

# An iconic branded residence that embodies the lush ambience of Kuala Lumpur

Once you've landed in Kuala Lumpur and head for the city center, you can't help but feel the vibrancy of this capital city and its dynamic pace of development. Whichever way you look, new residential buildings are sprouting amidst the greenery, from dainty villas with eye-catching red clay roofs to magnificent apartment complexes.



**Joanne Kua**  
Group CEO of KSK Group and Managing Director of KSK Land

### A unique partnership

One landmark development that stands out, literally and metaphorically, at the heart of Kuala Lumpur City Center (KLCC) is 8 Conlay, an all-rounded development that comprises two branded residential towers, namely, YOO8 serviced by Kempinski, a lifestyle quarter, and one Kempinski Hotel.

Marking their debut in the luxury property market, KSK Land has devoted their heart and soul into the project, and they were delighted to officially launch Tower B of YOO8 serviced by Kempinski recently on September 21 together with their constructors, partners, and exclusive Hong Kong agent Jade Land Properties. In fact, market response has been so favorable that even before the official launch, Tower B was already 20% sold, while Tower A was 85% sold.

8 Conlay is collectively crafted by a team of eminent visionaries, including a leading UK interior design brand YOO, and century-old Europe-based luxury hotel group Kempinski Hotels. Ms Joanne Kua, Group CEO of KSK Group and Managing Director of KSK Land, is happy to share the story behind 8 Conlay's success and popularity.

### A distinguished site

"It is next to impossible these days for anyone to obtain a sweeping plot of land in downtown Kuala Lumpur, especially for freehold," observes Kua. "So we count our blessings in being able to secure this substantially sized plot from a Singaporean developer. The coveted site is right opposite the popular Pavilion Shopping Centre, and within easy walking distance of the iconic Petronas Twin Towers. There is, of course, the added benefit of excellent public transport access, namely at the Conlay MRT station."

KSK Land quickly approached the local RSP architects and Bangkok-based Trop to come up with a world-class design that is befitting of the prestigious site. "We deliberately refrained from setting any pre-assigned agenda," Kua explains. "Our brief to them is to envision an iconic structure for Kuala Lumpur. This is a novel approach, but we wanted to let them have a free rein in terms of creativity."

Kua discloses that during the process of conceptualization, they uncovered an underlying charm of KLCC. "Right here in the city centre, we have one of the oldest permanent forest reserves in the country, which is often overlooked," Kua notes. "This natural gem has been transformed into The Green Refuge in YOO8 serviced by Kempinski where we have merged modern simplicity with rainforest-like natural surroundings to create a serene ambience, like the Water Lounge's ripple-shaped pools and pod-like cabanas.



**Ivy Look**  
Kempinski's Signature Lady in Red

### YOO8 serviced by Kempinski

<b>Developer</b>	KSK Land
<b>Interior Design</b>	Steve Leung & YOO and Kelly Hoppen for YOO
<b>Hospitality</b>	Kempinski
<b>Architecture</b>	RSP Architects
<b>andscape design</b>	TROP
<b>Website</b>	www.8conlay.com
<b>Hong Kong agent</b>	Jade Land Properties
<b>Inquiries</b>	2869 6683

### When east meets west

For interior design, KSK Land has appointed Kelly Hoppen for YOO and Steve Leung & YOO, two globally renowned interior designers who have worked together on a project before, but YOO8 serviced by Kempinski is their first collaboration in Malaysia.

Hong Kong-based Steve Leung, the designer of Tower A, has drawn his inspiration from natural elements which are manifested in two themes – 'wood' and 'water'. Throughout the unit, water is symbolically represented with soft sinuous curvatures, while wood is understatedly omnipresent. Vibrant colors are introduced to inject energy, but artfully balanced with the creative use of texture.

Kelly Hoppen, hailed as the queen of interior design in the UK, has opted for softer palettes. In her 'spring' theme, soft and natural tones are consistently used to bring harmony and calmness. In the other 'urban' theme, dark marbles and timber are used to make a strong statement, which reflects her signature style.

Kua believes the appreciation of architectural beauty is shared across all cultures. "A Beijing buyer made a purchase decision within 5 minutes of visiting the showroom, simply because of the gorgeous design," She says. "In fact, many buyers have previously encountered Hoppen's or Leung's work overseas, and are familiar and impressed with their styles."

KSK Land is mindful of Asian preferences and has taken into consideration their lifestyles when crafting YOO8 serviced by Kempinski. "Kelly Hoppen once proposed using pure white for the kitchen," Kua discloses. "Although we can appreciate the stunning effect, we think the color would not endure the big, greasy meals we Asians cook, especially during festive seasons."

Apart from the kitchen, Kua points out they have also added shoes cabinets and key storage right at the front door to accommodate Asian habits.

### A Malaysian vibe courtesy of Kempinski

"We are thrilled in having Kempinski Hotels on board, because they are most discerning with the choice of location, limiting to historical buildings or iconic structures," Kua notes.

Marrying the concept of home living with branded hotel services, branded residence is an original and still very new

concept in Malaysia. As a pioneer, KSK Land aims to educate the Malaysian public about indulging in the finer things in life, pampering them with hotel-standard services at their own home.

Having experienced different five-star hotel chains in her travels, Kua singles out Kempinski as leaving her with the deepest impression. "Many hotel chains are represented globally, but when you step into a Kempinski hotel anywhere, you are immediately immersed in the ambience of this specific locality."

Kempinski's Signature Lady In Red Ivy Look elaborates on the subject. "Kempinski makes a point of incorporating local elements into every aspect of its hotels, and this is not limited to interior decoration, but also to dining, for instance," she explains. "To capture the essence of Malaysia, we will be mixing special concoctions which incorporate local ingredients and herbs, for a truly Malaysian vibe, so residents have a lot to look forward to from the multiple restaurants and bars right next door."

The aforementioned delights are available not only for tourists, but also for residents who can make reservations for both dining and spa. "Should you need catering service at home or wish to enjoy a quiet spa session, private chef service and masseuse could be arranged at your home," adds Look.



The new Kempinski hotel's massage oil will be featuring fresh Malaysian ingredients

