

By
**NURUL
ASMUI
MD AZMI**
asmui@
ocision.com



THEMATIC INTEGRATED DEVELOPMENTS

Developers have been incorporating themes into their integrated developments to enhance the surroundings.

THE number of integrated development has been rising in Malaysia over the past several years. Integrated development is known to be on a smaller scale compared to township development, and it usually combines residential, retail, office and commercial components in one compact area. Living in an integrated development has grown in

popularity because most of the amenities and facilities are within walking distance from the residences. The integration of shopping malls and commercial spaces alongside residential development not only give residents greater convenience, but also offer a vibrant place for residents to live in. As more and more integrated developments are

emerging, some developers have decided to infuse their integrated developments with unique and exclusive themes so residents, tenants and even the visitors can enjoy and appreciate a unique lifestyle for their comfort. There are many themed integrated developments emerging across Malaysia, and here are some of the new creations that potential property buyers can look forward to.

Maritime theme

Inspired by Klang as a harbour city, Gravit8, an integrated development by Mitraland Group Sdn Bhd, will emerge in Klang South area to offer urban living, leisure, workplace and entertainment fronting a centrepiece lake. Phase 1 of Gravit8 was launched during the first quarter of 2015.

Aiming to become a lakefront landmark community, Gravit8 will combine shopping mall, retail shops, offices, service apartments and hotel that blend seamlessly with awe-inspiring elements offered by the lake, complete with landscaped surroundings.

Sprawled across 13.9 acres of freehold land, Gravit8 is designed with a creative concept of maritime heritage to give a sense of nautical setting in what used to be a dull area of the Klang Valley. The modern design of Gravit8 offers residents a sense of freedom and metropolitan lifestyle.

The maritime theme in Gravit8 is characterised by four different names:

1. Adria

Adria is derived from the Adriatic Sea in Europe, which is home to some of the world's most beautiful coasts and islands.

Adria represents the lifestyle of vibrant new urban generation in a trendy location. The colours chosen are mainly red, orange and yellow to emulate the buildings in Venice.

2. Nordica

Nordica got its name from the Norwegian Sea in Norway, which is a marginal sea in the North Atlantic Ocean, northwest of Norway.

Nordica represents a thriving living where residents can enjoy natural phenomenon of astounding lights. The colours, neon blue

and viridian green, are a representation of the aurora borealis (also known as northern lights).

3. Andaman

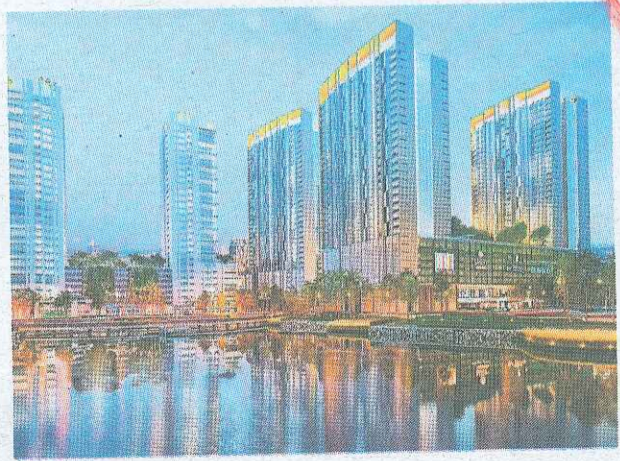
Andaman, just like the Andaman Sea in Asia, represents a modern place to live and relax. Andaman Sea is a marginal sea of the northeastern Indian Ocean, which is home to exotic islands known as the world's most popular tourist destinations.

Andaman is where residents can unwind under pleasant violet colour that is derived from the Thai Orchid, a beautiful flower that grows abundantly at Andaman Sea.

4. Ashino

Ashino originates from the name Ashinoko Lake in Japan, which is a scenic lake in the Hakone area of Kanagawa Prefecture in Honshu.

Ashino represents the beauty and nature elements of Gravit8 with a colour that is inspired by the Sakura flower, cherry blossom pink.



- 1 An artist's impression of the scenic lake at Gravit8.
- 2 Artist's impression of Gravit8.
- 3 Lush greenery environment of Tropicana Gardens.
- 4 The verdant landscape surrounding a soothing water feature in Tropicana Gardens.
- 5 The Radia retail inspired by the energetic promenade Las Ramblas, Barcelona.
- 6 Side view of the Radia integrated development.

Resort-style atmosphere

Tropicana Gardens by Tropicana Corp Bhd is a resort-style-themed integrated development situated in Kota Damansara. The self-contained development comprises four residential towers, designer office blocks and hotel towers located above a retail mall.

With a land area of 17.6 acres, Tropicana Gardens has adapted many green elements into its landscape to introduce a green environment for both residents and visitors. Each component in Tropicana Gardens is constructed with bold fusion of architectural elements to give unique communal space and lush nature landscaping.

The unique combination of structure and nature, and seamless integration of these two compositions resulted in a stunning creation of a rooftop terrace garden, a winding canyon walk resembling a strip mall, verdant canopies by the MRT entrance and a surrounding that is complete with tropical greenery.

Living in a resort-like environment of Tropicana Gardens, residents and tenants can enjoy a tropical breeze and ambiance, and also a picturesque view of the existing lake nearby, and the green meadow of the Seri Selangor Golf Club. Tropicana Gardens' targeted completion date is by the fourth quarter of 2018.



Mediterranean sensation

Jointly developed by UEM Sunrise and Sime Darby Property, Radia is an integrated development located in the heart of Bukit Jelutong in Shah Alam, launched in 2013. The name, Radia, stems from the Latin word "Radius", which relates to the convenient connectivity from the centre to the outskirts of the development.

As one of the extraordinary integrated developments in the Klang Valley, Radia is an European-influenced integrated development that infused Mediterranean living with Malaysian soul to provide a whole new level of living environment. The development covers a gross floor area of 2.7 million sq ft, and is slated for completion in 2018.

The design of Radia is inspired by the French "Le Faubourg" concept ("Faubourg" means suburb), where it will cater to the everyday needs of its residents. Its premium landscape is conceptualised to symbolise a bounded area which harmonises the state of living within civic surroundings set amid lush greenery.

The wide pedestrian spaces and retail promenade in Radia are inspired by the energetic and dramatic promenade of Las Ramblas, Barcelona, Spain, thus the two areas are designed with lush greenery resembling the vibrant city. Residents and visitors at Radia can experience the comforts of Mediterranean lifestyle, imbued with a sense of belonging found only in the most intimate of communities.

The project will be a dynamic self-sufficient town, where it provides a residential area with a

wide range of shopping, dining, leisure and entertainment amenities.

It will be great to see more integrated developments with theme concept as it offers a unique design and exclusive setting for the residents as well as the visitors.

