VERITAS
design·group

JUNE
2023

A VERITAS DESIGN GROUP PUBLICATION

Greetings to all our readers!

The theme of this month's E-news is the automobile! In that regard, we are pleased to feature one of our recently completed automotive projects; the Porsche Centre in Johor Bahru along with other car showrooms and related projects that celebrate the automobile industry.

Also, it covers many 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.

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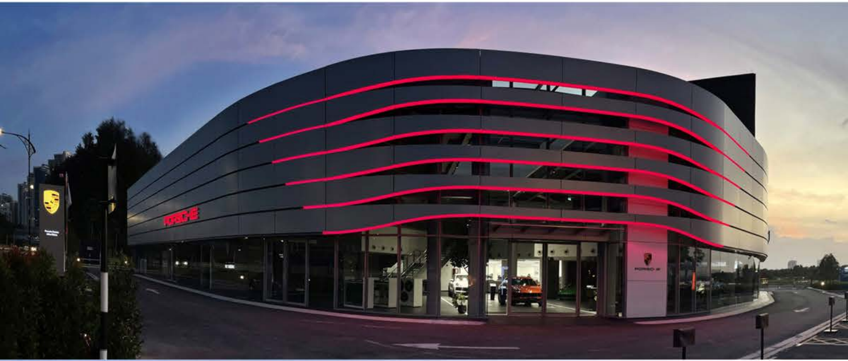
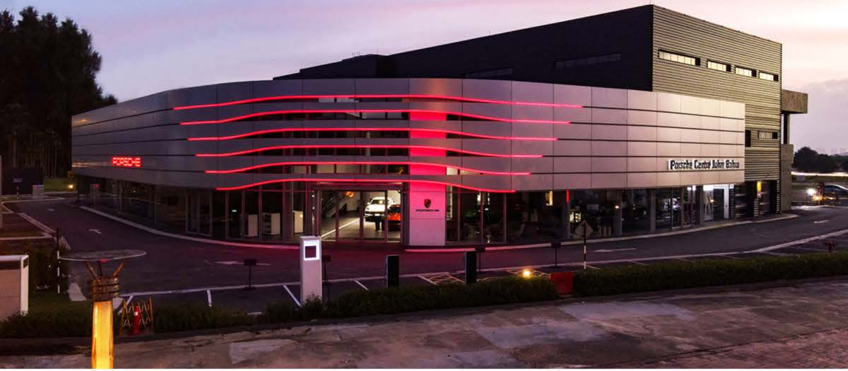
- Jotun Global Leaders Conference,
- VERITAS Teh Tarik Talk (VTTT)
- Universiti Tunku Abdul Rahman (UTAR) Workshop
- VERITAS Leadership Retreat

ARCHI
FORUM
MON DAY
MAY 29
8 AM - 12 PM
AR. DANIEL CHONG
AR. LILLIAN TAY
AR. TAN BEE SU
"WHY ARCHITECTURE?"
"THE FUTURE AHEAD"

Porsche Centre, Johor Bahru, Johor

The Porsche Centre in Johor is a 3-S Centre for Porsche Cars and a Sime Darby Auto Performance Centre, which comprises of a sales gallery, exhibition hall, storage facilities, delivery area and workshop facilities. This 3-storey 5,000 sm flagship Porsche showroom located along Danga Bay, Johor Bahru is the first of a new breed of Porsche's new Corporate Identity showrooms outside of Germany that accentuates the elegance of its supercar's branding and precision.





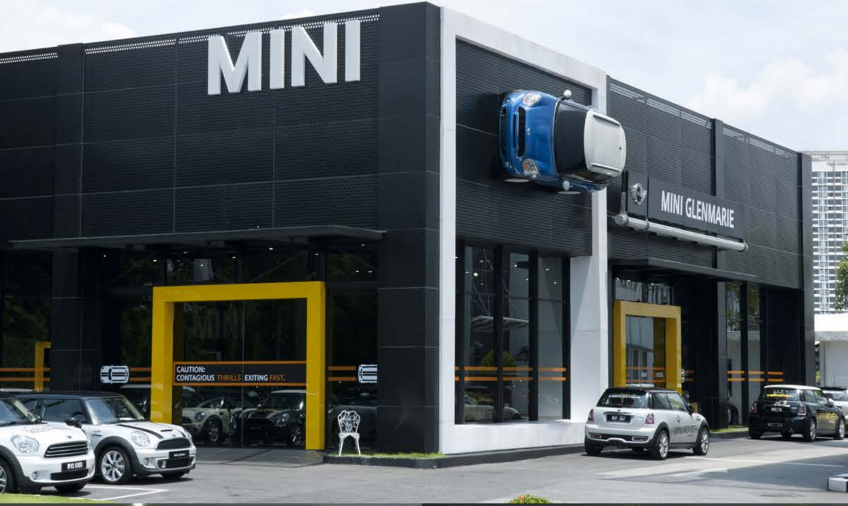
This project was completed in early 2023.

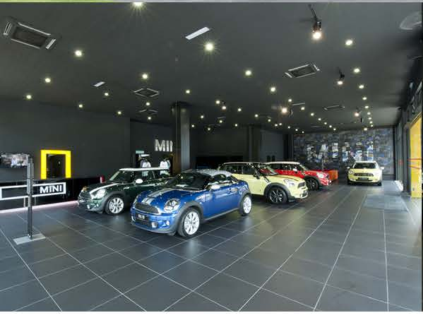
The showroom is also projected as a catalyst in the newly developed Danga Bay recreation strip along Jalan Skudai.

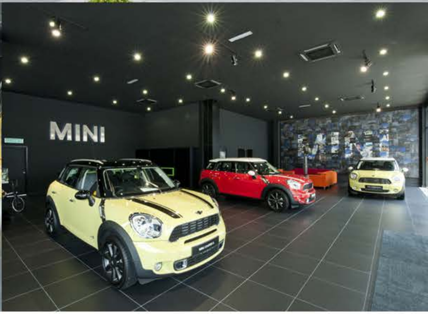
The Porsche Centre sales gallery's design-to-delivery spatial qualities are laid out horizontally taking visitors into separate micro galleries, while the back-of-house storage-to-services are tucked vertically to delineate the physical interaction within the building. ompleted in early 2023.

MINI Showroom
Glenmarie, Shah Alam

The objective of this building is for the display, sales and service of the MINI Car in the spirit of its brand, epitomizing cheekiness, a youthful free-spiritedness and an out-of-the-box mindset. The design manipulates perspective and contrast, controlling the visitor's sensory perception of the space by reducing texture and blurring the boundaries of a person's depth of field. Hence walls and ceilings within are painted black to de-emphasize hard corners, rendering its depth ambiguous and giving the room an edgeless quality.





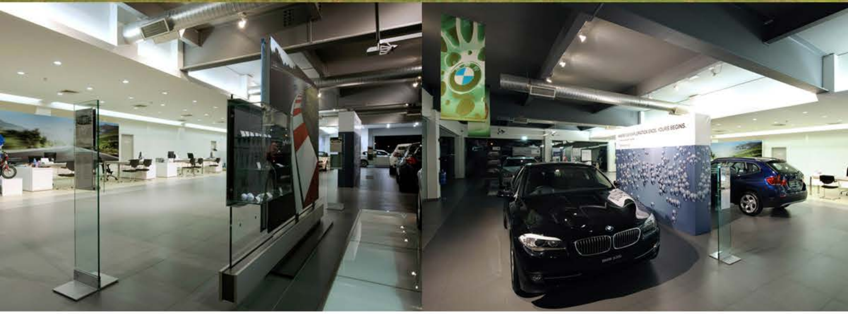


In this showroom the user is meant not to notice the space as much as the iconography of these vivid objects, appropriately bringing the bright colours of the MINI to the fore.

This project was completed in 2011.

BMW Showrooms
Johor, Melaka and Glenmarie

The BMW Car Showroom comprises a sales gallery, storage facilities and a work area to service cars. The interiors of the gallery are clearly divided between the floors for the display of cars and the supporting sales and lounge area which is slightly raised off the ground on a platform, which are in turn separated from the workshop beyond. The clarity of spaces becomes fully apparent upon entry; the sales gallery is an open plan with the mezzanine level projecting over it, comprehensible with a single glance.



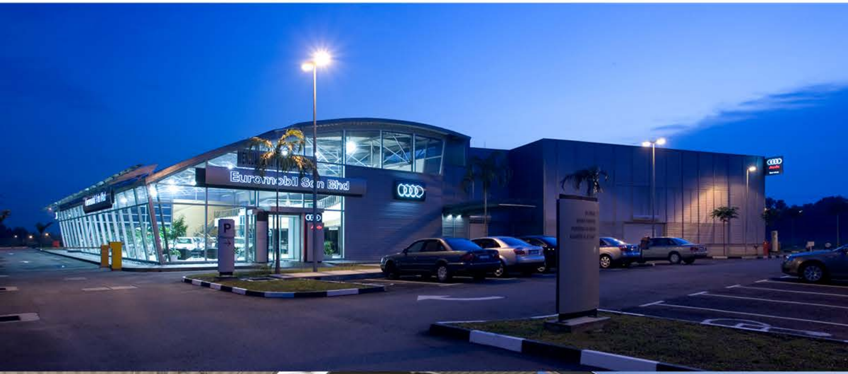
The sales process is orchestrated in a sequence of spaces with very different qualities. The notion that cars belong on the road is developed into a strategy to display the cars; the flooring is dark grey cement grout with standard road markings, and cars are arranged on this ‘road’ as if they were in their native habitat, ready to be driven out of the showroom any moment. Playing against this tension are the reception, retail and lounge areas organized on a platform raised off this ‘road’. Buyers would leave the experience of being on the road behind to step up to a spacious lounge.

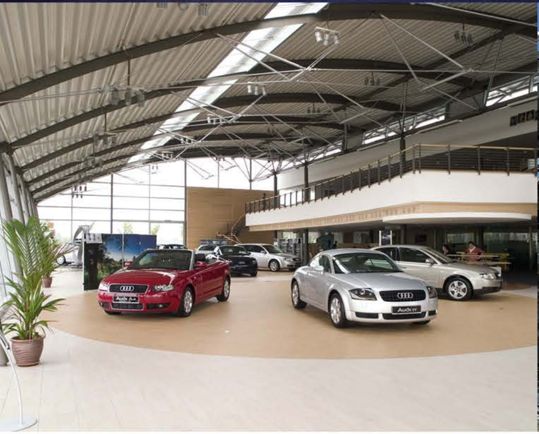
These projects were completed in 2011.

AUDI Showroom and Service Centre

Shah Alam, Selangor

The Audi Showroom and Service Centre houses a showroom, merchandise boutique, parts and service centre as well as cafe. An abstraction of an aircraft hangar, the challenge was to transpose the standard blueprint of the Audi Showroom onto the local context and materials palette, whilst streamlining the architecture to Audi's ethos. Sited on a slope, its massing is oriented to maximize its visibility from the Federal Highway.





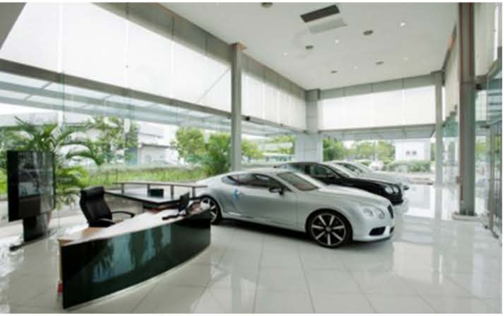
A corrugated aluminium roof soars over an expansive column-free exhibition area, climaxing at steel columns enclosing the geometry of the orthogonal volume. The curving roof—like a cresting wave frozen in motion—lends the space a quality of tension. The spaces are thus injected with drama, a sense of expectation and a tightly-wound airiness.

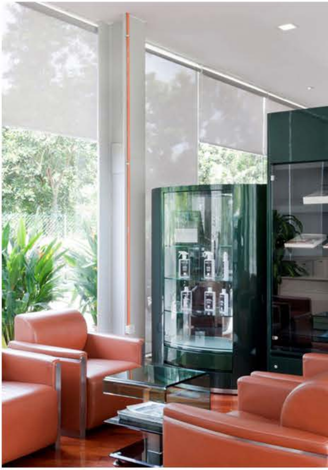
This project was completed in 2004.

Bentley Showroom

Sungai Buloh, Selangor

The design of this unique showroom strictly followed the requirements and guidance provided by Bentley to enhance their brand identity, which is one of exclusivity and ultimate luxury. The 300sm space was divided into an automobile presentation area toward the front and a lounge/meeting room at the rear.





The space is designed to create an elegant bespoke environment, one that welcomes its customers, and showcases the Bentley vehicles and style to its full potential. This is accentuated with dramatic lighting, artwork and soft furnishing.

The project was completed in 2011.

Johor Race Resort (JRR)

Pasir Gudang, Johor

The Johor Race Resort (JRR) is a concept for a motorsport-themed development to complement the existing Pasir Gudang track brand. The master plan offers luxury amenities, including a resort hotel, theme park, high and medium residences, a lifestyle and shopping mall, educational facilities, a medical and wellness centre and several dining venues open to resort guests and the general public, adventures and attractions, like go-carting and performance driving courses for an adrenalin-packed getaway.

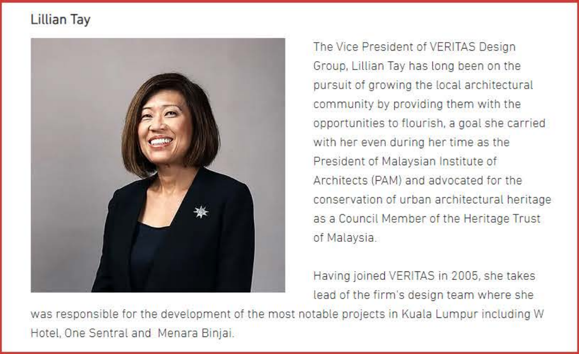
The development concept is the creation of an 'eco-system' whereby the various development components are linked via the underlying theme of automobiles and the automotive industry.

WHERE WE ARE FEATURED?

A VERITAS DESIGN GROUP PUBLICATION
June, 2023

DE:FINE BIZ;
4 Female Powerhouses That Have Dominated Malaysia's Architectural Ecosystem

https://www.definebiz.co/post/4-female-powerhouses-that-have-dominated-malaysia-s-architectural-ecosystem



Lillian Tay

The Vice President of VERITAS Design Group, Lillian Tay has long been on the pursuit of growing the local architectural community by providing them with the opportunities to flourish, a goal she carried with her even during her time as the President of Malaysian Institute of Architects (PAM) and advocated for the conservation of urban architectural heritage as a Council Member of the Heritage Trust of Malaysia.

Having joined VERITAS in 2005, she takes lead of the firm's design team where she was responsible for the development of the most notable projects in Kuala Lumpur including W Hotel, One Sentral and Menara Binjai.

On 18th May, VERITAS Vice President Lillian Tay was featured in a digital magazine called DE:FINE BIZ. The article was entitled *"4 Female Powerhouses that Have Dominated Malaysia's Architectural Ecosystem"*. The publication featured three other female architects who have made significant contributions to the architectural landscape of Malaysia; Datuk Tan Pei Ing, Serina Hijjas and Eleena Jamil.

The Star Property; Marching Forward Towards Carbon-Free 2050

https://www.starproperty.my/news/marching-forward-towards-carbon-free-2050/125494

On 8th June, VERITAS Principal Azril Jaafar was featured in a Star Property publication entitled *"Marching Forward Towards Carbon-Free 2050"*.

Azril shared his knowledge on how developers are exploring renewable energy to adapt to climate change.

He further elaborated that in the wake of the COVID-19 pandemic and other recent challenges, developers are increasingly aware of the need for sustainable and resilient projects.

The Star Property; A Greener Future, If We Work For It

https://www.starproperty.my/news/property-news/a-greener-future-if-we-work-for-it-/125469

On 10th June an article by VERITAS Special Projects Principal, Jochum Ledgister was published in a Star Property publication entitled *"A Greener Future, If We Work for It"*.

Jochum shared his views on climate change and on how each of us can contribute to positive change.

The article also provided some tips on how we can make our own homes and workplaces more sustainable, such as using energy-efficient appliances, recycling, and walking or biking instead of driving.

Dragon Boat Teambuilding Event

On 27th May, in conjunction with the VERITAS Family Day, the VERITAS Sports and Social Club (VSSC) organized a thrilling Dragon Boat team-building activity at the Putrajaya Water Sports Complex.

Each tribe (I,D,E,A and S) formed a team of 9 and competed in the exciting race, with Tribe S emerging as the overall champion by winning two out of three laps. This event fostered camaraderie, teamwork and a vibrant company culture among VERITASians.

VERITAS Sports and Social Club (VSSC) Family Day

On 27th May, after the teambuilding event, the occasion ended with a family day dinner at the Dash Box Hotel, Cyberjaya.

UNITY IS STRENGTH
VSSC
VERITAS

The evening was filled with fun and laughter, thanks to the presence of a clown and the lucky draws. The atmosphere was further enlivened by VERITAS' very own 148 Band, who serenaded the guests with their lively repetoire. It was an enjoyable and memorable overnight event for everyone involved.

VERITAS
FAMILY DAY

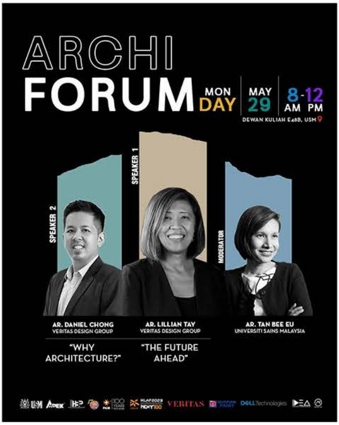
VERITAS Bags a Triple at the 2023 PAM Awards

On 27th May, VERITAS Design Group was awarded three PAM Architecture Awards at a gala dinner held at the Shangri-La Hotel Kuala Lumpur. VERITAS was awarded the Silver Award in the Public & Institutional Category and the Sustainable Development Goal Category for the Petronas Leadership Centre, and the PAM Commendation Award for Alteration & Addition Category for KPD THE 5 @ Damansara Heights.

These awards are a testament to the great work of our team at VERITAS and to both our Clients Petronas and Selangor Properties.

Universiti Sains Malaysia (USM) Archi Forum

On 29th May, VERITAS Vice President Lillian Tay and Associate Daniel Chong attended University Sains Malaysia (USM) Archi Forum as panelists. The forum was in conjunction with USM's Archi Week annual program where fellow panelists, faculty members and students exchanged ideas on various architectural topics.



ARCHI
FORUM
MON DAY | MAY 29 | 8-12 AM PM
DEWAN KULIAH E48B, USM

SPEAKER 2
AR. DANIEL CHONG
VERITAS DESIGN GROUP
"WHY ARCHITECTURE?"

SPEAKER 1
AR. LILLIAN TAY
VERITAS DESIGN GROUP
"THE FUTURE AHEAD"

MODERATOR
AR. TAN BEE EU
UNIVERSITI SAINS MALAYSIA

XAVIA
ARCHIWE
2023
26TH MAY – 29TH

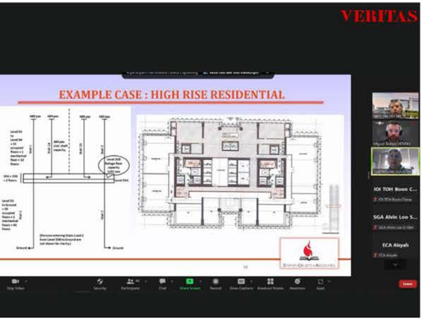
Taylor's University Professional Practice and Entrepreneurship 2 Talk

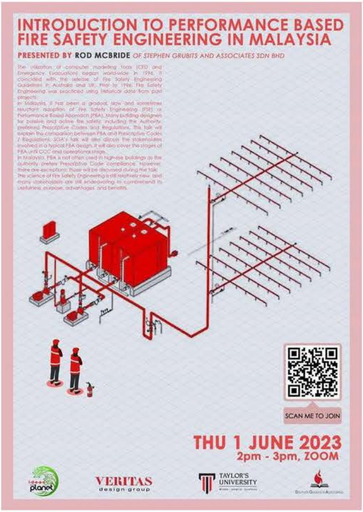
On 29th May, VERITAS Principal Syah Kamaruddin delivered an engaging and insightful talk at Taylor's University.

With his extensive expertise and experience, Syah shared valuable knowledge and perspectives on "*Architect's Certificates in the Contract and Architect's Instruction*" with the students.

VERITAS Teh Tarik Talk (VTTT)

On 1st June, the VERITAS Teh Tarik Talk was held with Rod Mcbride of Stephen Grubits and Associates as the speaker. The topic for the talk was an Introduction to Performance-Based Fire Safety Engineering in Malaysia. Rod delivered an insightful talk that gave attendees valuable insight into Malaysia's performance-based fire safety engineering process.





INTRODUCTION TO PERFORMANCE BASED FIRE SAFETY ENGINEERING IN MALAYSIA

PRESENTED BY **ROD MCBRIDE** *OF STEPHEN GRUBITS AND ASSOCIATES SDN BHD*

The utilization of computer modelling tools (CFD and Emergency Evacuation) began world-wide in 1996. It coincided with the release of Fire Safety Engineering Guidelines in Australia and UK. Prior to 1996, Fire Safety Engineering was practiced using historical data from past projects.

In Malaysia, it has been a gradual, slow and sometimes reluctant adoption of Fire Safety Engineering (FSE) or Performance Based Approach (PBA). Many building designers for passive and active fire safety, including the Authority, preferred Prescriptive Codes and Regulations. This talk will explain the comparison between PBA and Prescriptive Codes / Regulations. SGA's talk will also discuss the stakeholders involved in a typical PBA design. It will also cover the stages of PBA until CCC and operational stage.

In Malaysia, PBA is not often used in high-rise buildings as the authority prefers Prescriptive Code compliance. However, there are exceptions; those will be discussed during the talk.

The science of Fire Safety Engineering is still relatively new and many stakeholders are still endeavoring to comprehend its usefulness, purpose, advantages and benefits.

SCAN ME TO JOIN

THU 1 JUNE 2023
2pm - 3pm, ZOOM

Tropical High-Rise Studio

On 8th June, VERITAS Principal, Aina Zuber and Architect Chu Jia Jun were part of the review panel for Taylor's University Tropical High-Rise Studio. They reviewed the interim studio of the first-semester master's students. Focusing on the projects' design concepts, their feasibility, and their sustainability, the review panel provided feedback to the students on their projects, offering suggestions for improvement and highlighting areas where the projects could be strengthened.

The Star ESG Positive Impact Awards (ESG PIA)

On 9th June, VERITAS bagged Gold at the 2023 Star ESG Positive Impact Awards (ESG PIA). VERITAS Design Group was revealed as the Gold winner for the Social Category in Talent Management for SMEs and Mid-Tier Companies at the ESG PIA Gala Night at the M Resort Hotel. The support and trust of our fellow VERITASians are what made this accolade possible. This award is a testament to our talent management team's hard work and dedication to creating a workplace where employees can thrive and achieve their full potential.

ESG
POSITIVE
IMPACT
AWARD
GALA NIGHT
Star
TM

ESG
POSITIVE
IMPACT
AWARDS
TALENT MANAGEMENT
SME / MID TIER
GOLD
VERITAS ARCHITECTS SDN BHD
VERITAS
design·group

Jotun Global Leaders Conference,

Sandefjord, Norway.
12th - 14th June 2023

Jotun A/S, the global paint company with active Malaysia operations, held their annual Global Partners Conference for 2023 from 12th to 14th June at their headquarters in Sandefjord, Norway.

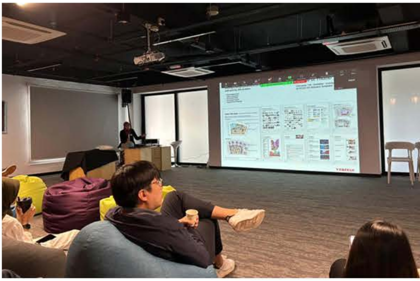
JOTUN
The Spirit of Jotu

VERITAS Design Group President David M. Hashim attended the 3-day event. VERITAS, under the leadership of Principal Edward Chew, has been appointed as architects for their new Malaysian HQ and R&D center, to be built in Glenmarie, Shah Alam. Therefore the visit provided the opportunity to learn more about Jotun's corporate culture and insight into the design of their current global HQ and R&D facilities.

David also had the opportunity to present VERITAS design concept for their Malaysian project to Jotun's decision-makers.

VERITAS Teh Tarik Talk (VTTT)

On 15th June, the VERITAS Teh Tarik Talk was held with VERITAS Associate Farah Yusof as the speaker. The talk explored the concept of Design Libraries, which are collections of design resources that can be used to inspire and inform the design process. Farah discussed the different types of design libraries, how to use them effectively, and how they can be a valuable asset for architects and designers.



Universiti Tunku Abdul Rahman (UTAR) Workshop

On 23rd June, VERITAS Associate Miguel Robles and Architect Ridhwan Ahmad conducted a presentation workshop for first-year architecture students at UTAR. The workshop focused on improving the students' presentation skills, with particular attention to public speaking, visual communication and time management. The workshop helped students to develop the skills necessary to give effective presentations.

VERITAS Leadership Retreat

On 24th June 2023, the first VERITAS Leadership Retreat for 2023 was held at M Resort Hotel in Bukit Kiara, Kuala Lumpur. The retreat was intended to prepare for a rigorous leadership strategy and planning for the 2nd half of 2023 and beyond. Equipped with fresh insights, renewed energy, and a shared strategic vision, our leaders are poised to drive VERITAS toward greater heights in the second half of 2023 and beyond.

SD
DD
CD
CIMP
FC

Who's Celebrating their Birthday - June

VERITAS Architects Sdn. Bhd. (Kuala Lumpur)

- 1st Kanakaraja A/L Vellasamy
- 8th Haroon Sarfraz Qureshi
- 11th Muhammad Khairul Hisham Bin Mohd Badri
- 11th Ahmad Zahir Bin Osman
- 16th Ngoo Li Si
- 18th Ahmad Ridhwan Bin Ahmad
- 21st Sellorani A/P Sellappan

VERITAS Contracts Sdn. Bhd.

- 10th Nazrul Fikri Bin Zainal Rashid
- 16th Khairunnisa Binti Mohamed Borhan

VERITAS Architects Sdn. Bhd. (Penang)

- 7th Mohd ridzal hassan
- 8th Daniel chong

VERITAS Architects Sdn. Bhd. (Johor Bahru)

- 14th Bianca June Purkis
- 26th Regina Thangam

VERITAS Landscape Sdn. Bhd.

- 25th Al Ratni Abdul Said

New Hires

Muhammad Munawir Bin Md Raffi
Architect
VERITAS Architects Sdn. Bhd.
(Kuala Lumpur)

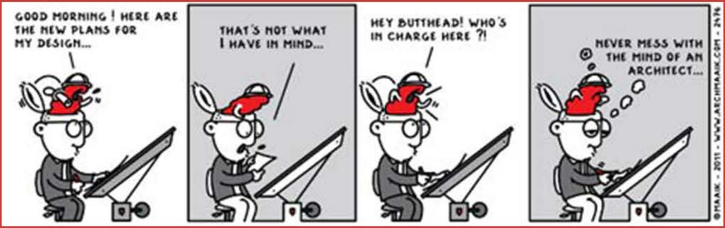
Kanagaraj A/L Kaniasan
Driver
VERITAS Architects Sdn. Bhd.
(Kuala Lumpur)

Ahmad Noramin bin Ahmad Shuhaimy
Architect
VERITAS Architects Sdn. Bhd.
(Johor Bahru)

> “Architecture is about trying to make the world a little more like our dreams.”

BJARKE INGELS

MY MODERN MET
www.mymodernmet.com



GOOD MORNING ! HERE ARE THE NEW PLANS FOR MY DESIGN...
THAT'S NOT WHAT I HAVE IN MIND...
HEY BUTTHEAD! WHO'S IN CHARGE HERE ?!
NEVER MESS WITH THE MIND OF AN ARCHITECT...
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