

In this month's e-news, we are delighted to focus on a project typology which is becoming increasingly prevalent in urban centers: mixed-use developments.

Mixed-use Development design is a challenging area of architectural 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. VERITAS is 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 a few of our most note-worthy ones; Glomac Damansara, Eastfront, the Vita, Sunway Nexis and 1 Mont Kiara.

We are also pleased to provide an update on recent activities of the 2nd Quarterly Staff Meeting, and other interesting "happenings" at VERITAS.

WHAT'S NEW in VERITAS?



EASTFRONT ● Location: Old Klang Road, Kuala Lumpur
 Status: Under Construction 2012
 ● Eastfront is a mixed-development combining a cluster of four serviced apartment towers - the tallest tower is 28 storey high while the other 3 are 25 stories each.



● The apartment towers, SOHO, retail and hypermarket surround a 30-meter-wide pedestrian central green boulevard. This central boulevard acts as a plaza, as well as an urban intervention and connection between buildings.
 ● In optimizing sustainable development, the apartment towers, retail and SOHO deliver both passive (e.g., cross ventilation) and active solutions (e.g., low-E double glazed windows, water harvesting and the use of sustainable flooring materials).



VITA is a revitalizing lifestyle centre within the vibrant surroundings of Cyberjaya. It is located in the CBD of Cyberjaya. Phase 1 of VITA consists of 2 and 4 Storey duplex shops.



● The alfresco square and verdant lawn interspersed with lush trees and greens is designed for contemplation and relaxation. Well planned and intelligent use of space with ample parking bays conveniently situated minimizes the travel time to outlets



GLOMAC DAMANSARA Location: Jalan Damansara, Kuala Lumpur
 Status: Under Construction 2012
 ● 15-storey Office Block and 5 and 8-storey shop-offices. A magnet to the eye; a 15-storey office block marks the prominent entry point. The supporting 12 blocks of shop-offices feature F&B outlets as well as specialty boutiques with broader frontages and double-volume spaces. The business suites above each act as a self-contained workplace.



● **Serviced Apartments**
 Twin towers of high-rise residences with an impressive arrival hall and private lobbies linked to the vibrant cafe and lifestyle areas.



● **Boutique Retail and Office Suites**
 The showrooms fit cosily along naturally ventilated boulevards and atriums at the retail podium. Its landscaped rooftop is, adorned with water features and sunshades, suit cafe and alfresco ventures. Above the podium, 2 commercial blocks offer suites that will accommodate modest-scale businesses.

● **Corporate Tower**
 The tower utilises expansive floor plates to create wide column-less spaces, ideally suited for large corporations and multinationals.



● 3-storey retail shops offer a chic retail environment tailor-made for business and everyday needs of the community.



● 13-storey office suites offer innovative spaces which are stylishly arranged. It is fitted with modern fixtures and facilities to meet the high demands of the corporate world.



● 20-storey flexi-suites provide a creative business hub for great flexibility and productivity. Nexis Flexi is a modern-day office designed to fulfil the needs of new-age entrepreneurs.



● The shopping center has a bright and lofty central atrium with dramatic skylights and is surrounded by several levels of retail shops, providing more comfort and conveniences suited to our local lifestyle and climate.
 ● The oval-shaped atrium and the generous front piazza with a grand flight of steps forming almost an informal amphitheatre setting are envisioned to be venues for family-oriented community events.

ANNOUNCEMENTS

VERITAS Staff Retreat We would like to inform our Clients and business associates that our office will be closed for business on the 28th of April till 1st of May 2012 due to our Annual Staff retreat to Lumut Best Western in Perak! We shall resume business on the 2nd of May 2012, (Wednesday).

BIRTHDAY GREETING

For April 2012, we would like to wish a warm Happy Birthday to:-
 Lim Soo Piew, Sara Franco Restrepo, Farah Izzati Binti Muhamad Yusof, Nur Hidayah Bt. Yezid, Nor Razaley Bin Nordin, Sedgh Shakeri Asli (Marjan), Ong Yoke Hou @ Winston Ong, Fuzaidah Mh. Yassan, Sayed Muhammad Aiman Sayed Abul Khair, Yong Chew Wah, Lam Weng Hoong, Sayed Muhammad Aiman Sayed Abul Khair, Anizah Binti Md Ariffen, Bakri Abdul Rahni, Afif Bin Nahrul Khair, Jalilah Bte Jaafar and Tan Shin Bian

WITTY SECTION



Club Toilet, Jeju Island, South Korea, Random signs, Kindergarten in Sao Paulo, Brazil, China, Surfer's Toilet



WHAT'S NEW ELSEWHERE?



Metropol Parasol – The Largest Wooden Structure in the World

Metropol Parasol is one of the most creative and outstanding redevelopment of the city square – Plaza de la Encarnacion in Seville, Spain.



In 2004 German Architect Jurgen Mayer H. won the competition of creating a new iconic place for Seville. 2011 Mayer presented the new world's largest wooden structure in style of urbanism of the 21st century. The bizarre frame, shaped as a gigantic mushroom, consists of.....more



WHERE are we FEATURED?

Sentral@Bangi CBD
 (What's new in London Block)



International Business Review

Sentral@Bangi CBD

HAPPENINGS



2nd Quarterly Meeting

● VERITAS held its 2nd Quarterly Meeting for 2012 on 14th April, at the Menara Lembaga Getah Asli Auditorium. The meeting kick-started with a warm welcome to all new staff who recently joined the VERITAS family. Our group president David M Hashim gave a rousing speech on our "Corporate Brand Promise".



There was a special guest appearance by Mr. Yong Yoon Li, CEO of Royal Selangor Pewter Sdn Bhd who enlightened us on "Branding". He spoke extensively about the branding of Royal Selangor, and covered issues such as how to create trends and how to differentiate from competitors.

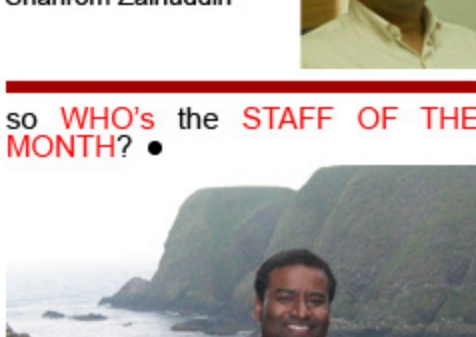
Veritas Futsal League 2012 Season 1

Inter-VERITASians futsal tournament
 Date: 18.04.2012
 Venue: LGM Futsal Court



so WHO are the NEWCOMERS at VERITAS?

● Welcome on board new VERITASians: for VERITAS Contracts



Contracts Manager, Abdul Manap

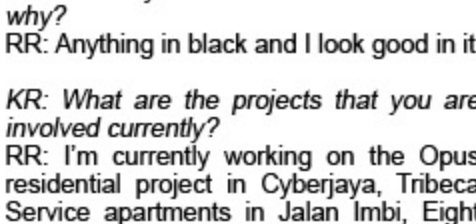


Senior Associate Shahrom Zainuddin

so WHO's the STAFF OF THE MONTH?



Rajasekaran Ramanathan is commonly known as "Raja" among staff and friends. He was born on 26 of October 1975 and still single. He has been working with VERITAS Architects Kuala Lumpur since March 2010 as a project architect.



Komathi Ramakrishna (KR) gets in-depth info about Rajasekaran (RR)

KR: Where did you graduated from and what year?
 RR: Robert Gordon University, Aberdeen Scotland, in 2008

KR: Where do you live?
 RR: The beautiful city of Seremban

KR: What is your hobby?
 RR: Listening to music, I am also a movies freak and I have a large library of books.

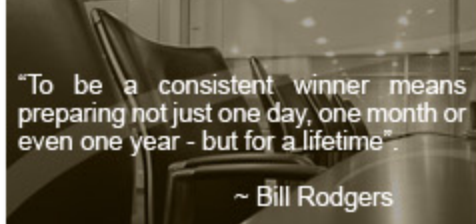
KR: What is your favourite fashion line and why?
 RR: Anything in black and I look good in it.

KR: What are the projects that you are involved currently?
 RR: I'm currently working on the Opus residential project in Cyberjaya, Tribeca Service apartments in Jalan Imbi, Eight Superlink terrace houses in Shah Alam, a small office project in Jalan Kamunting for Henry Butcher, and a mixed development project in Kuching Ara for Glomac.

KR: How would you describe VERITAS in less than 10 words?
 RR: oh wow.....hectic, busy and challenging.....

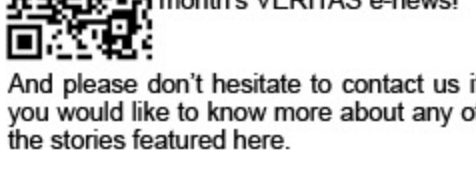


BUNDLE OF JOY



Congratulations to our Group President David Hashim and his wife Asha Hashim on the arrival of their adorable baby boy born on the 24th April 2012.

Congratulations on their new bundle of joy!!!



Congratulations to our Clerk of Work Mohd Razif Omar and his wife Zalinah Atan on the arrival of their baby boy, Muhamad Razin Harraz born on the 15th April 2012. Best wishes to the proud parents.

QUOTE OF THE MONTH

"To be a consistent winner means preparing not just one day, one month or even one year - but for a lifetime"
 ~ Bill Rodgers

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.