



**Far East Organization**  
INSPIRING BETTER LIVES

## **MEDIA RELEASE**

### **The Cape by Far East Organization Awarded Prestigious Singapore Good Design Mark by Design Business Chamber Singapore**

**Singapore, 17 March 2016** – The Cape, a residential development by Far East Organization (“远东机构”), has been conferred the Singapore Good Design Mark Award (SG Mark) at the DesignS Gala Dinner and Awards Night 2016 held at Fairmont Singapore on 17 March 2016. The Cape is the first development completed under the Far East SO/HO collection. Inspired by New York City’s Lower Manhattan or ‘South of Houston’ (SOHO), the Far East SO/HO brand was launched in 2011 to champion a new urban lifestyle for the new generation of home owners.

The Cape comprises 76 SOHO-style apartments in 1 tower, part 13- and part 16-storeys. Designed by home-grown award-winning architecture firm with an international practice, DP Architects, the boutique development distinguishes itself through its distinctive architectural expression, display of volumetric articulation, as well as rich tectonic and atmospheric qualities. The apartments are conceptualised to offer luxury in modern living with floor-to-ceiling heights of about 3.4m to provide flexibility in layout opportunities and a creative canvas for homeowners to express their individual styles. The apartments are also bedecked with quality fittings, including kitchen appliances from luxury German label Gaggenau, which are set in a designer kitchen created by Willin Low, local celebrity gourmet chef of Wild Rocket.

Awarded by Design Business Chamber Singapore (DBCS), the SG Mark is modelled after Japan’s prestigious Good Design Mark (G Mark) and is conferred on innovative products and exceptional designs that have adhered to global quality standards.

With a heritage extending more than 55 years, Far East Organization has earned a growing reputation for introducing cutting-edge concepts to inspire and shape the way people live, work and play. The accolades underscore Far East Organization’s commitment to quality and customer satisfaction through the development of innovative and functional real estate spaces that cater to the evolving needs of the market.

**The Cape | SG Mark Award 2016**



Exemplifying the Far East SO/HO attributes of strategic locale, excellent connectivity and flexible spaces, The Cape is located in the prime Amber Road area near the East Coast waterfront. Each apartment comes with an exceptional floor-to-ceiling height of about 3.4m to provide homeowners with flexible spaces which can be easily configured to suit individual needs for functionality and aesthetics.

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***For media queries, please contact:***

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

Far East Organization is the largest private property developer in Singapore. Since its establishment in 1960 by the late Mr Ng Teng Fong, Far East Organization has been contributing to the transformation of Singapore's urban landscape with over 770 developments in the residential, hospitality, retail, commercial, healthcare and industrial space segments, including 50,000 or one in six private homes in Singapore. It is also the city-state's largest private residential landlord and largest hotels and serviced residences operator.

Far East Organization includes three listed entities: Far East Orchard Limited, a hospitality and property group, Far East Hospitality Trust which consists of Far East Hospitality Real Estate Investment Trust and Far East Hospitality Business Trust, and Yeo Hiap Seng Limited, a 116-year-old industry pioneer of processed food and beverage products in Southeast Asia.

Continuing its entrepreneurial heritage to seek new avenues for growth, Far East Organization has built a growing portfolio of quality investment properties and development sites in prime locations across Australia. Today, the Organization has a significant presence in the hospitality, residential and commercial sectors in Australia, having invested A\$2 billion in acquisitions, joint ventures and partnerships since 2013.

Far East Organization is the only developer in the world to be bestowed eight FIABCI Prix d'Excellence Awards, underscoring its unique achievements in the regional and international real estate arena.