

VERITAS DESIGN GROUP

VERITAS e-news is a monthly on-line publication of features, news and events at VERITAS, a premier architecture and design firm based in Kuala Lumpur, Malaysia. VERITAS e-news has a subscriber base of 3000 readers.

MARCH 2011



Greetings to all our readers! In this month's e-news, we are delighted to focus on one of our major mixed-use development projects, The Glomac Damansara development.

Mixed-use Development design is a challenging area of specialization because the trends in consumption patterns change very rapidly. Whether it be the latest office or residential concepts or commercial retail experiences, the design of mixed-use development activity is always seeking new and untested waters. We are proud to have contributed to the wide variety of exciting new mixed-use development projects throughout the world, and this issue of e-news will feature one of our most note-worthy projects; Glomac Damansara, Kuala Lumpur.

We are also pleased to feature our involvement in the IABF Exhibition in India, and other interesting "happenings" at VERITAS.

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.

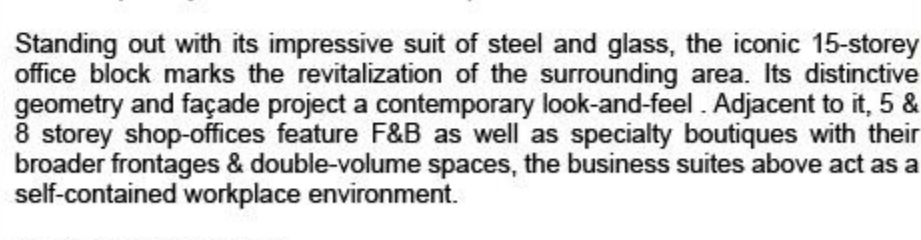
MAIN NEWS GLOMAC DAMANSARA (www.glomac.com.my)



Glomac Damansara is a symbolic landmark of urban modernity in Kuala Lumpur. Stretching an impressive 500 meters along Jalan Damansara, it is the new address of city chic. It is a treasury of shop offices, service apartments, boutique retail outlets, office suites and corporate offices; a prestigious property uniting the best aspects of live, work and play.

Luxurious Apartments

The 30-storey twin towers of high-rise residences with an impressive arrival hall and private lobbies are strategically linked to the vibrant café and lifestyle areas of the retail complex. Designed for exclusivity, these luxurious apartments will suit both individuals and families alike with their modern flexible layouts, and wide range of facilities found on the landscape eco-deck.



Contemporary Office Suites & Shop Offices

Standing out with its impressive suit of steel and glass, the iconic 15-storey office block marks the revitalization of the surrounding area. Its distinctive geometry and façade project a contemporary look-and-feel. Adjacent to it, 5 & 8 storey shop-offices feature F&B as well as specialty boutiques with their broader frontages & double-volume spaces, the business suites above act as a self-contained workplace environment.



Boutique Retail Mall

Glomac Damansara's 4-storey retail complex incorporates enhanced frontage designs and double-volume spaces within its flexible layout. Ideal for a diverse range of businesses from F&B to boutiques, it is ready to serve the evolving shopping needs of its surrounding population. The retail units are accommodated along naturally ventilated boulevards and atriums in the retail podium. The project also features a landscaped rooftop, adorned with water features and sunshades, cafés and alfresco venues. This eye-catching mix of greenery and modernity will be obvious to the high traffic volume around it, especially with its clear frontage along Jalan Damansara.



Corporate Tower

The 25-storey corporate office tower located strategically at the corner of SPRINT Highway, serves as a prominent landmark visible from far beyond. It utilizes expansive floor plates to create wide column-less spaces, ideally suited for large corporations & multinationals.



The Glomac Damansara for Glomac Berhad http://www.glomac.com.my/property/current_commercial.asp is currently under construction and is expected to be completed by 2013.

HAPPENINGS STUDY TRIP – SINGAPORE

On 25th to 27th March 2011, about 60 architects and designers from VERITAS enjoyed a study trip to Singapore.

The program was filled with visits to public buildings, as well as commercial and residential projects.



This included the Marina Bay Sands, gated community township-Bukit Timah, Singapore museum, and the LASALLE College of the Arts. Overall it was a useful trip wherein our architects and designers were given the opportunity to expand their perspectives. No doubt, the study trip was an invaluable and fun experience for all.

HAPPENINGS INDIA-ASEAN BUSINESS FAIR (IABF) 2011



<http://www.ficci.com> www.matrade.gov.my



The India-ASEAN Business Fair 2011 was organized by the Federation of Indian Chambers of Commerce & Industry (FICCI) and supported by the Malaysia External Trade Development Corporation (MATRADE) to showcase and promote the best of Malaysian services in India. The Fair is an international conference and exhibition, which brings together business leaders and practitioners for knowledge-sharing and business development across industry segments from the 10 ASEAN Countries.

VERITAS was proud to participate in this exciting event as part of the Matrade contingent which took place from the 2nd to 6th March 2011 in New Delhi. This is part of our strategic plan to expand our professional services globally. VERITAS has been active in India since mid-2008 and our participation in IABF was a part of this larger initiative.

HAPPENINGS ARCHITECTURE + DESIGN & SPECTRUM FOUNDATION ARCHITECTURE AWARDS 2010



The 'Architecture + Design & Spectrum Foundation Architecture Awards 2010' occupies a coveted position in the annals of contemporary Indian architecture.

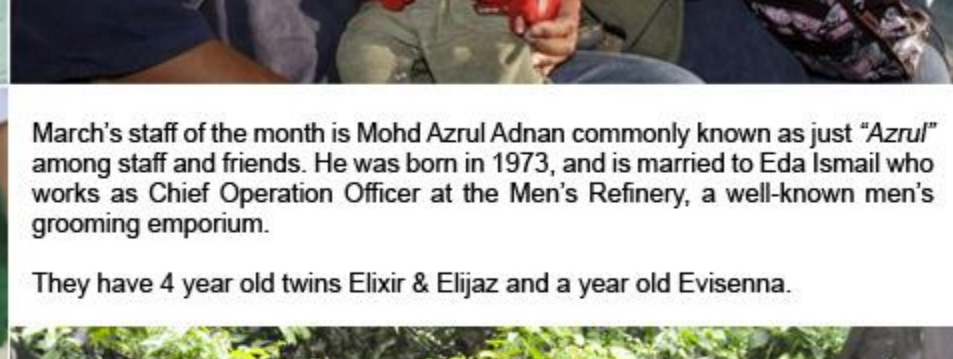
The objective of the initiative is to recognize and applaud architectural and design excellence for projects by Indian architects.

High standards of evaluation for the cycle of the Architecture+Design & Spectrum Foundation Architecture Awards 2010.

This prestigious awards program has seen distinguished jury members from around the world and this year David Hashim, VERITAS' Chief Executive Officer, was one of the jury members selected for the "Award for Residence Design with a Difference" and "The Institutional Architecture Award" which was held on the 8th – 10th March 2011 in New Delhi, India.

<http://www.fivefootway.com/2008/08/02/architectural-awards-in-india/>

HAPPENINGS WORLDBEX 2011 (<http://www.worldbex.com>)



Azrul graduated from Leeds Metropolitan University, UK and MERA since Nov 2008, and has been with VERITAS since Nov 2008.

He is an Associate Architect and is currently involved in a mixed development at Damansara for Glomac Damansara, the Tropez Development for Oakwood and the Isola Service Condominium for SAKM Darby Berhad.

Azrul can be described as a friendly and dedicated person. His hobbies consist of sport fishing, mountain biking and traveling. He is a man-on-the-move!!

March's staff of the month is Mohd Azrul Adnan commonly known as just "Azrul" among staff and friends. He was born in 1973, and is married to Eda Ismail who works as Chief Operation Officer at the Men's Refinery, a well-known men's grooming emporium.

They have 4 year old twins Elixir & Elijah and a year old Evisenna.

His favourite quote is "Life is like riding a bicycle. To keep your balance, you must keep moving!"

NEWCOMERS



Welcome on board new VERITASians: architect Asrulakmar Mohd Yusoff; project manager Ian Shannon; draftsman Mohd Zar Omar, Nur Sofia Mohamed Ghazemy and Faradilla Ruslan and assistant architect Faiz Zainal Arif and Felix Lusari from Indonesia for VERITAS Architects Kuala Lumpur; assistant planner Nurazlina Zainuddin for VERITAS Planning; receptionist Fuzaidah Md. Hassan for VERITAS Architects Penang and senior design architect Hazri Abdul Aziz & architect Mohd Ashfaq Sofian Mohd Rashid for VERITAS Architects Johore.

We hope that they will enjoy their experience here at VERITAS, and build a long-lasting career with us.

BIRTHDAY GREETINGS

For March 2011, we would like to wish a warm Happy Birthday to:-

Abirami Anandarajah, Noorhisham Mokhtar, Nik Ahmad Nozian Nik Mohd Yusoff, Ricky Poo Sah Yong, Shahrel Salihin, Nuruleyana Bt Ramli, Norzihan Bt Kahar, Sharifah Muzwin Bt Sayed Mustar, Hasbullah Ibrahim and Thavir Pichai.



And remember You are only as old as the way you feel!!

QUOTE OF THE MONTH



"In order to get people to buy, you have to get them there, and the entertainment coefficient in a mall is something that builds traffic-pure and simple".
~ Paco Underhill, author of "Why We Buy"

CONTACT

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