



**Far East Organization**

INSPIRING BETTER LIVES

## **MEDIA RELEASE**

### **Far East Organization Redefines SOHO Living**

- *Pioneer of Singapore's first SOHO developments introduces new lifestyle brand - **Far East SOHO** – that champions a new urban lifestyle that celebrates personal style, and creativity*
- *The Far East SOHO hallmarks of **location, connectivity and flexible space** will offer savvy buyers an expansive canvas to “discover their own dimension of space”.*

**Singapore, 23 November 2011** – Far East Organization (远东机构) today unveiled **Far East SOHO**, its latest brand which is set to redefine SOHO-style living in Singapore and champion a new urban lifestyle that celebrates personal style, creativity and connectivity that cuts across the digital network, communications with like-minded people and access to facilities and amenities in the area.

Far East SOHO heralds an exciting and distinctive collection of modern, new generation SOHO apartments that will cater to a ready demand in the changing SOHO landscape in Singapore. The new brand strings together Far East SOHO developments, which will all offer **strategic locales, excellent connectivity** and **flexible space**.

SOHO originates from “South of Houston” in New York city in the United States, a location notable for many artists' lofts and galleries as well as chic, upscale and trendy boutiques. Inspired by this vibe, the Far East SOHO brand creates communities for like-minded individuals who are seeking new spatial designs that are not only thoughtful and functional, but will also allow them to unleash their creativity and explore all dimensions of space possibilities to meet their lifestyles. The concept of Far East SOHO provides these individuals with the canvas to create their own unique environment, and live well in a vertical space.

Mr Chia Boon Kuah (谢文华), Chief Operating Officer, Property Sales and Executive Director of Far East Organization, said: “As pioneers of Singapore’s first SOHO developments, going to market with Singapore’s first dedicated SOHO brand was a natural step in positioning ourselves ahead of the market. The Far East SOHO brand platform provides the foundation for us to evolve the SOHO market and take our SOHO creations to new heights. We are proud to introduce a new era of SOHO-living, and an integrated lifestyle concept in Singapore where living, leisure, working and connectivity converge in one address.”

Far East Organization introduced Singapore’s first SOHO development at Central in 2004, an innovative move that created a new market segment and addressed the needs of an evolving population and their lifestyles. It won further market recognition with its subsequent successful launches of two other SOHO-style apartment projects – The Tannery at Upper Bukit Timah and The Cape located at Amber Road.

### **Flexible space, excellent connectivity and strategic location for a new urban lifestyle**

The evolving urban lifestyle and changing buyer sophistication drive new demand for spaces. The traditional divide between office and home is gradually converging to create a new, integrated space with digital infrastructures that connect individuals and businesses anytime and anywhere.

“We can now work, shop, read, play games, chat and keep in touch with friends, all in one place – on our PCs or mobile devices at home or on the go. Consumers increasingly demand personalization and the ability to express their individuality, yet want to connect and bond with like-minded people. Far East SOHO embraces and empowers this new reality by staying current and creating designs based on the evolution of space,” said Mr Chng Kiong Huat (莊强發), Executive Director, Property Services of Far East Organization. “Far East SOHO is a timely and dedicated movement which we believe will appeal to the aspirations of new Generation Y buyers who yearn to have their own place and greater personal control, as well as the growing number of work-from-home entrepreneurs and young professionals, tech-savvy consultants, designers, creative minds, independent singles, and young couples.”

Closely attuned to the changing lifestyle and housing demands in Singapore and the region, Far East SOHO properties are thoughtfully developed to appeal to homebuyers seeking personalized living space that is flexible, stylish, designed for maximum functionality, and situated in connected urban locales.

Featuring a voluminous, creative canvas of space with floor-to-ceiling heights of at least 3.4 meters, and an array of palette options and a semi-white plan in Singapore's choice locations, Far East SOHO's trendy apartments will be meticulously configured to create a 3-dimensional spatial experience, with endless potential for personalizing a unique haven for work-live-play.

"Buyers can expect a number of new stylish and distinctive Far East SOHO project launches in the months ahead. We are thrilled to have pushed the property envelope in achieving this significant milestone today. Our team will now endeavor to build on our SOHO equity with quality products that are synonymous with the best designs, locations, transportation connectivity and services offered. Indeed, home buyers can aspire to take on a brand new SOHO lifestyle where they are part of the new economy while enjoying the all in one living-working-playing concept offered by our SOHO projects," Mr Chia concluded.

Beyond Singapore, the value propositions of Far East SOHO will also be brought to life to buyers in other Asia markets, such as China and Indonesia, through innovative and integrated marketing efforts. In line with the edgy and creative qualities of SOHO buyers, a QR code (refer to image below) will be introduced for the first time in the property market to enable buyers to virtually enter the new Far East SOHO space.



(QR reader app required)

## **Notes to Editors**

### **SOHO project launches by Far East Organization**

1. Central is a landmark site above the Clarke Quay MRT station in the bustling Central Business District. SOHOs at the Central are fully sold. The development is also a recipient of the FIABCI Prix d'Excellence award (Office Category) in 2010.
2. The Tannery is located at Woodlands Road and Choa Chu Kang road junction with the entire SOHO-style apartments above the railway chic Junction 10 mall. Currently, 335 out of 338 units have been sold.
3. The Cape on Amber Road is a 76-unit freehold residential development that is made up entirely of the most luxurious SOHO-style apartments. Currently, 26 out of 76 units have been sold.

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### **About Far East Organization ([www.fareast.com.sg](http://www.fareast.com.sg))**

#### ***Inspiring better lives***

Far East Organization is the largest private property developer in Singapore, with a growing reputation for building innovative and functional spaces and providing high quality experiences and value for its customers. Since its establishment in 1960, Far East Organization has been contributing to the transformation of Singapore's urban landscape. It has built more than 700 developments across the full spectrum of real estate in the residential, hospitality, commercial, and industrial sectors. Far East Organization owns and operates the largest corporate leasing and hospitality portfolio in Singapore, including seven hotels and 11 serviced residences with over 1,200 apartments. In addition to its private development and investment arm, Far East Organization also has two public-listed companies, Orchard Parade Holdings Limited, a hotel and property group, and Yeo Hiap Seng Limited, a 111-year-old industry pioneer of food and beverage products in Southeast Asia.

Far East Organization is the only developer in the world to win six internationally acclaimed FIABCI Prix d'Excellence Awards, underscoring its unique achievements in the international real estate arena.