

architecture  
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landscape design  
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environment

# VERITAS design group

October 2018 enewsletter

## Happy October everyone! Have a spooky Halloween this year!

In this month's E-News, we are delighted to feature another one of VERITAS' recently completed high-profile projects: the **Expressionz**. We hope you enjoy this month's VERITAS e-news! And please don't hesitate to **contact us** if you would like to know more about any of the stories featured here.

### THE EXPRESSIONZ By EXSIM, Jalan Tun Razak, Kuala Lumpur

The Expressionz was designed to make a bold statement with the intent to 'Express to Impress'. Towering at 53 storeys with 447 units, the serviced residence which was completed in early 2018, has become **Kuala Lumpur's latest modern landmark** with **bold innovative architecture** while providing **state-of-the-art facilities** and **superior views** of the city skyline.



It is strategically situated in a **prime area** with close proximity to the Kuala Lumpur City Center and the vast green lung of Tasik Titiwangsa park. Facilities include meeting rooms and business lounges at various levels of the tower.



#### Other Happenings @ VERITAS?

#### Ulu Lodge River Trip

On 9th September 2018, VERITAS Penang Sports Club held an outdoor adventure trip to the Ulu Lodge in Perak for a river excursion.



The VERITASians took part in various activities such as white-water rafting, water tubing and a visit to the Gua Kandu cave. A total of 16 staff participated in the exciting three days and two-night event.

#### Urban Park

On 29th September 2018, the VERITAS Fund for Excellence (VFE) organised a gardening day in the Kebun-Kebun Bangsar park. The effort began earlier in collaboration with students from Taylors University, School of Architecture and Building Design (SABD). They designed and built a hangout spot for visitors to the park to enjoy the greenery.



To plant the completed works, a June Plum fruit tree (Spondias Dulcis) was planted by VERITAS Group President David Hashim and Tony Liew, Dean of SABD. The VERITASians and students were then divided into groups to plant various types of flora including fruit trees, vegetables and shrubs in several different locations. It was a very "fruitful" day for the green loving VERITASians!

#### VERITAS Lecture Series - VLS 12

The VERITAS Lecture Series or VLS is an annual half-day conference sponsored by VERITAS, the main objective of which is to present **useful information and learning experiences** to be held every year on subjects of relevance to the design and property development industry. It has been our event since 2007.



On 25th November 2018, this year's VLS was held at the W Hotel Kuala Lumpur and was entitled "People Property and Place". The keynote speaker was **YB Khalid Samad the Minister of Federal Territories** and other speakers were **Bo Sann Wei of APW, Cha-Ly Koh of Protypic.com, Adrian Yee of Freeform, Norzaini Nordin Deputy Senior Director, KL City Hall and Principal Lillian Tay from VERITAS Design Group.** Among the special guests were Kuala Lumpur Mayor, **Datuk Nor Hisham Ahmad Dahlan** and **City Hall Director of Planning, Datuk Hj. Mahadi Che Ngah.** About 150 Clients and associates of VERITAS attended the talk which was followed by scrumptious buffet lunch.

#### VERITAS Cocktail Party @ W KL

On the evening of 25th October 2018, to celebrate the completion of its latest iconic project, VERITAS Design Group organized a cocktail party at the W Hotel and Residence. Almost 100 Clients, associates and friends of VERITAS attended the party to have a relaxing networking session with wine and canapés by the poolside, also known as the "WetDeck".



*The Function of Leadership is to produce more leaders, not more followers.*  
-Ralph Nader

#### Birthday

- Lau Kok Sun 1st,
- Lillian Tay Wai Fun 5th, Aiman Elissa Ashaari 5th,
- Nur Amalina Binti Ahmad Taufik 7th,
- Abdul Rahman Bin Mat Ali 8th,
- Pappathi A/P Muniyasamy 10th, Maria Bt Dzulkefli 10th,
- Noor Halwani 11th,
- Ihsan Hassan 12th,
- Noor Misbah Binti Zulkefli 13th,
- Sazali Bin Awi 16th,
- Yazidi Bin Omar 20th,
- Muhammad Hafiz 21st, Mohd Shaiful Rizal 21st,
- Muhammad Fazli Bin Kamruddin 22th,
- Siti Nur Sabariah 25th,
- Mohiyani Alang 25th,
- Mohd Azri Bin Mohd Markom 26th, Wisely Chua 26th,
- Wan Muhammad Rozmadi 30th,
- Nurjannah 30th, Andi Kasa 31st



#### Where Are We Featured

### Rethinking business and design in Malaysia

Business processes are being redefined in the built environment industry.

The value of a property is not just in the bricks and mortar but in the occupancy rate.

Architects on the relationship between architecture and business was featured in the FocusM newspaper. Triguina highlighted in the article that the true value of a property or building to a city should be assessed by its occupancy rate.

#### Forum highlights Jalan Ampang's potential

In CONNECTION with KCS Design Malaysia (KCS) Department of Architecture, the Department of Urban Planning and Design (UPD) and the Department of Urban Design and Planning (UDP) at the Faculty of Architecture, Universiti Kebangsaan Malaysia (UKM) held a series of forums on the potential of Jalan Ampang.

The forum featured VERITAS, SOA and other industry leaders.

The forum was moderated by the former president of the Malaysian Institute of Architects (AMIA) and the former president of the Malaysian Institute of Urban Design (MIUD).

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#### StarMetro

#### Forum highlights Jalan Ampang's potential

On 12 October 2018, VERITAS Principal Lillian Tay was featured in the StarMetro newspaper for her talk at the Ampang Great Street Forum which was held at City Hall Kuala Lumpur on 5th October 2018. Her presentation was about Jalan Ampang's potential to be the iconic street of the city and the measures which would need to be taken to achieve that goal.

#### What's Happening @ VERITAS?



#### Azril's Talk

#### Housing and Property Development Colloquium

On 2nd October 2018, VERITAS Principal Azil Nassaruddin gave a talk at the Housing and Property Development Colloquium held at the Palace of the Golden Horse, Kuala Lumpur. He spoke about the impending technological changes that will affect society, in particular the absorption of rapid prototyping into construction and the emergence of blockchain technology that could reconfigure society and the economy. He concluded the talk with a more immediate proposition on how to mobilise this technology for the creation of more affordable homes.

#### Lillian Tay

#### Ampang Great Street Forum

On 5th October 2018, VERITAS Principal Lillian Tay gave a talk at Jalan Ampang's potential to be the iconic street of the country, emphasizing the measures which would need to be taken to achieve it. The talk was part of the Goresing Pangs Session of the Ampang Great Street Forum 2018, held at City Hall Kuala Lumpur.

#### Azril's Talk

#### Towards Net Zero Energy Buildings Conference

On 18th October 2018, VERITAS Principal Azril Jaafar gave a talk at the 'Towards Net Zero Energy Buildings' Conference held at the KLCC Convention Centre. His presentation was entitled "Strategies Towards Zero Energy Architecture". VERITAS was also one of the gold sponsors for the event.

#### Ip Ceremony

#### Star Residence - Topping Off Ceremony

On 18th October 2018, the Star Residence held its topping-off ceremony marking the completion of the three towers' concrete structure. The event was attended by **Principal Lillian Tay, Architect Michael Tan, Architect Issey Chong and Associate Alrif Alrif.** Congratulations to Symphony Life Bhd the developer for the project and especially its CEO, **Tan Sri Azman Yahya.**

#### National Energy Green Technology Awards

On 19th October 2018, VERITAS won 2 first prizes at the National Energy and Green Technology Awards for Energy Efficiency Design Building & Green Building for the PKNS HQ project. The award and gala dinner was held at the Kuala Lumpur Convention Centre. **VERITAS Group President David Hashim and Principal Azril Jaafar** attended the event and received the awards from YB Yeo Bee Yin, Minister of Energy, Technology, Science, Climate Change and Environment.

#### Global Business Services Network

On 18th October 2018, VERITAS Group President David Hashim represented VERITAS as a speaker at the Global Business Services Network seminar held at the One World Hotel in Petaling Jaya. His topic "Diversity is Great, Inclusion is Getting" was about how to motivate employees from a wide range of ages, ethnicity, backgrounds and nationalities.

#### So, Who Is The Staff of The Month?

Our staff of the month for August 2018 is VERITASIAN Miza Raimi or commonly known as just "Miza" among all her colleagues and friends. Miza is an assistant architect and has been with VERITAS for almost one and half years.



Miza (MR) shares her personal story with Venuthan Ganasan (VG):



#### VG: How would describe working in VERITAS in a Movie Title?

MR: I can relate working at VERITAS to being an actor in Ocean's 8: a hybrid action-crime-comedy-thriller that showcases a diverse and inclusive cast. It's a blueprint on how to build teams to accomplish specialized tasks. Work is increasingly being done with specialized teams coming together for episodic objectives. Like being in VERITAS, it's all about teamwork. Each player has a key role and their cultures which create a functional environment with a variety of needs and wants. There's a quote that goes "Choose a job you love, and you will never have to work a day in your life".

#### VG: What are your passions and hobbies?

MR: I love arts and crafts because I enjoy making things with my own hands. Sketching and crafting are my specialties. I also like seeing people's creations which further spurs me to recreate and participate in the things I love. Other than that, I also enjoy singing in karaoke, make-up, gardening, cooking and hiking.

#### VG: What inspired you to become an Architect?

MR: Since I was young, I have had great passion for the arts, mathematics and science. After I discovered that architecture involves these three elements, I couldn't imagine myself doing anything else. I love learning about the different types of people and their cultures which create a functional environment with a variety of needs and wants. There's a quote that goes "Choose a job you love, and you will never have to work a day in your life".

#### VG: If you hadn't become an architect, what would you have been?

MR: I would have become a craft artist, because I like to use a variety of materials and techniques to create art. It's relaxing and I enjoy the products that I create. I realized that creating for me was more than just a hobby so why not turn the hobby into a career!

#### VG: Where do you see yourself in another 10 years?

MR: 10 years from now, I will have a master's degree in architecture because I see this as an opportunity to expand my knowledge. By enhancing my professional experiences while learning new software and design skills, interacting with different people and integrating new work methods I hope expect to advance in my career.

#### VG: Imagine yourself as a building. What building would that be and why?

MR: If I was a building, I would be the Louvre Museum in Abu Dhabi. It creates a welcoming world serenely combining light and shadow that evokes reflection and calm.

#### New Staff



Mohammad Ayzad @Architect, Muhammad Firdaus @Design Architect, Ainaul Husna @Receptionist, Ting Hui Yih @Designer

#### New Born

Congratulations to VERITASians **Mohamad Zahir Bin Abu Bakar** and spouse **Nurfaridillah Binti Daud** for the new born bundle of joy **Muhammad Zairi Aryan Bin Mohamad Zahir born** on 20th of September 2018.

