



**Far East Organization**

INSPIRING BETTER LIVES

**MEDIA RELEASE – For Immediate Release**

## **Far East Organization advances launch of The Scotts Tower**

*Far East SOHO debuts first of its new-generation SOHO residences with the brand's trademark attributes of locale, connectivity and flexible space  
Preview sees more than 60% of units released taken up*

Singapore, 5 December 2011 – Far East Organization (“远东机构”) is advancing the official launch of The Scotts Tower (TST) to 7 December, following positive response to its preview sales which started on 25 November. The first development to be unveiled under the new Far East SOHO brand, TST recorded sales of 34 units out of the initial 56 one- and two-bedroom apartments released for the preview. Prices for the district 9 property nestled at the intersection of Scotts Road and Cairnhill Road start from \$1.94 million for a 624 sqft one-bedroom SOHO apartment.

### ***Bringing ‘Vertical Cities and Communities’ to life***

TST is the first iteration of Far East SOHO’s three key attributes – strategic locale, flexible space and excellent connectivity. Conceptualised by the Red Dot award-winning co-founder and principal architect of UNStudio, Amsterdam, Ben van Berkel, the 31-storey, 231-unit development consists of 1 to 3-bedroom apartments and 4-bedroom penthouses; expansive landscaped gardens, sky terraces, penthouse roof gardens and a bevy of other recreational facilities. A vertical city concept was applied to the project’s innovative spatial design, as well as communal areas designed to forge stronger bonds within the vertical neighbourhood of sophisticated and creative individuals.

According to van Berkel, global cities are constantly expanding and it is the different user groups, the accessibility and connectivity to the different types of infrastructures and clockwise activities, that makes them into contemporary cities. “Our design approach is not just to concentrate on the shape of the building, but to pay particular attention to how we organize the space within it

in order to connect a diversity of inhabitants with different communities and lifestyles. With The Scotts Tower, we took the principle of vertical cities into consideration and created what we call 'neighbourhoods in the sky'," he explained.

"Designed to optimise space to bring about a new level of live-work-play experience, TST articulates the notion of living well in vertical spaces. This is a definitive lifestyle we hope to advocate in all our projects under the new Far East SOHO brand moving forward," said Mr Chia Boon Kuah (谢文华), Chief Operating Officer of Property Sales and Executive Director, Far East Organization. "We are confident that together with the past successes of our other SOHO developments such as The Tenney and The Greenwich, the positive response we have seen with TST thus far affirms that buyers increasingly aspire to optimise living spaces that feed their creative freedom, entrepreneurial spirit and ambition. It is no longer just about floor area, but a new dimension of functional and flexible vertical space," said Mr Chia.

#### ***Extending Homes through space, locale and connectivity***

TST allows for new interpretations of live-work-play spaces traditionally confined within the walls of a home or office. Access to avant-garde dining terraces, Wi-Fi enabled meeting pods, fitness and sun decks on level one to in-the-sky entertainment facilities such as a 50-metre lap pool, jacuzzi, sun decks and a private party deck on level 25 also takes home and office living to a whole new level.

Residents will also have access to exclusive concierge services, assistance with housekeeping, laundry and storage services, and connectivity that enables SOHO living, and exemplifies the concept of 'living well in vertical spaces'. Each TST unit comes with high ceilings equal to or more than 3.4 m in height, borderless floor spaces, floor-to-ceiling windows, as well as edgy and artistic designs. High floor units will enjoy panoramic views of the skyline. With the semi-white plan, residents will be given the freedom to configure their personal living spaces according to their lifestyles and aspirations. TST also offers seamless connectivity to the rest of Singapore via the Pan Island Expressway (PIE) and Central Expressway (CTE). With its close proximity to Orchard Road, retail, entertainment and lifestyle hotspots are but a heartbeat away.

Buyers can expect a number of new stylish and distinctive Far East SOHO project launches in the months ahead such as The Hillier in the Hillview area.

**Experience city living at its best at The Scotts Tower. For more information, please log on to [www.fareastsoho.com](http://www.fareastsoho.com).**

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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.

Winner of Best Developer in South East Asia and Singapore at the South East Asia Property Awards 2011, Far East Organization is the only developer in the world to win six FIABCI Prix d'Excellence Awards, underscoring its unique achievements in the international and regional real estate arena.

## Notes to Editors



*Artist's impression of TST (The Scotts Tower), the first new-generation SOHO residences to be unveiled under the new Far East SOHO brand with its trademark attributes of strategic locale, flexible space and excellent connectivity. Designed to optimise space to bring about a new level of live-work-play experience, TST articulates the notion of living well in vertical spaces.*

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## FACT SHEET

### The Scotts Tower

PROJECT DEVELOPMENT DETAILS			
<b>Address</b>	38 Scotts Road		
<b>Development Layout</b>	A fully-dedicated SOHO development comprising 1 to 3-bedroom apartments and 4-bedroom penthouses		
<b>Tenure of Land</b>	103 years		
<b>Site Area</b>	65,657 sqft		
<b>Number of Units</b>	231 units		
<b>Configuration/ Unit Sizes</b>	1-bedroom (128 units)	624 – 667 sq ft	128
	2-bedroom (80 units)	807 – 904 sq ft	80
	3-bedroom (20 units)	1,227 – 1,389 sq ft	20
	4-bedroom (3 units)	2,928 – 3,315 sq ft	3

### SOHO projects by Far East Organization

1. Central above the Clarke Quay MRT station
2. The Tannery at the junction of Choa Chu Kang and Woodlands Roads
3. The Cape on Amber Road
4. The Greenwich (low density mixed-use development with retail component Greenwich V) in Seletar Hills
5. Woodhaven (an integrated residential development) in Woodlands
6. euHabitat (an integrated residential development) in Eunos
7. The Seawind in the Telok Kurau area, East Coast