

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.

September 2012

In this month's e-news we are delighted to highlight the recently-held VERITAS 25th Anniversary gala celebration which was graced by Malaysia's Minister of International Trade and Industry, Dato' Sri Mustapa Mohamad. In conjunction with this celebration, VERITAS also launched 2 books; the *"Monograph"*, and *"the People, the Process, the Product"*.

Also, we would like to share with you other interesting "happenings" and exciting events at VERITAS. We hope you enjoy the September's 2012 VERITAS e-news!

VERITAS' 25TH ANNIVERSARY

We celebrated our 25th anniversary event on 27th September 2012. The gala anniversary celebration was held at the Grand Ballroom of the Hilton Hotel in Kuala Lumpur, and was graced by the Minister of International Trade and Industry, Dato' Sri Mustapa Mohamad as our guest of honor. Attending the event were 350 senior representatives of major development companies, ambassadors, Kuala Lumpur's social elite, associates and friends of VERITAS.



With the ballroom draped all in white, guests were treated to a stimulating dance performance by Linda Jasmine Studios followed by an animated video presentation, which illustrated a portfolio of the company's recent projects and a retrospective of the past two decades of hard work and accomplishment. Speeches were made by our Group President David Mizan Hashim and of course our Guest of Honor, Dato' Sri Mustapa.



In conjunction with our silver jubilee, the Minister officially launched the "VERITAS Monograph", a book which showcases the many design projects completed by VERITAS over the last 25 years. The monograph will soon be available in bookstores nationwide.

Adding to the celebration, VERITAS made cheque presentations amounting to RM25K each to the Malaysian Nature Society (MNS) and the Malaysian Independent Animal Rescue (MIAR). These cheques were presented by VERITAS Group President David Hashim to Professor Dr Ahmad Ismail, Vice President of MNS and Ms Puspa Rani, President of MIAR.



Girish Ramachandran, Ashvin Valiram, Dato Mohan Karthigesu, Lau, Felician Teo, Mario, Norzaima, Rajasekaran, Hassan



Arnab Nagpal, Vanitha Nagpal, Iskandar, George Hashim, Rebecca Fowler, Mitos Deneditotis, Ms. Fork, Fork Yow Wai



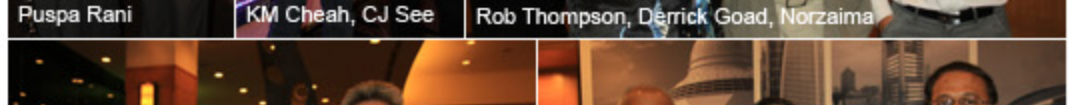
Shalinee Fernandez, Puspa Rani, KM Cheah, C.J See, Rob Thompson, Derrick Goad, Norzaima



Johnson, Robert, Adrian Tan, Dr Anuar Osman, David Hashim, Goban Arasu



Saibal Das, Taufiq, Dr Stellios, Glenn Gittos, Edward, Anthony Yap, Chan Chemeng



Norhalwani, Zafrullah, Carlos, Sham Wahap, Luis Pazos, Ng Yiek Seng, Sia Kee Seong



Ricky, Wong, Zoi Choi Ho, Dato Prof Dr Tan Hui Meng, Hce Pin, Lillian



Lew, Norzaima, Ong Chew Hoa, Shah Jaafar, Zainal Ashikin, Devaraj, Nirmala



Tengku Ab Aziz, Dato Garry Chua, Loo Say Beng, IR Bruce SK Chan, John Lau, Datuk Murad Hashim, Peter Nathn



Melissa, Fadzilah

The mingling of guests in conversation for the rest of the evening was casual and convivial. The evening came to a close about midnight, with the last of our guests exclaiming what an enjoyable time they had, and hoping that our 30th would be an even grander event! All guests left with a copy of the other book, *"the People, the Process, the Product"* which is a tribute to our Clients and the design process itself.

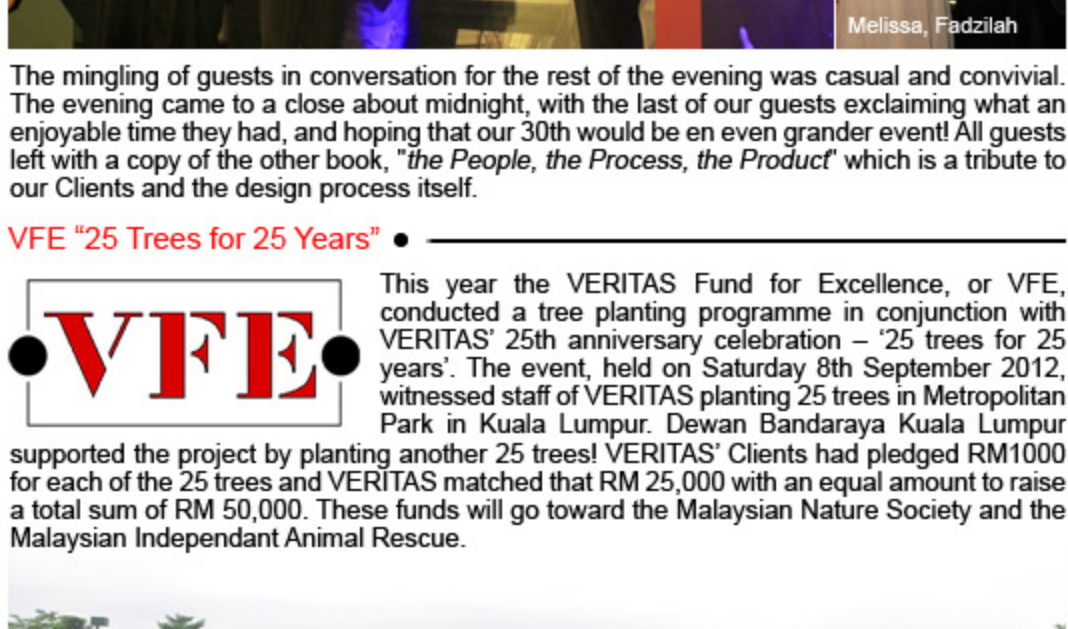
VFE "25 Trees for 25 Years"



This year the VERITAS, or VFE, conducted a tree planting programme in conjunction with VERITAS' 25th anniversary celebration - 25 trees for 25 years. The event, held on Saturday 8th September 2012, witnessed staff of VERITAS planting 25 trees in Metropolitan Park in Kuala Lumpur. Dewan Bandaraya Kuala Lumpur supported the project by planting another 25 trees! VERITAS' Clients had pledged RM1000 for each of the 25 trees and VERITAS matched that RM 25,000 with an equal amount to raise a total sum of RM 50,000. These funds will go toward the Malaysian Nature Society and the Malaysian Independent Animal Rescue.

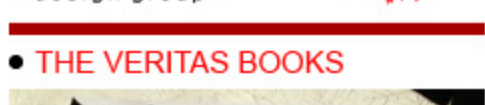


The Saturday morning event kicked-off with an officiation and ground breaking ceremony led by Kuala Lumpur Mayor Datuk Ahmad Pheal Talib, David Hashim President of VERITAS Design Group and Miss Malaysia World 2009 Thanyuja Ananthan. VERITAS staff participated in the planting of 25 trees of varying rainforest species within the Taman Metropolitan Park.



Melissa, Fadzilah

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THE VERITAS BOOKS



The new VERITAS Monograph is a 368-page publication of our works, which showcases the many projects we have undertaken over the past 25 years, from 1987-2012. The work of VERITAS strives to connect the confluences of the social, cultural and economic context of the times in artistic discourse.

Furthermore, the Monograph exhibits the evolution of each architecture, interior, landscape, planning and environmental consulting project as the result of talented designers collaborating as equals with similarly strong-willed Clients and stakeholders. The monograph will be soon be available at local and international book-stores.

The other book: *the People, the Process, the Product* is a document which makes tribute to our Clients and the design process they experienced in realizing their individual projects. 25 Clients are interviewed in a thought-provoking and insightful exposure of the way they interact with VERITAS design teams.

Both books are certified with SIRIM Eco Labels, confirming that the materials and process of their printing are non-polluting and sustainable. For any enquires on the books, please drop us an email at arch@veritas.com.my.

STUDY TRIP - Four days in Hong

Between Sept 14th and 17th, about 60 senior designers from VERITAS embarked upon a study trip to Hong Kong to acquaint themselves with the latest trends and ideas emerging in the world of design. The program was filled with visits to public buildings, as well as commercial and residential projects.



Hong Kong is known for its expansive skyline and deep natural harbour and is one of the most densely populated areas in the world. According to Emporis (a real estate data mining company), there are 1,223 skyscrapers in Hong Kong, which puts the city at the top of world rankings. It has more buildings higher than 500 ft (or 150m) than any other city.

The high density and tall skyline of Hong Kong's urban area is due to a lack of available space. Thirty-six of the world's 100 tallest residential buildings are in Hong Kong. More people in Hong Kong live or work above the 14th floor than anywhere else on Earth, making it the world's most vertical city.



Trip organizer Sara Franco (SF) shares what she learned from the trip with Komathi Ramakrishna (KR)

KR: Name me the places visited by the group?

SF: On the first day we covered the mainland: the ICC tower, the W hotel, the Design Institute and Langham Place. On the second day we visited the Hong Kong Island financial district, HSBC, Bank of China, Victoria Peak, and the mid-level escalators in Central.

KR: What is the tallest building in Hong Kong?

SF: The International Commerce Centre (ICC), at 484 m (1,588 ft) high, is the tallest building in Hong Kong and the third tallest in the world, by height to roof measurement.

KR: Name me a few other interesting buildings in Hong Kong?

SF: The tallest building prior to the ICC is Two International Finance Centre, at 415 m (1,362 ft) high. Other recognizable skyline features include the HSBC Headquarters Building, the triangular-topped Central Plaza with its pyramid-shaped spire, The Center with its night-time multi-coloured neon light show; A Symphony of Lights and I. M. Pei's Bank of China Tower with its sharp, angular facade. Amazing!



KR: I heard the food is something you should not miss. What would you recommend?

SF: Dim Sum for sure! Perfect meal with friends... I'm a big fan of the spicy crab and can't about food and pineapple. I'm crazy about food and the HK is the perfect place to indulge my tummy!!

KR: What would be your most memorable experience during this trip?

SF: Victoria Peak, the highest point on Hong Kong Island. The panoramic view over the steel and glass jungle is totally inspiring.

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.

NEWCOMERS

Welcome on board new VERITASians: architect Adrianfahd Adnan, Syahril Nizam Kamaruddin and Jhoanna Inocencio from the Philippines; corporate communication trainee Jamliya Shokanava from Kazakhstan; draughtpersons Shaiful Azhar Bin Md. Helmi, Syed Badrul Hisyam and Meor Hirme Bini Mansor.

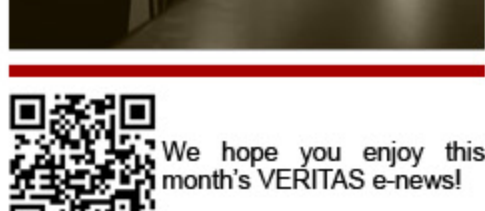
BIRTHDAY GREETINGS

For September 2012, we would like to wish a warm Happy Birthday to:-

Virgones (23 August- 22 September)
Mohd Zamri Bin Abd Lateh, Puteri Shahfura Ramlie, Mohd Azmin b. Yacob @ Ibrahim, Mohd Fadzil bin Mohamad Yunos, Hendry Raj Kumar, Mohd Azrul Adnan & Komathi Ramakrishna

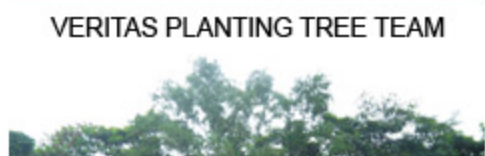
Librans (23 September- 22 October)
Fazelyna Abdul Rashid, Marco Lam Teng Foong, Maziyani Binti Alang, & Noor Zaidi Nordin.

QUOTE OF THE MONTH



And please don't hesitate to contact us if you would like to know more about any of the stories featured here.

VERITAS PLANTING TREE TEAM



LIST OF CLIENTS (TREE SPONSORSHIP)

