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**PRESS RELEASE**                      For Immediate Release

***THE LADYHILL* RECEIVES A GOLD MEDAL FOR ARCHITECTURAL DESIGN IN PRESTIGIOUS  
INTERNATIONAL DESIGN COMPETITION.**

**March 23<sup>rd</sup>, 2006** *The Ladyhill* has been named the recipient of the Gold Medal in the ‘Multi-Family’ residential category of the acclaimed Miami+Beach Bienal 2005 International Competition. This flagship property of developer SC Global Developments Ltd has been regarded as one of the most revered addresses in Singapore since its completion in 2002. *The Ladyhill* was designed by Chan Soo Khian, the creative force behind locally based SCDA Architects, and is a joint venture with GuocoLand Ltd.

The International Competition was part of a series of events in a week-long event “Celebrating Architecture” held in Miami in November 2005. The event was an impressive collaboration by some of America’s most reputable architectural associations, namely The Miami Chapter of the American Institute of Architects, the International Interior Design Association- Florida Chapter, the American Society of Landscape Architects- South Florida Chapter, Pan- American Federation of Architects Association, the Ball State University- Tropicalia Program and Competitions Magazine.

**SC Global Developments Ltd**

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The main objective of the Bienal is to integrate some of the top architects and designers from around the world to celebrate Architecture and Interior Design through a series of exhibitions, conferences, competitions, workshops, social activities and seminars.

The Competition itself received entries from some of the world's most eminent architectural firms including Skidmore, Owings & Merrill LLP (acclaimed for *The Burg* in Dubai and *Freedom Tower* at Ground Zero, NY) and Richard Meier & Partners Architects LLP (winner of the Pritzker Architect Prize in 1984, and acclaimed for *The Getty Center* in Los Angeles), whom *The Ladyhill* competed against to win gold in the 'Multi-Family' residential category.

SC Global Chairman and CEO, Mr. Simon Cheong, said "We are delighted with the news. As a young developer, we believe this award is an affirmation of our values and ability to deliver award winning projects. We are passionate about the best and this award further recognizes our dedication to the highest standards of architecture, design and construction in all our residential projects."

SC Global's projects have been notable in their international recognition. In 2005, *The Lincoln Modern* was one of seven projects to be bestowed The Royal Institute of British Architects (RIBA) Worldwide Award. The RIBA award was first presented in 2004; previous winners of the award included Sir Norman Foster, Frank Gehry, Zaha Hadid and Richard Rogers.

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*The Lincoln Modern* was designed by SCDA and is the first residential development in Asia to receive this prestigious award.

Mr Simon Cheong added “This is the second project in our collaboration with SCDA to receive an international award for architecture and design and we believe this is a significant achievement in the global contest for recognition, with local talent being acclaimed alongside some of the world’s luminaries.”

*The Ladyhill* has received numerous accolades and awards including the award for the highest ever score in the private housing category of the ‘Building and Construction Authority’s Construction Quality Assessment System’ (CONQUAS) in 2002, and the ‘Building and Construction Authority’s Excellence Award’ in 2004.

For a full list of winners of the Miami+Beach Bienal 2005 International Competition, log onto [www.bienalmiami.com](http://www.bienalmiami.com)

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## About SC Global Developments Ltd

SC Global Developments is listed on the main board of the Singapore Exchange. The Group is a niche developer of up-market residences of rare and exquisite design quality, with an emphasis on refinement and a contemporary definition of the premier lifestyle.

The Group aims to deliver “The Ultimate Living” experience in all of its projects. Completed developments include the elegantly refined *The Ladyhill*, the definitive luxury of *The Boulevard Residences*, the hip and contemporary lofts of *The Lincoln Modern*, and the latest is the *Thr3e Thre3 Robin* with the hearth as the heart of every home.

SCGD also holds a substantial interest of approximately 41% in ASX-listed AV Jennings Homes Limited, which is one of Australia’s leading housing and land developers. More information can be found on the company’s website at [www.scglobal.com.sg](http://www.scglobal.com.sg)

## About SCDA

SCDA is a multi-disciplinary architectural practice established in 1995. The design principal is a graduate from Yale University and has extensive professional and academic experience having taught in universities in the United States and Singapore. The office currently employs a staff of 33, 24 of whom are architects, 3 interior designers. It’s holistic approach to Architecture include full interior design and planning services. The practice has extensive experience with private residences, resort hotels, apartments and commercial buildings.

SCDA’s designs strive for tranquility and calmness qualified by space, light and structural order. Architectural expressions are distilled to capture the spiritual essence of ‘place’. Its architecture and interiors are inspired by the cultural and climatic nuances of its context, integrating landscape, water features and blurring the distinction between interior and exterior. Spaces are often characterized by lush gardens, watercourts and airwells, engendering a sensuous engagement with the elements. Projects display a sensitivity to the inherent beauty of natural materials expressed through clarity in construction details and elemental architectural expression



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CD rom with 2 colour photographs is enclosed with this release.