centre &  
Fitness Centre

**Project Value:**

U\$ 75m

**Programme:**

2005 - 2006

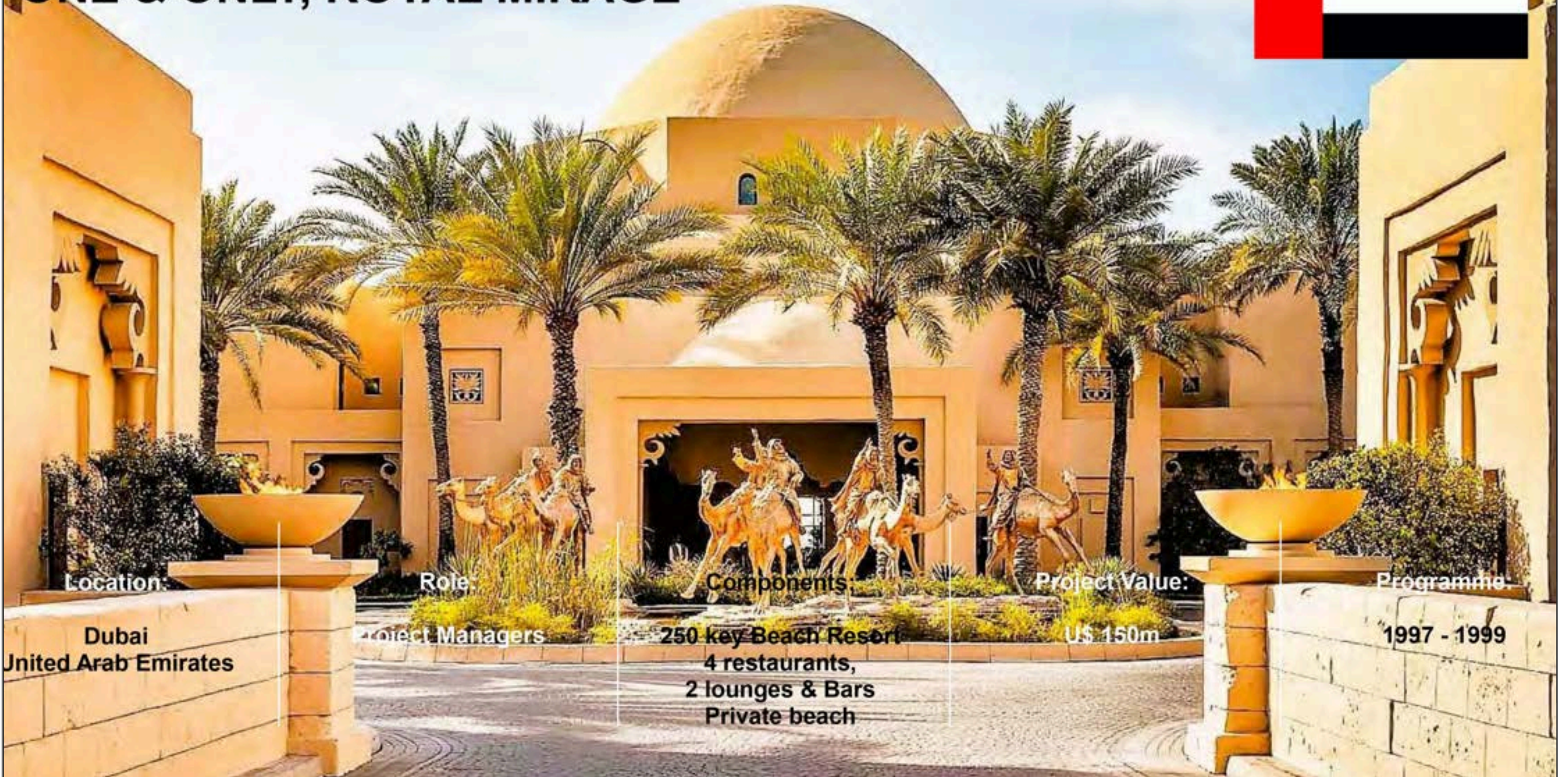
# ROYAL MIRAGE, THE PALM



<b>Location:</b>	<b>Role:</b>	<b>Components:</b>	<b>Project Value:</b>	<b>Programme:</b>
Dubai United Arab Emirates	Project Managers	100 Key, 5star Resort 3 Speciality Restaurants 2 Lounges & Bar Private Beach & Spa	US\$ 165m	2008 - 2010



# ONE & ONLY, ROYAL MIRAGE



**Location:**

Dubai  
United Arab Emirates

**Role:**

Project Managers

**Components:**

250 key Beach Resort  
4 restaurants,  
2 lounges & Bars  
Private beach

**Project Value:**

US\$ 150m

**Programme:**

1997 - 1999



# INTERCONTINENTAL GRAND - HO TRAM HOTEL



Location:

Vietnam

Role:

Project Managers

Components:

550 Guest Rooms  
Conference Centre,  
Casino & VIP Areas

Project Value:

US\$ 650m

Programme:

2011 - 2014





# ONE & ONLY, REETHI RAH



**Location:**  
Reethi Rah Island  
Maldives

**Role:**  
Project Managers

**Components:**  
Construction of 120  
Private Villas

**Project Value:**  
US\$ 75m

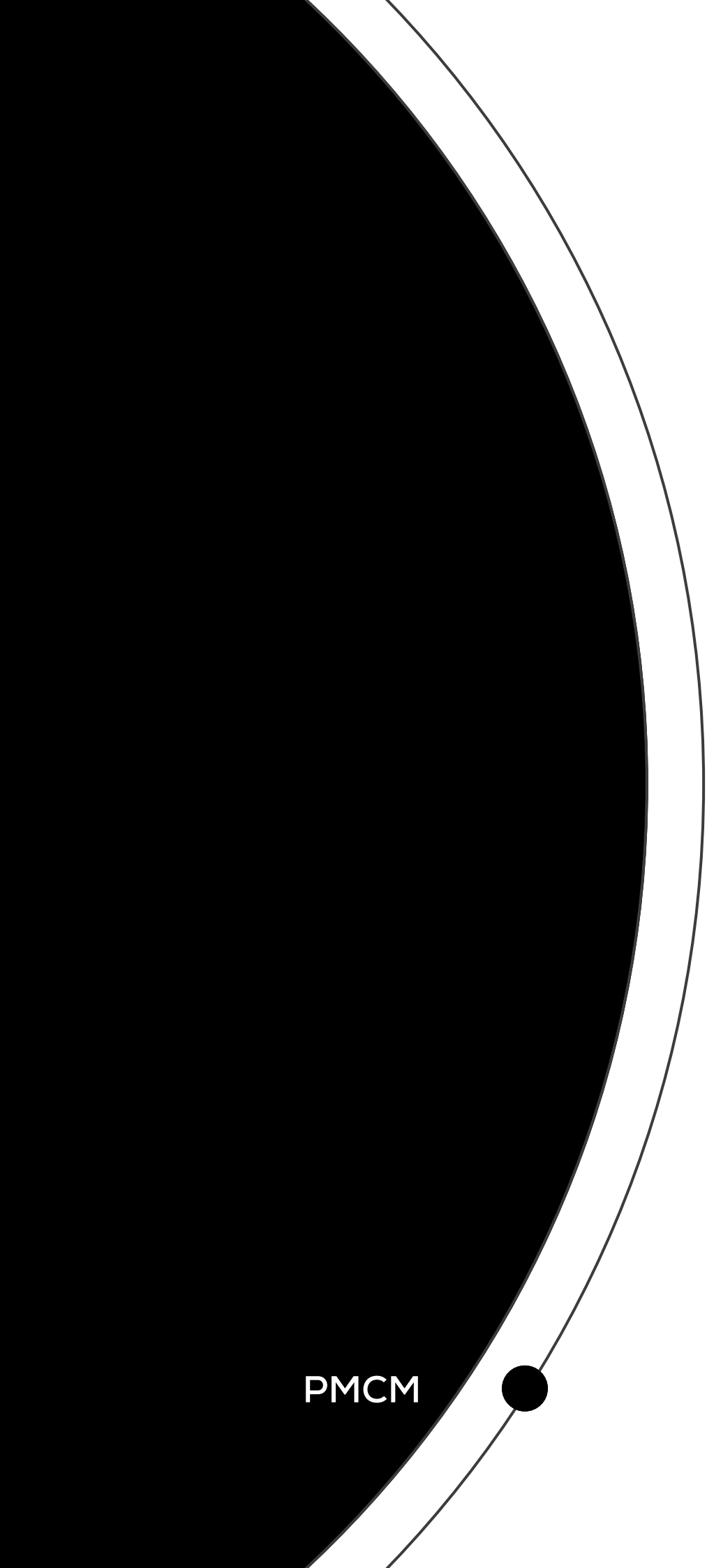
**Programme:**  
2003 - 2005

# THE GRAND HYATT HOTEL, SPA & GOLF COURSE



<b>Location:</b>	<b>Role:</b>	<b>Components:</b>	<b>Project Value:</b>	<b>Programme:</b>
Dubai, United Arab Emirates	Project Managers	230 Key; 5star Hotel & Golf Course, Restaurants, Spa & Banquet	US\$ 200m	2003 - 2005





PMCM

Middle East  
**Africa**

# RADISON BLU MOSI-OA-TUNYA LIVINSTONE RESORT



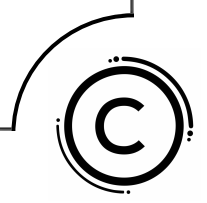
**Location:**  
Livingstone  
Zambia

**Role:**  
Project Managers

**Components:**  
200 Rooms  
Retail  
Spa & Health Club

**Project Value:**  
US\$ 90m

**Programme:**  
2020 – 2023



# TABLE BAY HOTEL REFURBISHMENT



**Location:**

Cape Town  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

306 Key Hotel, Spa,  
Gym, Kids Club &  
Club Lounge

**Project Value:**

US\$ 50m

**Programme:**

2023-2025



# ONE & ONLY, CAPE TOWN



Location:

Cape Town  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

125 Key, 5-Star Hotel  
and Private Island  
within an Urban  
Resort

Project Value:

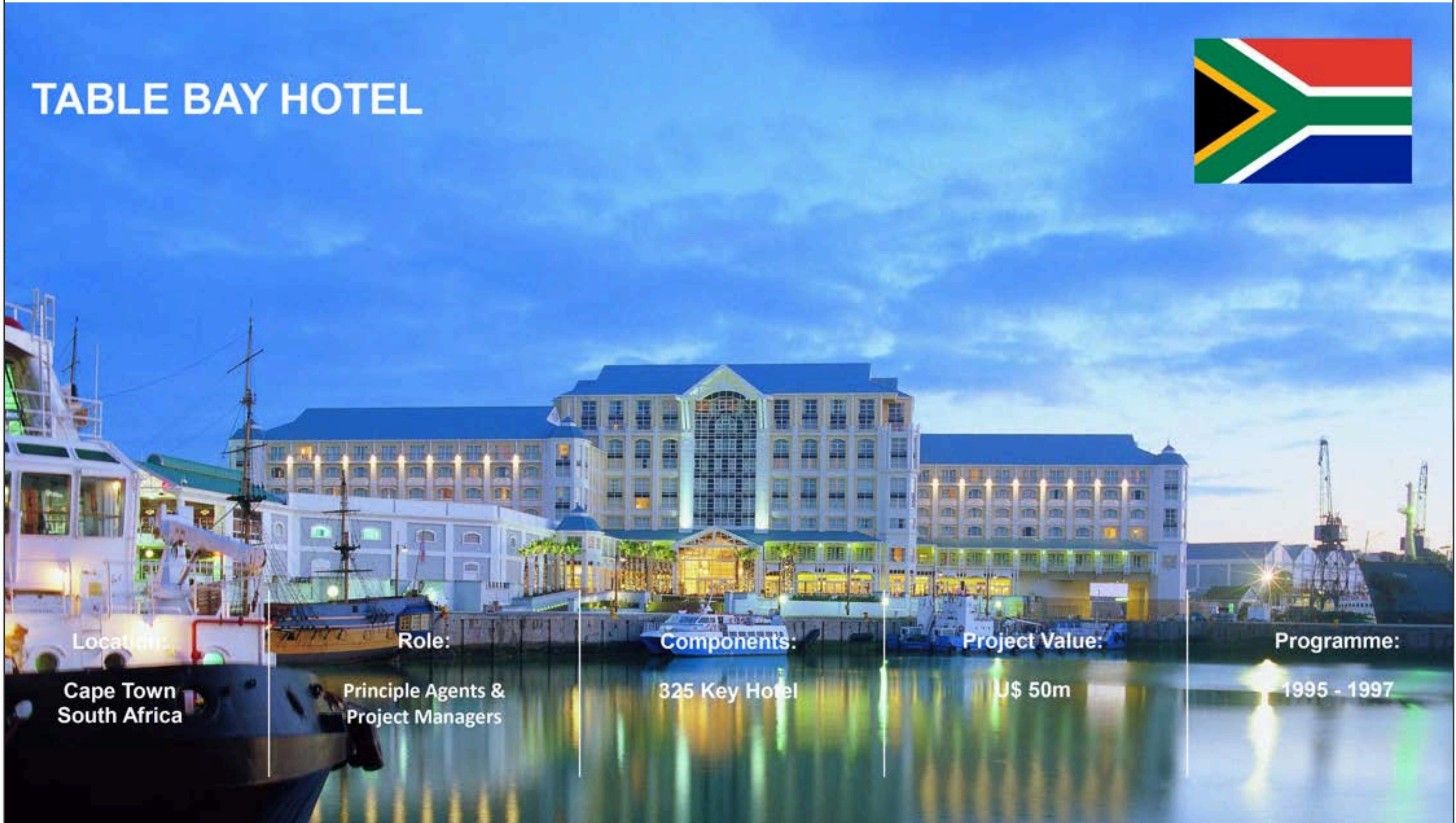
US\$ 75m

Programme:

2008 - 2009



# TABLE BAY HOTEL



Location:

Cape Town  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

325 Key Hotel

Project Value:

US\$ 50m

Programme:

1995 - 1997

# THE PALACE OF THE LOST CITY



Location:

Sun City  
South Africa

Role:

Project Managers

Components:

The Palace Hotel  
Waterpark &  
Wavepool  
Casino & Conference  
Centre

Project Value:

US\$ 250m

Programme:

1990 - 1992



# MAYFAIR HOTEL



**Location:**

Mthatha  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

120 Hotel Bedrooms  
3 F&B Outlets

**Project Value:**

US\$ 15m

**Programme:**

2015 - 2017



# ANAHITA FOUR SEASONS RESORT, GOLF COURSE & RESIDENTIAL



**Location:**

Mauritius

**Role:**

Project Managers

**Components:**

140 Pool Villas &  
Residences, Resort,  
Golf Course & Spa

**Project Value:**

US\$ 300m

**Programme:**

2006 - 2008

# LE TOUESSROK RESORT



**Location:**

**Mauritius**

**Role:**

**Project Managers**

**Components:**

**Demolition &  
Reconstruction of 200  
Island Rooms &  
Public Area of Hotel**

**Project Value:**

**U\$ 75m**

**Programme:**

**2001 - 2003**



# LOST CITY GOLF COURSE



**Location:**

Pilansberg  
Sun City  
South Africa

**Role:**

Project Managers

**Components:**

Golf Course and Club  
House

**Project Value:**

US\$ 20m

**Programme:**

1996

# PINNACLE POINT GOLF COURSE



**Location:**  
Mosselbay  
South Africa

**Role:**  
Project Managers

**Components:**  
18 Hole Golf Course  
and Club House

**Project Value:**  
US\$ 10m

**Programme:**  
2000



# 90 RIVONIA ROAD



Location:

Sandton  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

7 Basements Parking  
1 Ground Floor  
7 Offices Floors

Project Value:

US\$ 60m

Programme:

2012 - 2015

# THE MARC



Location:

Sandton  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

7 Levels Basement  
Parking  
2 Levels Retail &  
2 High Rise Towers

Project Value:

US 150m

Programme:

2014 – 2016



# IFC WERKSMANS ATTORNEY'S OFFICES



**Location:**

Sandton  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

20 000m<sup>2</sup> GLA  
8 Levels Basement  
Parking

**Project Value:**

U\$ 50m

**Programme:**

2013 – 2015



# BARLOWORLD HEAD OFFICE



**Location:**

Johannesburg  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

3-Storey South  
Building  
2-Storey North  
Building  
Linked with a Sky  
Bridge

**Project Value:**

US\$ 15m

**Programme:**

2019 – 2020



# CAPITEC BANK HEAD OFFICE



Location:

Stellenbosch  
Cape Town  
South Africa

Client:

Principle Agents &  
Project Managers

Components:

3 Level Office Park  
(20 000m<sup>2</sup> GLA)  
1 level Basement  
Parking

Project Value:

US\$ 35m

Programme:

2017 – 2018

# FIRST NATIONAL BANK, HEAD OFFICE, WINDHOEK



**Location:**

Windhoek  
Namibia

**Role:**

Principle Agents &  
Project Managers

**Component:**

6 Office Floors  
6 Basement level  
5-Star Green Building  
Rating  
35 000m<sup>2</sup> GLA

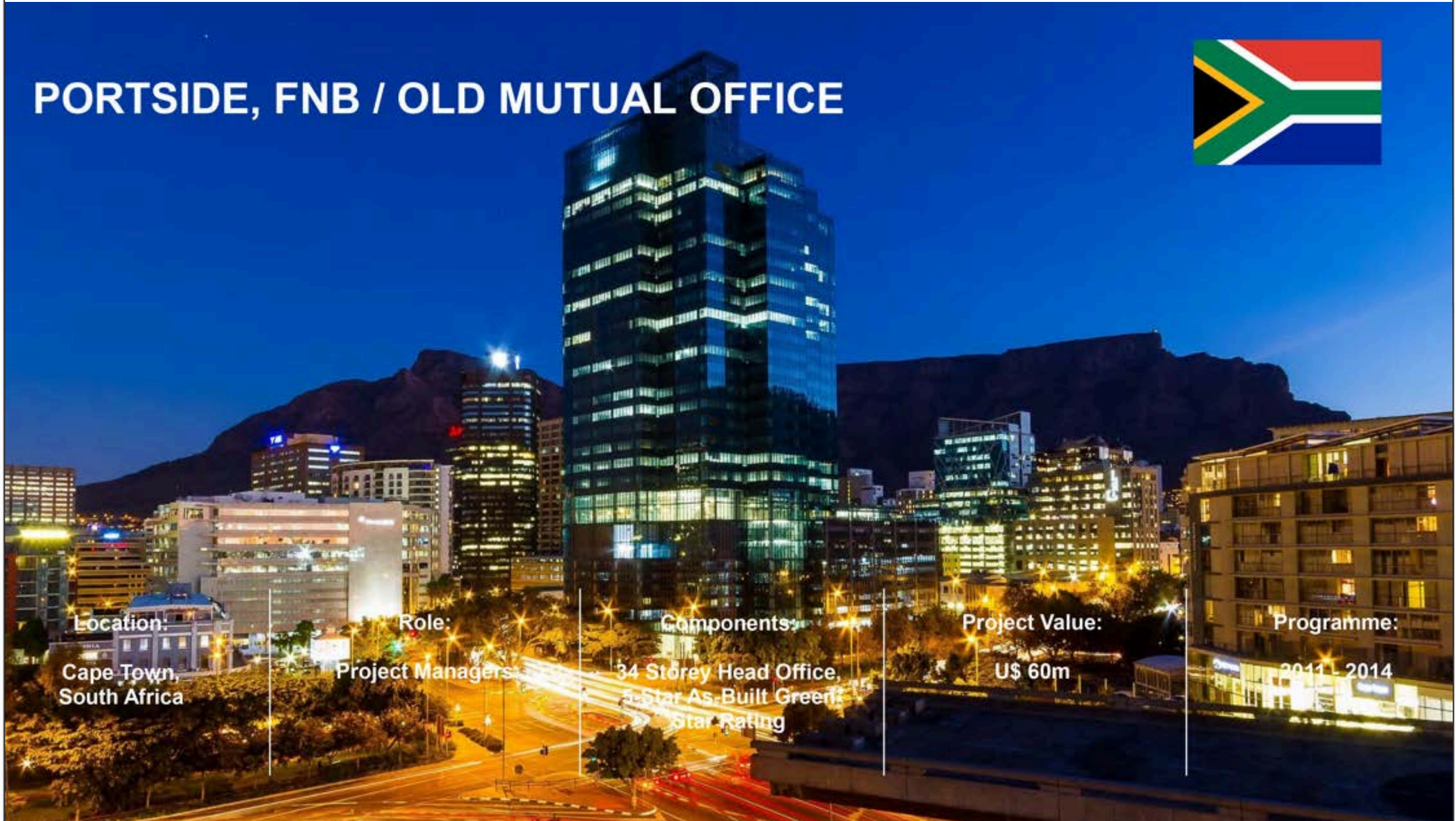
**Project Value:**

US\$ 30m

**Programme:**

2014 – 2015

# PORTSIDE, FNB / OLD MUTUAL OFFICE



Location:

Cape Town,  
South Africa

Role:

Project Managers

Components:

34 Storey Head Office,  
5-Star As-Built Green  
Star Rating

Project Value:

US\$ 60m

Programme:

2011 - 2014

# CORNUBIA MALL



**Location:**

Durban  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

70 000m<sup>2</sup> Regional  
Retail Centre

**Project Value:**

US\$ 65m

**Programme:**

2015 – 2017

# BT NGEBS CITY



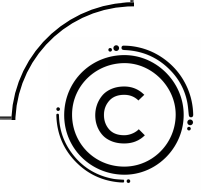
Location:  
Mthatha  
South Africa

Role:  
Principle Agents &  
Project Managers

Components:  
60 000m<sup>2</sup> Regional  
Retail Centre and  
Diversion of existing  
river running through  
site

Project value:  
US\$ 90m

Programme:  
2012 – 2015



# CENTURION MALL (EXTENSION AND REFURBISHMENT)



Location:

Pretoria  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

Refurbishment of a  
Super Regional Retail  
Centre whilst  
operational  
Extension of  
18 000m<sup>2</sup> GLA

Project Value:

US\$ 150m

planetfitness  
find your balance

2017 – 2019

# FOURWAYS MALL (EXTENSION AND REFURBISHMENT)



**Location:**

Johannesburg  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

Upgrades to the  
existing Fourways  
Mall and Façade  
±120 000m<sup>2</sup>

**Project Value:**

US\$ 150m

**Programme:**

2015 – 2018



# THE PEARLS OF UMHLANGA



Location:

Durban  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

Construction of 1150  
Apartments built over  
3 phases

Project Value:

US\$ 150m

Programme:

2011 – 2018  
3 PHASES



# THE NEIGHBOURHOOD



Location:

Johannesburg  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

10 000m<sup>2</sup> Strip Mall  
Retail Centre  
integrated into a  
Residential Estate

Project Value:

US\$ 30m

Programme:

2017 – 2021

# 20 WEST ROAD, SANDTON



**Location:**  
Johannesburg  
South Africa

**Role:**  
Principle Agents &  
Project Managers

**Components:**  
260 Key, 4-Star limited  
services Hotel

**Project Value:**  
US\$ 30m

**Programme:**  
2005 – 2007



# EMBASSY TOWERS



**Location:**

Sandton  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

13 Apartment levels  
2 Basement parking  
levels  
29 000m<sup>2</sup> GLA

**Project Value:**

US\$ 50m

**Programme:**

2016 – 2018

# SPLICE APARTMENTS



Location:  
Johannesburg  
South Africa

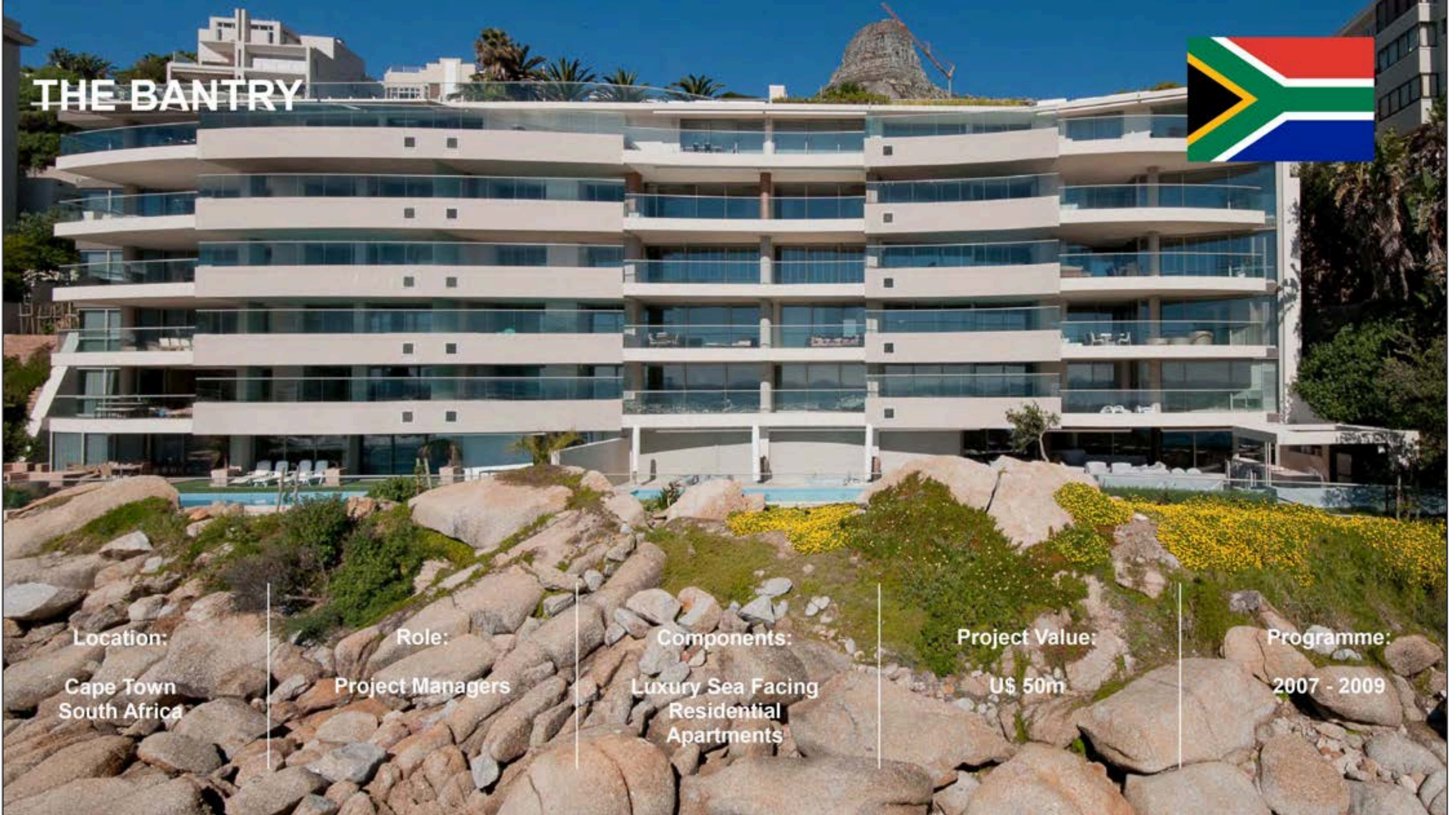
Role:  
Project Managers

Components:  
140 Luxury  
Apartments

Project Value:  
US\$ 50m

Programme:  
2005 - 2007

# THE BANTRY



Location:

Cape Town  
South Africa

Role:

Project Managers

Components:

Luxury Sea Facing  
Residential  
Apartments

Project Value:

US\$ 50m

Programme:

2007 - 2009



# CAPE STATION



Location:

Cape Town  
South Africa

Role:

Project Managers

Comp:

6 700m<sup>2</sup> Retail  
Development.  
3 085 bed Student  
Accommodation &  
World Class Public  
Square

Project Value:

US\$ 80m

Programme:

2021 - 2023



# TOYOTA DISTRIBUTION WAREHOUSE



**Location:**

Johannesburg  
South Africa

**Role:**

Project Managers

**Components:**

40 000m<sup>2</sup> Warehouse  
Development

**Project Value:**

US\$ 15m

**Programme:**

2009 - 2011



# CORAL COVE SENIOR LIVING



**Location:**

KwaZulu Natal  
South Africa

**Role:**

Project Managers

**Components:**

162 Garden Villas, 28  
Maisonettes, 27  
Apartments, Wellness  
Centre, Gym

**Project Value:**

US\$ 600m

**Programme:**

2024 - 2026

# NELSON MANDELA CHILDREN'S HOSPITAL



Nelson Mandela Children's Hospital

Location:

Johannesburg  
South Africa

Role:

Principle Agents &  
Project Managers

Components:

200 Bed Hospital  
10 Specialized  
Theatres

Project Value:

US\$ 50m

Programme:

2014 – 2016



# NETCARE CHRISTIAAN BARNARD MEMORIAL HOSPITAL



**Location:**

Cape Town  
South Africa

**Role:**

Principle Agents &  
Project Managers

**Components:**

250 Bed Hospital  
11 Theatres  
Helipad

**Project Value:**

US\$ 25m

**Programme:**

2013 – 2016

# MASERU HOSPITAL



**Location:**

Maseru  
Lesotho

**Role:**

Principal Agents &  
Project Managers

**Components:**

150 Bed Hospital

**Project Value:**

US\$25 m

**Programme:**

2003-2005



THANK YOU

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