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**News Release**

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**Attention : Editor**

## **SC Global Redefines Urban Chic with Martin No. 38**

**Singapore, 12 August 2008** – Following on the heels of the success of *The Marq on Paterson Hill* and *Hilltops* – SC Global Developments is pleased to announce the upcoming debut of its latest original creation at Martin Road: *Martin No.38*.

Located in prime District 9 in the vicinity of Mohammed Sultan Road and Clarke Quay, *Martin No. 38* is sited on a former warehouse in what was once old Singapore's bustling godown district near the Singapore River. A neighbourhood once replete with fork-lift pallets, wooden crates, open hoist ways and dusty interiors is now a trendy enclave populated by art galleries, book cafes and hip riverside diners just minutes from Orchard Road and Singapore's Central Business District.

Revealing the inspiration behind the concept for *Martin No.38*, Simon Cheong, Chairman and CEO of SC Global said, "The warehouse lofts in New York and London have always fascinated me as a form of housing. The high interior volumes and large open floor plates of old warehouses that first attracted the artist and film communities evolved into the trendy abodes of celebrities and high society who fell in love with the industrial aesthetic. The Martin Road site offered the perfect context for such an idea, along with the vibe and cachet of its charming book cafés, art galleries, and unique bistros".

Warehouse-style housing has undergone dramatic transformation over the years, with the concept filtering into key cities around the world as communities seek the convenience and



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seduction of urban amenities. Run down textile and cotton warehouses with their vast flexible space first became popular housing solutions for struggling artists in the New York City of 1950's. By the 1990's, more "mainstream" apartment hunters were discovering the joys of New York's SoHo-style living, whether it be in converted factories or warehouse or in new developments inspired by the warehouse concept. Modern warehouse lofts retain many of the architectural design characteristics that made them popular with artists in the first place: huge factory-style metal windows, tall ceilings, few walls, flexible spaces, exposed structure and mechanical systems, and wide open space. As today's young and hip professionals prefer the urban lifestyle over traditional housing, lofts have evolved further with many now including all-wood floors, slab granite countertops, air conditioners, and slick finishing in the bathrooms and kitchens, providing buyers the ultimate combination luxury comforts with industrial chic urban authenticity.

SC Global first purchased the property in 1999 and began to work on the idea of developing warehouse-style abodes but deferred development until the right time when the area has rejuvenated itself and the context for this housing concept became ripe.

Like the warehouse lofts found in Lower Manhattan, New York, *Martin No.38* apartments feature high ceilings and seamless interior spaces that meld together or separate at will for privacy using walls that slide and hide away. A rugged architecture of raw concrete, base metal finishes and unvarnished timbers celebrate the rich textures of natural materials in an uncommonly honest yet refreshing palate. An austere and beguiling industrial aestheticism pervades the details of this development, from the blackened tap fittings to the sheet-metal panels in the bathrooms with its exposed bolt heads, the unplastered interior concrete walls, exposed plywood edges of its cabinetry and acres of unvarnished timber, all executed with a level of finesse and refinement the market has come to expect of SC Global's residences.

To give form to this idea, SC Global collaborated with leading architect Kerry Hill, a recipient of many prestigious design awards and regarded as a talented architect who has consistently created works of a timeless quality and rich imagination. "We are delighted to be collaborating with Kerry Hill on this project," says Mr. Cheong. "Kerry is an eminent architect renowned for

his employment of space as a basic luxury and the many refreshing interpretations of contemporary tropical architecture.” Mr. Hill has also been described in leading architectural journals as “the Australian architect behind some of Asia’s most innovative buildings,” and as “an architect who has specialized in adapting traditional Asian design to his decidedly modernist buildings.”

Most of the units in the 15-storey development will be one-plus-one bedroom and two-bedroom apartments ranging from 969 to 1130 square feet. The development will also include a limited number of larger two-plus-one and three bedroom apartments, ranging from 1335 to 1485 square feet. Pricing for the apartments is expected to average close to \$2000 per square foot. There are a total of 91 units in this freehold development including four penthouses with private pools.

Play is equally celebrated at *Martin No. 38*; be it biking the open roads up north, wake-boarding on the river or powering through rugged trails on mountain bikes, cargo-sized elevators haul all that precious equipment right into the units: a re-creation of the hoist lifts found in warehouses. Other facilities will include a 30-metre long swimming pool, an adjoining gymnasium that will be commercially-managed and programmed, and an anticipated bistro to cater to both residents and the neighbouring trendy residential developments. This unusual mix of private and public amenities will add to the buzz of this unique enclave, with residents enjoying the advantage of professionally managed and commercially-oriented facilities. Private and public spaces will be clearly demarcated to maintain the security and privacy of residents. A naturally forested hillock at the rear has been preserved for quietude and pause amidst the pervasive urbanity of living in the city.

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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 leading developer of up-market residences of rare and exquisite quality, with an emphasis on refinement and a contemporary definition of the premier lifestyle. The Group has a philosophy of delivering “The Ultimate Living” experience with all its projects. Completed developments include the elegant and refined *The Ladyhill*, *The Boulevard Residences* with its definitive



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luxury, the hip and contemporary *The Lincoln Modern*, and the trendsetting *Thr3e Thre3 Robin*, the first to feature an unique open kitchen as the heart of the home.

SC Global has established a reputation for creating exquisite award winning residential developments that have helped place Singapore architecture and design on the global stage; In 2005 *The Ladyhill* won the Gold medal in the 'Multi-Family' residential category of the prestigious Miami+Beach Biennale 2005 International Competition; and *The Lincoln Modern* was one of only seven projects to be bestowed The Royal Institute of British Architects (RIBA) Worldwide Award 2005, and is the first and only residential development in Asia to receive such an accolade. In 2006, SC Global projects also lead the way within the residential condominium category of the Singapore Institute of Architects Awards, winning three out of the four awards conferred for *The Ladyhill*, *Thr3e Thre3 Robin* and *The Lincoln Modern*.

Developments under construction include *The Marq on Paterson Hill*, which offers unparalleled luxury and uncompromised space with private 15 metre lap pool in every unit in its Signature Tower and *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road. The Group has a landbank of over 1.1 million sq ft of developable gross floor area in the prime areas of Orchard Road and Sentosa Cove. SCGD also holds a substantial interest of approximately 49% in ASX-listed AVJennings 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)

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