



**MEDIA RELEASE**

## **Oasia Hotel Downtown wins top accolade at Singapore Good Design Mark (SG Mark) Awards**

**Oasia Hotel Downtown and The Siena awarded SG Mark Platinum Award and  
SG Mark Award respectively**

**Singapore, 16 March 2017** – Two developments by Far East Organization (“远东机构”) were awarded at the Singapore Good Design Mark (SG Mark) Awards 2017. Oasia Hotel Downtown, an integrated hotel-office development designed by home-grown architectural firm WOHA, was recognised with the SG Mark Platinum award, the highest accolade in the awards. The Siena, a Far East SOHO development designed by Arc Studio Architecture + Urbanism was awarded the SG Mark award. The awards were presented at the Design Business Chamber Singapore (DBCS) Gala Dinner and Awards Night 2017 held at The Swissotel, Fairmont Singapore on 16 March 2017.

***“At Far East Organization, we are a firm believer that thoughtful design with an eye on the requirements of our target audience, be they buyers or guests, can deliver unique spaces that inspire better lives. Our creative use of design not only raises the quality of our projects but also helps solve some spatial, ergonomic, functional, and sustainability challenges. We are honoured to be recognised by the Singapore Good Design Mark Awards which spur us to continually innovate and deliver forward-looking products for the future.”*** said Mr Augustine Tan, Executive Director of Property Sales and Corporate Affairs, Far East Organization.

Winner of the Platinum award, Oasia Hotel Downtown stands out amongst the sea of concrete and glass buildings in Tanjong Pagar with its distinctive red silhouette cladded in lush vertical greenery. This greenery is enhanced by alternating 30-metre tall sky gardens and sleek architectural details - part of the passive sustainable designs integrated into the architectural concept to harness natural energy. Oasia Hotel Downtown brings to life new interpretations of vertical environment, incorporating greenery and biodiversity. Strategically located near Tanjong Pagar MRT Station, the 314-room Oasia Hotel Downtown focuses on creating the environment for its guests to recharge, refuel and refresh.

The Siena, inspired by New York City’s Lower Manhattan, also known as the ‘South of Houston’ or SoHo, is the fifth development completed under the Far East SOHO collection. The Siena features high ceilings, a unique layout and distinctive space planning concepts. Adopting a modular theme for each of the 54 SOHO-styled residences, The Siena provides the opportunity for homeowners to creatively personalise functional live-work-play spaces according to their lifestyles. The development also enjoys excellent connectivity, given its close proximity to the Botanic Gardens MRT station, international and local educational institutes as well as vibrant retail and recreational amenities.

Awarded by Design Business Chamber Singapore (DBCS), the SG Mark is modelled after Japan's prestigious Good Design Mark (G Mark) and 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.

#### **Oasia Hotel Downtown | SG Mark Award 2017: Platinum**



At Oasia Hotel Downtown, landscaping is used extensively as an architectural surface treatment and forms a major part of its material palette both internally and externally, achieving an overall Green Plot Ratio of 750%. The 27-storey building form is softened by a living green façade of creepers and flowering plants, creating a distinctive image amidst the surrounding glassy towers of the Central Business District, one that is tropical, urbanistically sensitive and humanistic. Oasia Hotel Downtown also incorporates an organic-themed interior design by Spanish interior designer Patricia Urquiola.

#### **The Siena | SG Mark Award 2017**



The Siena is a limited collection of 54 SOHO-styled apartments featuring high ceilings, a unique layout and distinctive space planning concepts. The distinctive design concept and central location of The Siena resonate well with contemporary buyers who appreciate trendy and flexible spaces created within an urban setting.

Download link for high-res images: <https://we.tl/Rt0TaSAXXr>

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**For media queries, please contact:**

Cogent Communications for Far East Organization

Gerald Woon

Director

E: [woon@cogentcomms.com](mailto:woon@cogentcomms.com)

T: (65) 6704 9268

M: (65) 9694 8364

Candy Soh

Associate

E: [candysoh@cogentcomms.com](mailto:candysoh@cogentcomms.com)

T: (65) 6704 9284

M: (65) 9816 8391

**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 53,000 or one in six private homes in Singapore. It is also the city-state's biggest private residential landlord and operates one of the largest hospitality portfolios in Singapore.

Far East Organization includes three listed entities: Far East Orchard Limited, a hospitality and property group, Far East Hospitality Trust and Yeo Hiap Seng Limited, a 117-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\$1.8 billion in acquisitions, partnerships and joint ventures since 2013.

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