VERITAS
design·group

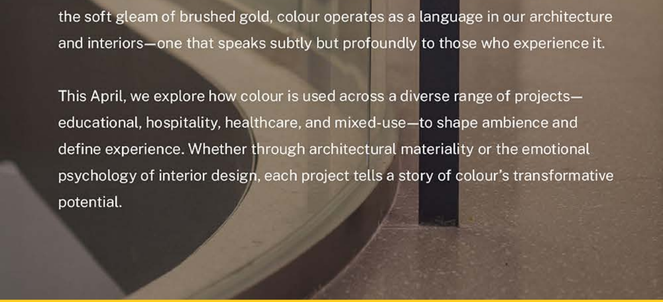
A VERITAS DESIGN GROUP PUBLICATION

Greetings to All Our Readers!

In Living Colour: How Colour Shapes Ambience, Identity & Experience

As we welcome a new season, VERITAS Design Group reflects on one of design's most powerful tools—colour. Beyond aesthetics, colour helps shape emotion, influence spatial behaviour, and anchor a sense of identity.

Whether found in a sun-warmed timber surface, a cool splash of sea green, or



the soft gleam of brushed gold, colour operates as a language in our architecture and interiors—one that speaks subtly but profoundly to those who experience it.

This April, we explore how colour is used across a diverse range of projects—educational, hospitality, healthcare, and mixed-use—to shape ambience and define experience. Whether through architectural materiality or the emotional psychology of interior design, each project tells a story of colour's transformative potential.

We hope you find this edition insightful and inspiring! Should you wish to know more about any of the featured stories, feel free to reach out to us.

www.theveritasdesigngroup.com

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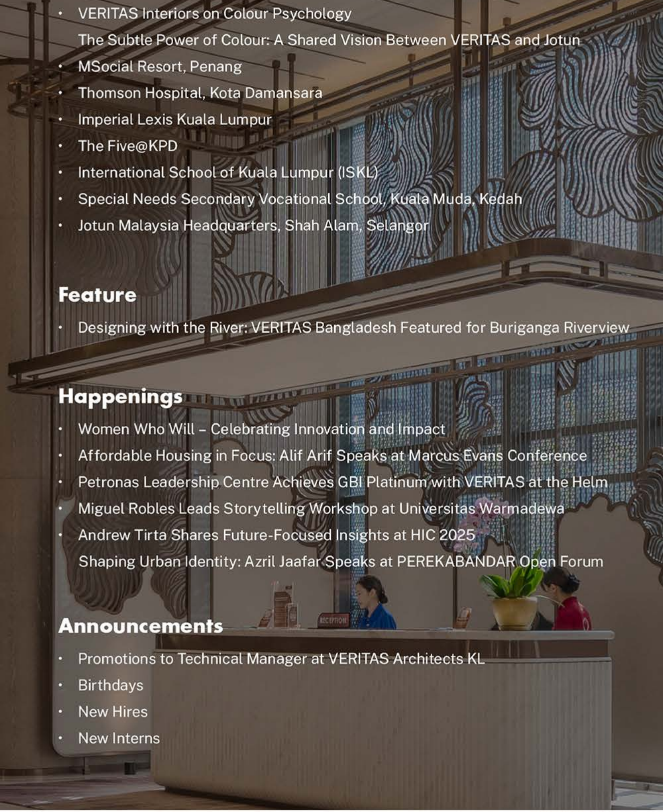

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MAIN NEWS

A VERITAS DESIGN GROUP PUBLICATION, APRIL 2025

VERITAS Interiors on Colour Psychology

Bianca Purkis
Managing Director & Principal of VERITAS Interiors, shares:

‘In interior design, the strategic use of colour not only enhances visual appeal but also influences how a space feels. It can add depth, set the mood, and guide the emotional experience of its users. By applying principles of colour psychology, we can craft spaces that align with their intended function and evoke the desired emotional response. Colour becomes a powerful tool in creating meaningful, holistic environments that truly serve their purpose.”

The Subtle Power of Colour: A Shared Vision Between VERITAS and Jotun

At VERITAS, colour is not just an aesthetic choice—it is a tool for shaping experience, guiding movement, and creating emotional resonance across all our projects. This approach is echoed by Jotun's Global Colour Card 2025 – NUANCES, which explores the beauty and impact of subtle, layered shades.

With 30 curated colours across six families—blues, greys, peaches, yellows, beiges, and greens—NUANCES celebrates how even gentle shifts in tone can transform the atmosphere of a space. As Lisbeth Larsen, Jotun's Global Colour Manager, notes:

> *'Bold colours may have the most obvious visual effect, but even the gentlest shift in shade can alter the mood. We respond to the tones, hues and shades we encounter every day on both conscious and unconscious levels. In our homes, and on our walls, it's often the nuances that*

make all the difference."

Like Jotun, VERITAS embraces colour's quiet strength in crafting environments that are both meaningful and memorable—whether in educational campuses, healthcare facilities, hospitality spaces, or corporate landmarks.

Together, we are reminded that design excellence often lies in the details we feel more than we see.

As we reflect on

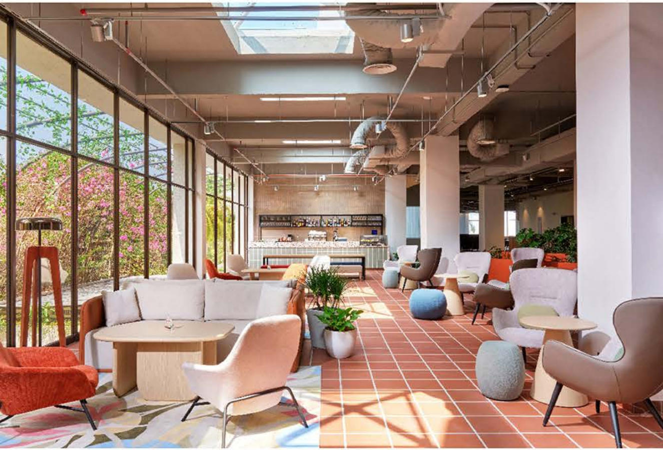
how colour shapes feeling, identity, and space, we are proud to share a selection of VERITAS projects that embody these principles through thoughtful and purposeful design.

PROJECTS IN COLOUR

MSocial Resort, Penang

Completed 2025
VERITAS Interiors + VERITAS Architects Penang
+ VERITAS Contracts + VERITAS Landscape

Located in the vibrant coastal suburb of Tanjung Bungah, MSocial Resort Penang brings together cultural heritage and contemporary comfort. The interior design centres around a tropical palette of rose pink, sea green, sky blue and sandy neutrals, interspersed with Peranakan tiles renowned for their intricate patterns and vibrant colours.



Colour is used intentionally to shape spatial mood: bold hues and patterns energise communal areas, encouraging interaction and discovery, while the guest suites feature a more muted, natural palette to evoke calm and a sense of connection to the sea.

Furniture choices also reflect this design philosophy - modular, loose pieces in colourful tones were specified to allow flexibility and personalisation.

The concept masterfully weaves together the rich history of Peranakan design with the island's natural surroundings, resulting in spaces that exude both a sense of calm and a celebration of local character. It echoes the client's aim to appeal to a new generation of travellers seeking immersive experiences that spark curiosity while enjoying modern comfort.

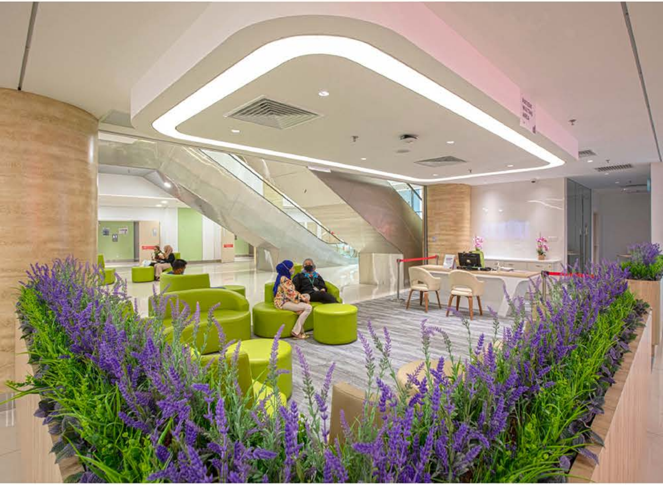
Thomson Hospital, Kota Damansara

Completed 2022
VERITAS Interiors + VERITAS Architects KL

An expansion of the former Tropicana Medical Centre, the new Thomson Hospital in Kota Damansara offers 326 beds, advanced lounge areas for visitors and staff, and flexible conference and meeting facilities.

The interior design draws inspiration from nature's serenity, integrating biophilic elements, intuitive colour zoning, and adaptive layouts to support healing, wellbeing, and the evolving demands of modern healthcare.

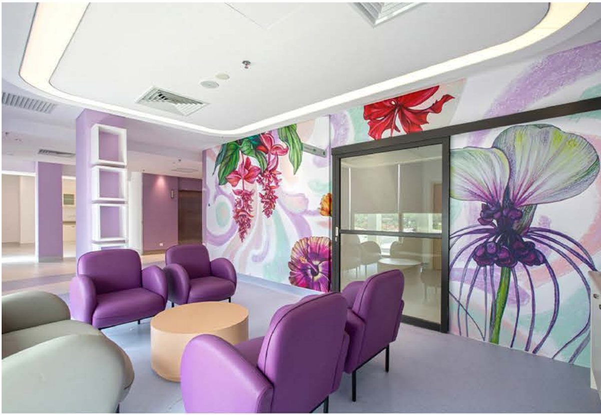
THOMSON
HOSPITAL
KOTA DAMANSARA



Natural light and pockets of greenery enhance the overall sense of calm, promoting recovery for patients and creating a more uplifting environment for visitors and staff.

Each floor is thematically zoned with a muted pastel palette reflecting elements of nature — from floral and foliage-inspired hues to tones evoking water, mountains, butterflies and the sky.

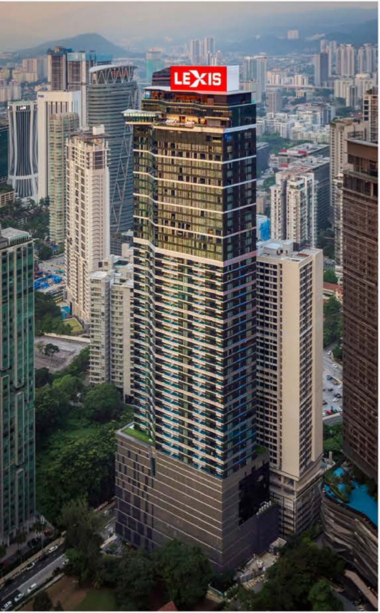
In the women and children's wards, colour plays a particularly nurturing role.



Soft tones, integrated with playful motifs drawn from the natural world — sun, bees, and garden-like landscapes — are used to gently offset the typically clinical aesthetic of a hospital, creating spaces that feel warm, reassuring, and connected. It's an approach that makes colour a vital tool in delivering both comfort and care.

Imperial Lexis Kuala Lumpur

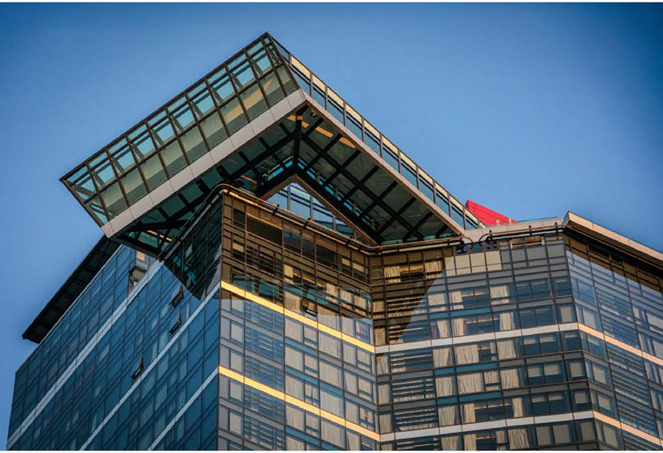
Completed 2023
VERITAS Architects KL



Rising prominently within Kuala Lumpur's skyline, Imperial Lexis is an elegant vertical landmark defined by bold contrasts and refined materiality.

The tower's façade is anchored by a dramatic interplay of glossy black cladding and metallic silver accents, creating a sleek, contemporary silhouette that glistens against the city backdrop. The rhythmic layering of horizontal fins and tinted glazing adds depth and movement, while the prominent red signage crown boldly asserts the Lexis brand.

Internally, the tone shifts toward a softer palette of light neutrals, pale timber finishes, and warm ambient lighting.



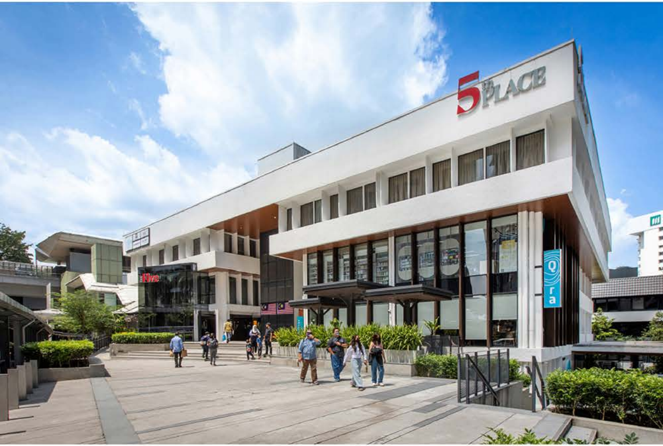
The grand lobby features creamy marble floors, satin gold trim, and delicate screen detailing inspired by floral motifs—delivering a luxurious yet welcoming first impression. At the peak, public spaces such as the sky lounge and wellness facilities are treated with cool greys, natural textures, and subtle blue lighting, offering a serene counterpoint to the energetic city views.

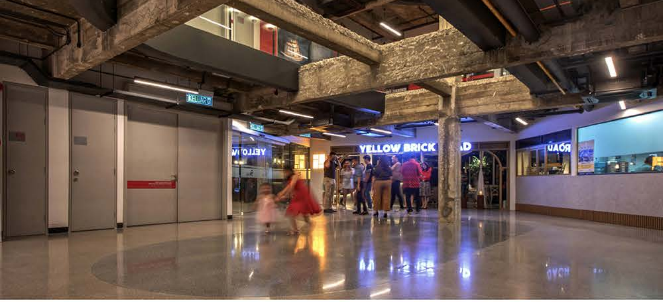
This carefully calibrated palette—cool and commanding on the exterior, warm and refined within—balances sophistication with comfort, making Imperial Lexis a sanctuary in the sky.

The Five@KPD

Completed 2022
VERITAS Architects KL

Set within the Brutalist shell of the original Kompleks Pejabat Damansara, The Five@KPD reimagines a commercial compound into a lively, modern social destination.





Colour was instrumental in softening and transforming the legacy architecture without erasing its roots. Instead of masking the concrete and steel bones, VERITAS used colour as a bridge—respecting the past while reactivating the space for contemporary life.

Terracotta red, seen in planter walls and wayfinding, creates visual warmth and continuity throughout the development.

Strategic accents of mustard yellow and olive green animate transitional zones such as staircases, window frames, and benches—lending the space a curated, layered character.

5th PLACE
5th PLACE

At night, lighting brings the palette to life—amber uplights soften the concrete geometry while coloured spotlights add dynamism to the courtyards. The resulting experience feels rooted and refreshing, a place where colour renews identity without losing its sense of history.

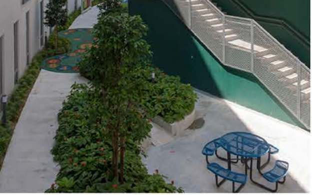
KELUAR
Five
KELUA

International School of Kuala Lumpur (ISKL)

Completed 2018
VERITAS Architects KL

At ISKL, colour is used not just as decoration but as an essential part of how students engage with space, identity, and experience. The building's curving façade features a dynamic interplay of terracotta-toned brickwork, crisp white volumes, and rhythmic vertical fins in shades of blue, grey, and bronze, lending both articulation and warmth to the overall composition.

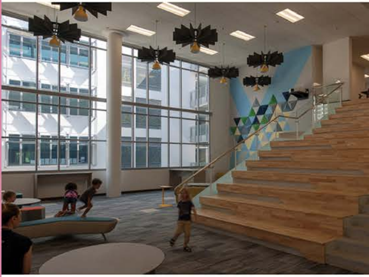
This layered treatment enhances natural daylighting while subtly referencing the school's international outlook and Malaysian setting.



Inside, colour continues as a spatial and experiential guide. A deep emerald green feature wall, playful blue seating, and integrated planting create a vibrant courtyard at the heart of the academic blocks.

Paired with tactile surfaces and daylight-filled circulation zones, the palette reflects a balance of calm and stimulation—supporting both individual focus and collaborative learning.

Whether through the rich texture of the brick façade or the cool-toned accents within, the design uses colour to build community, reinforce wayfinding, and inspire curiosity at every turn.



Special Needs Secondary Vocational School Kuala Muda, Kedah

Completed 2016

VERITAS Architects Penang

Located in a developing institutional zone in Kedah, this 4-storey vocational school was designed to support the educational and residential needs of students with special needs.

Located in a developing institutional zone in Kedah, this 4-storey vocational school was designed to support the educational and residential needs of students with special needs.

Organised in a series of horizontal blocks and zoned into public, semi-private, and private areas, the campus includes vocational workshops, classrooms, dormitories, and shared recreational facilities.

A key visual element is the building's vivid and expressive use of colour—ranging from bold reds and oranges to calming blues and teals—applied purposefully across the façades.

These colours not only animate the campus and break down the building mass visually, but also aid in intuitive navigation and spatial orientation for students with cognitive or visual impairments. The palette brings a sense of identity and joy to the learning environment, reinforcing inclusivity while enhancing the experience of space.

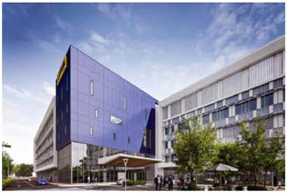
As with all its special needs projects, VERITAS applied both empathetic design and practical detailing to create a school that is functional, dignified, and deeply human.

Jotun Research & Development Centre and SEAP Regional Offices, Shah Alam, Selangor

Ongoing – Expected Completion 2026
VERITAS Interiors + VERITAS Landscape + VERITAS Architects KL

Currently under construction in Shah Alam, the new Jotun Research & Development Centre and SEAP Regional Offices reflects the company's global identity and forward-thinking approach to workplace design.

Currently under construction in Shah Alam, the new Jotun Malaysia Headquarters reflects the company's global identity and forward-thinking approach to workplace design.



Organised as a U-shaped campus, the building unifies its administrative, training, and showroom functions into a dynamic, integrated environment—framing a central landscaped courtyard that encourages interaction and respite.

Colour plays a defining role in shaping the building's identity, with the iconic deep blue façade standing as a bold visual signature, directly echoing the brand's global DNA.

This monolithic core, housing the main atrium and entry zone, is flanked by crisp white volumes on either side—creating a striking contrast that enhances depth, wayfinding, and architectural rhythm.

At night, the design transforms through subtle perimeter lighting, illuminating the blue façade and framing the structure like a glowing emblem of innovation and precision. Designed with a focus on sustainability, daylight optimisation, and thermal comfort, the headquarters embodies Jotun's values of quality, clarity, and colour. As the project moves toward completion in 2026, it is poised to become a landmark in corporate architecture for the region.

WHERE ARE WE FEATURED?

A VERITAS DESIGN GROUP PUBLICATION, APRIL 2025

Designing with the River:

VERITAS Bangladesh Featured for Buriganga Riverview

THE BUSINESS STANDARD

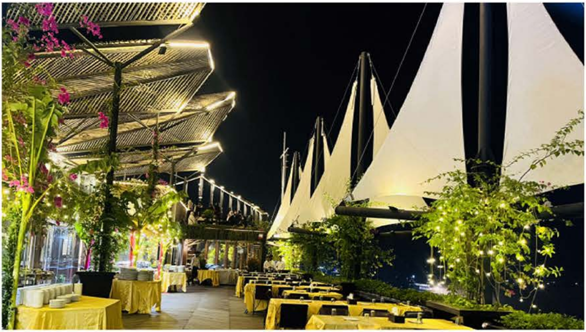
THURSDAY, APRIL 24, 2025

Tasked with creating a space that reflects both aesthetic beauty and national pride, the architects meticulously crafted an experience where visitors can savour the breathtaking views of the age-old Buriganga River

Shadique Mahbub Islam

07 April, 2025, 09:05 pm

Last modified: 07 April, 2025, 09:18 pm



White sails, wooden floors, and sitting arrangements on the 'deck', all come together and resonate with the familiar silhouette of boats. Photo: Courtesy.

It was a hot summer day when I braved the infamous traffic jam of Puran Dhaka to reach Sadarghat Terminal-2. In a crowded neighbourhood bustling with life, as I entered the mesmerising establishment, I felt at peace.

On 7th April, The Business Standard featured Al Mamun Ur Rashid, Principal of VERITAS Bangladesh, for his design of Buriganga Riverview, a landmark dining destination along Dhaka's historic riverfront. Blending contemporary curves, transparent structures, and sweeping river views, the project pays tribute to Bangladesh's cultural heritage while redefining the dining experience.

As Al Mamun shares in the article, the architecture was conceived to create harmony between water, people, and place - celebrating the Buriganga not just as a backdrop, but as a living part of the design.

READ MORE

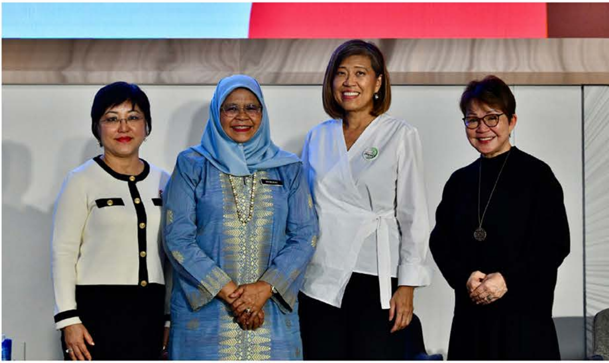
WHAT'S HAPPENING?

A VERITAS DESIGN GROUP PUBLICATION, APRIL 2025

Women Who Will
- Celebrating Innovation and Impact

On 24th March, VERITAS Vice President Ar. Lillian Tay took part in the International Women's Day Forum 2025: "*Women Who Will – Celebrating Innovation and Impact.*"

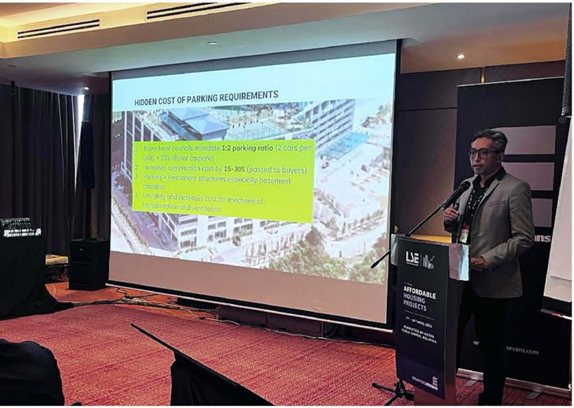
In the lead-up to the event, she was featured in The Edge Malaysia – Options, where she shared her thoughts on leadership, architecture, and advocacy.



As the first woman to receive PAM's Gold Medal, Lillian has long championed thoughtful design, heritage preservation, and greater gender representation in the built environment. Her story is a reminder of the power of mentorship, purpose-driven practice, and collective progress.

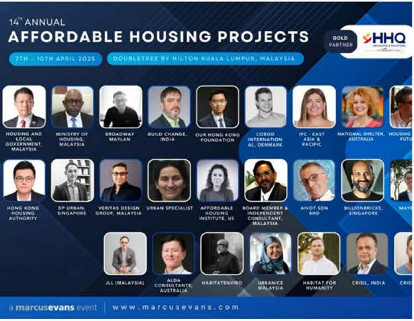
Affordable Housing in Focus: Alif Arif Speaks at Marcus Evans Conference

On 8th April, VERITAS Principal Alif Arif was honoured to speak at the 14th Annual Affordable Housing Projects conference, held at DoubleTree by Hilton Kuala Lumpur. In his afternoon session, Alif addressed one of the most pressing challenges in urban development today - delivering quality design while keeping housing prices within reach.



HIDDEN COST OF PARKING REQUIREMENTS

1. Many local councils mandate **1:2 parking ratio** (2 cars per unit) + 20% Visitor carparks
2. Increases construction cost by **15-30%** (passed to buyers)
3. Parking = Permanent structures especially basement carparks
4. Unsightly and increases cost for mechanical transportation and ventilation


14TH ANNUAL
AFFORDABLE HOUSING PROJECTS
7TH - 10TH APRIL 2025
DOUBLETREE BY HILTON KUALA LUMPUR, MALAYSIA
GOLD PARTNER
HHQ
HOUSING AND LOCAL GOVERNMENT, MALAYSIA
MINISTRY OF HOUSING, MALAYSIA
BROADWAY MAYLAN
BUILD CHANGE, INDIA
OUR HONG KONG FOUNDATION
COBOD INTERNATIONAL, DENMARK
IFC - EAST ASIA & PACIFIC
NATIONAL SHELTER, AUSTRALIA
HOUSING FUTU
HONG KONG HOUSING AUTHORITY
DP URBAN, SINGAPORE
VERITAS DESIGN GROUP, MALAYSIA
URBAN SPECIALIST
AFFORDABLE HOUSING INSTITUTE, US
BOARD MEMBER & INDEPENDENT CONSULTANT, MALAYSIA
AIVOT SDN BHD
BILLIONBRICKS, SINGAPORE
MAY
JLL (MALAYSIA)
ALDA CONSULTANTS, AUSTRALIA
HABITATENVIRO
URBANICE MALAYSIA
HABITAT FOR HUMANITY
CRISIL, INDIA
CRIS
a marcusevans event
www.marcusevans.com

LSE
AFFORDABLE HOUSING PROJECTS

His talk explored the complexities of balancing affordability targets with design excellence, construction feasibility, and long-term liveability.

Petronas Leadership Centre Achieves GBI Platinum with VERITAS at the Helm

On 10th April, the Petronas Leadership Centre officially received the GBI Platinum certification, Malaysia's highest recognition for sustainable buildings.

PETI HOS API

Designed by VERITAS Architects, with integrated sustainability consultancy by VERITAS Environment, the new development exemplifies Petronas' commitment to environmental stewardship and design excellence.

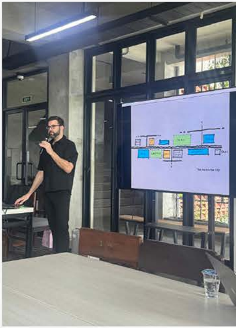
GBI Platinum Award
Certification Ceremony
PETRONAS Leadership Centre
PLATINUM

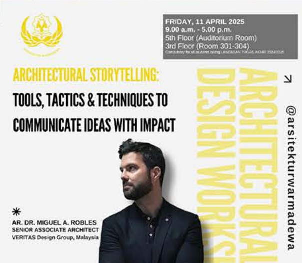
VERITAS Principal Azril Jaafar and VERITAS Environment Principal Ahmad Thibri were present at the certification ceremony, marking the milestone alongside project stakeholders.

As both architect and green building advisor, VERITAS ensured that sustainability was embedded from the ground up—reinforcing our shared vision of future-ready corporate campuses that lead by example in performance, innovation, and impact.

Miguel Robles Leads Storytelling Workshop at Universitas Warmadewa

On 11th April, VERITAS Senior Associate Architect Ar. Dr. Miguel A. Robles led a full-day design workshop at Universitas Warmadewa, Bali, focused on *"Architectural Storytelling: Tools, Tactics & Techniques to Communicate Ideas with Impact"*.





FRIDAY, 11 APRIL 2025
9.00 a.m. - 5.00 p.m.
5th Floor (Auditorium Room)
3rd Floor (Room 301-304)
Compulsory for all student taking LANDASAN TUGAS AKHIR 2024/2025

ARCHITECTURAL STORYTELLING:
TOOLS, TACTICS & TECHNIQUES TO
COMMUNICATE IDEAS WITH IMPACT

*
AR. DR. MIGUEL A. ROBLES
SENIOR ASSOCIATE ARCHITECT
VERITAS Design Group, Malaysia

ARCHITECTURAL
DESIGN WORKS
↗
@arsitekturwarmadewa

The workshop was held as part of the university's LANDASAN TUGAS AKHIR 2024/2025 programme and attended by final-year architecture students.

HOP
VERITAS

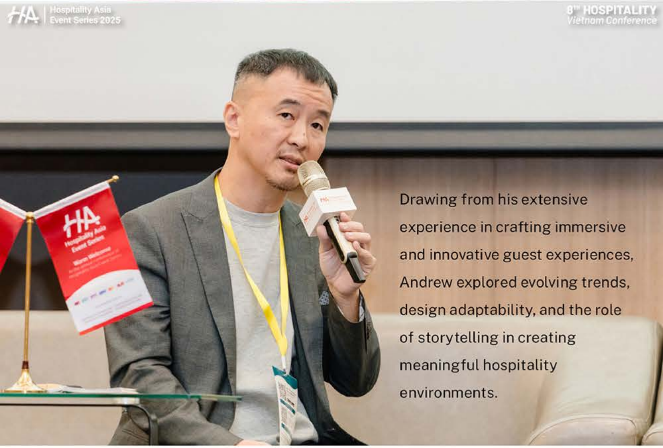
Through engaging activities, Dr. Miguel guided participants on how to effectively translate design ideas into compelling narratives - bridging concept, clarity, and creativity. The session not only honed communication skills but also deepened students' understanding of storytelling as a critical architectural tool.

ARCHITECTURAL STO
TOOLS, TACTICS & T
COMMUNICATE IDEAS
ARCHITECTURAL DESIGN S
@arsitekturwarmadewa
CERTIFICATE

Andrew Tirta Shares Future-Focused Insights at HIC 2025

On 16th April, VERITAS Indonesia Principal Andrew Tirta spoke at HIC 2025, hosted by Hospitality Asia, where he shared forward-thinking insights on the future of hospitality design.

HA | Hospitality Asia Event Series 2025
Ar. Andrew Tirta
Principal and Director
VERITAS
Carmen Marienberg
Consultant/ General Manager
Bridges Danang Boutique Hotel
6th HOSPITALITY
Vietnam Conference
Vietnamese Simultaneous Interpretation Devices are Available



Drawing from his extensive experience in crafting immersive and innovative guest experiences, Andrew explored evolving trends, design adaptability, and the role of storytelling in creating meaningful hospitality environments.

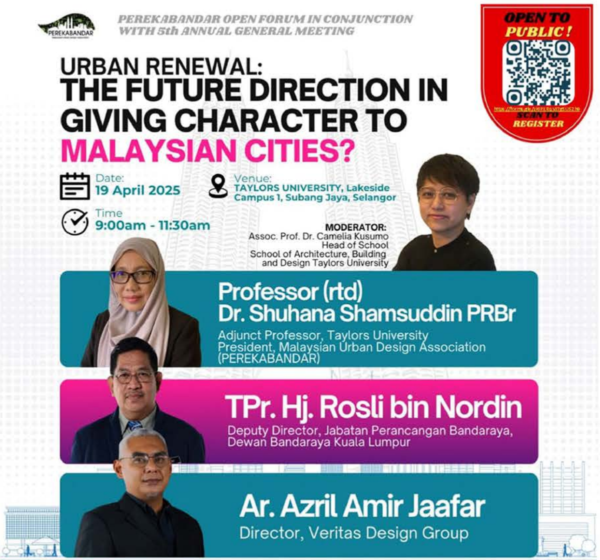
The session sparked thoughtful conversations and opened doors for future collaborations as industry leaders came together to reimagine what's next for hospitality across the region.

Shaping Urban Identity: Azril Jaafar Speaks at PEREKABANDAR Open Forum

On 16th April, VERITAS Indonesia Principal Andrew Tirta spoke at HIC 2025, hosted by Hospitality Asia, where he shared forward-thinking insights on the future of hospitality design.

URBAN RENEWAL:
THE FUTURE DIRECTION IN GIVING CHARACTER TO MALAYSIAN CITIES?
PEREKABANDAR
Join Us!

TAYLOR'S
LIVEABLE URBAN COMMUNITIES
Improve lives of urban communities by creating liveable urban places
SUSTAINABLE DEVELOPMENT GOALS



PEREKABANDAR OPEN FORUM IN CONJUNCTION WITH 5th ANNUAL GENERAL MEETING

URBAN RENEWAL:
THE FUTURE DIRECTION IN GIVING CHARACTER TO MALAYSIAN CITIES?

OPEN TO PUBLIC!

https://forms.gle/[illegible]

SCAN TO REGISTER

Date:
19 April 2025

Venue:
TAYLORS UNIVERSITY, Lakeside Campus 1, Subang Jaya, Selangor

Time
9:00am - 11:30am

MODERATOR:
Assoc. Prof. Dr. Camelia Kusumo
Head of School
School of Architecture, Building and Design Taylors University

Professor (rtd)
Dr. Shuhana Shamsuddin PRBr
Adjunct Professor, Taylors University
President, Malaysian Urban Design Association (PEREKABANDAR)

TPr. Hj. Rosli bin Nordin
Deputy Director, Jabatan Perancangan Bandaraya, Dewan Bandaraya Kuala Lumpur

Ar. Azril Amir Jaafar
Director, Veritas Design Group

For registration please contact:
Syarafina Salehuddin - 0187872230
Shazea Nordin - 012-7174650

On 19th April, VERITAS Principal Azril Jaafar spoke at the Urban Renewal Open Forum, held in conjunction with PEREKABANDAR's 5th Annual General Meeting. Hosted at Taylor's University Lakeside Campus in Subang Jaya, the forum - titled *"The Future Direction in Giving Character to Malaysian Cities"* - brought together key voices in architecture, urban planning, and policy to explore the evolving identity of Malaysian cities.

Running from 9:00am, the session was open to the public and offered thought-provoking perspectives on how design and development can shape more inclusive, character-rich urban environments.

ANNOUNCEMENTS

A VERITAS DESIGN GROUP PUBLICATION, APRIL 2025

Promotions to Technical Manager at VERITAS Architects KL

We are delighted to announce the promotion of Zaimi Kamdan and Zamirul Ikram to the position of Technical Manager at VERITAS Architects KL. Both Zaimi and Zamirul have consistently demonstrated exceptional dedication, technical expertise, and a strong commitment to the success of their teams and projects. Their contributions have been invaluable to our continued growth, and we are confident they will thrive in their expanded leadership roles.

VERITAS
CONGRATULATIONS
on your promotion!
ZAIMI KAMDAN
Technical Manager
ZAMIRUL IKRAM
Technical Manager

Please join us in congratulating them on this well-earned milestone.

We look forward to seeing their continued impact at VERITAS.

Who's celebrating their Birthday - April

- 1st - Mohamad Nizam Bin Tajudin (VAKL)
- 1st - Nor Azikin Munir (V Contracts)

- 5th - Nor Shamshidi Bin Bakar (VAKL)
- 6th - Farah Izzati Binti Muhamad Yusof (VAKL)
- 6th - Nurhidayah Binti Yezid (VAPG)
- 7th - Nor Razaley Bin Nordin (VAKL)
- 8th - Afif Aiman Bin Amershazuan (V Planning)
- 12th - Muhammad Syahmirul Nizam Mat Sukri (V Landscape)
- 13th - Muhammad Saufee Zulkefli (V Contracts)
- 18th - Nurul Syaqina Binti Mazelan (VAKL)
- 19th - Saiful Azri Bin Mohd Husain (VAKL)
- 21st - Ahmad Thibri Bin Mashri (V Environment)
- 23rd - Hamizah Binti Jaafar (VAKL)
- 24th - Yap Ko Chun (V Contracts)
- 25th - Aizulpandy Bin Abdul Aziz (VAKL)
- 27th - Muhammad Hanif Bin Hamidi (VAKL)
- 28th - Yusri Bin Yahya (VAPG)
- 29th - Fatin Shaza Binti Hassanudin (VAKL)
- 30th - Mohd Irwan Shah Bin Mohd Hashim (VAPG)

New Hires

Graduate Architect

Khatijah Binti Sahol Hamid

VAKL

ESD Engineer

Farah Hanis

V Environment

Asst. Town Planner

Harpreet Kaur

V Planning

Senior Landscape Architect

Ngu Keong Yew

V Landscape

HR Executive

Mohd Hafizul Hakim

VAKL

New Interns

Intern - HR
Eswari a/p Selvam
VAKL

Intern
Chin Ruo Lin
V Interiors

Intern
Rachel Tan Shuk Lee
V Interiors

Intern Architect
Omar Osman
VAKL

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