

# PALACE

ASIA'S ELITE PROPERTY SHOWCASE

**168**  
LUXURY  
PROPERTIES  
FOR SALE

## OASIS IN THE CITY

PLACEMAKING PROPERTIES  
THE MODERN WAY TO INVEST / LIVE /  
WORK / PLAY IN AUSTRALIA, LONDON,  
NEW YORK, MALAYSIA & SINGAPORE

AUSTRALIA: ONE SYDNEY HARBOUR  
LONDON: CANE HILL PARK  
LOS ANGELES: 1471 FOREST KNOLL DRIVE

ARCHITECTS DESIGNING FURNITURE  
PLACEMAKING CREATIONS FOR THE PANDEMIC  
PLUS: UNSUNG HEROES IN DESIGN



# 27

THIS PROPERTY MIDTOWN MODERN  
IS FEATURED FOR SALE Pg 114

# IT JUST GETS BETTER

*Malaysia is witnessing more gentrification of cities and towns, and the placemaking theme for residential and commercial use is becoming resolutely prevalent.*

*By Felicia Soon  
Pictures courtesy of respective developers*





## THE AWAKENING

Sleepy towns with a rich heritage, like Butterworth, are ripe fruit for placemaking opportunities. Ipoh, Perak, is an example of a town rejuvenated through a collective of placemaking efforts. Ipoh's fortunes have waxed and waned over centuries. It was once a booming town fuelled by tin mining that eventually became a sleepy backwater. Its transformation was gradual, starting in 2012 when a hostel that used to house performers from a neighbouring theatre was converted into the Sekeping Kong Heng Hotel. Since then, cafes, hostels, and art spaces have mushroomed around the town, resulting in one of the most popular tourist destinations in the country. It now has its own Hollywood-esque "IPOH" sign.

On the other end of the placemaking spectrum (and the other end of the country) is a hospitality and residential project developed entirely from scratch. Developed by Minor International (MINT) – one of the largest hospitality, restaurant, and lifestyle companies in the Asia Pacific – and Themed Attractions Resorts & Hotels (TAR&H) – a subsidiary of Khazanah Nasional, Anantara Desaru Coast Residences features 20 three

and four-bedroom private pool villas, ranging in size from 3,100 to 6,426 square feet. Each villa is fully furnished to the highest luxury standards, equipped with a private infinity pool, and features panoramic views of the South China Sea. Owners and residents benefit from the year-round management and in-residence services offered by the adjacent five-star Anantara Desaru Coast Resort & Villas, as well as access to all of its dining, leisure, and spa facilities. Family-friendly attractions in the area include two championship golf courses offered by The Els Club Desaru Coast, as well as an adventure waterpark, a waterfront retail village, a conference centre and other world-class hotels and resorts.

Situated along the developing Desaru Coast in Johor, this project links public and private investments in a network that will result in long-term economic growth for the area. The developers took careful consideration in ensuring the development retained the overall aesthetic of the area, making full use of the surrounding natural advantages.

There isn't one right way to carry out placemaking, but the end goal is the same: creating spaces for communities to live, learn and grow in. 

▼ Three images showcasing the living and bedroom areas of Anantara Desaru Coast Residences, Johor, Malaysia.



▼ A residence located at Anantara Desaru Coast Residences, Johor, Malaysia.

