

# IN RESIDENCE

8 Conlay by KSK Land marks the Malaysian debut of Steve Leung.

By SAM YEN

**T**he idea of branded residences in Kuala Lumpur is in its infancy," says KSK Group

CEO Joanne Kua, who also leads the Group's real estate venture KSK Land. "So one of the ideas behind our project is to develop and push the market forward."

That project is 8 Conlay, an ambitious mixed-used debut development for KSK Land that will sit on the perimeter of Kuala Lumpur's Golden Triangle. Three towers will pierce the sky when the project is complete - two of which are branded residences - anchored by a base of 'lifestyle retail quarters'.



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Branded residences are a level above typical premium residences, a splice between a high-end condominium with a luxury hotel that caters to every whim. The market is populated by only the most exclusive of brands - see One Hyde Park in London, serviced by Mandarin Oriental, or the Baccarat residences in New York City. And in keeping with the idea of pushing the boundaries of Kuala Lumpur's property market, 8 Conlay will mark the Malaysian debut of several prestigious names.

The first is Hong Kong-based designer Steve Leung and branded residences pioneer YOO. The latter contributes to 8 Conlay its branded residences name -

YOO8 - merged with the address of the site and its auspicious numerical connotations. From YOO, comes the gravitas of its YOO residences brand - in 54

Kempinski Hotel Kuala Lumpur is slated to open its doors in 2020, coinciding incidentally with the planned Visit Malaysia Year in that same year.



countries and counting, including Hong Kong, Singapore, Moscow and Dubai. From Leung, his understanding of design within an Asian context, resulting in rich, textured environments.

The third name is the one that will anchor the experience of living in Yoo8: Kempinski. Beloved for its unrelenting dedication to luxury, the German luxury hotel brand will bring its impeccable level of service to all units - completing the name of the brand: YOO8, serviced by Kempinski. The final tower of 8 Conlay will also be a Kempinski - the first in Malaysia. All the hallmarks of Kempinski will be present - including its ambassador extraordinaire Lady in Red, the



Sra Bua Restaurant by Kiin Kiin at Siam Kempinski. Below: YOOS will have two towers housing 1,062 luxury branded residences.

sybaritic Kempinski spa and the local ethos that colours its service and experience.

The result, for YOOS Tower A, is a lush living experience with the highest level of service. Leung's design for the residences is split into two, the very Eastern concepts of wood and water. Wood is rich, refined and warm, with accents of gold, brass and bronze across the space, which will be fully furnished upon purchase, another nod to the luxury hotel experience. Water is light, airy and jaunty, using a colour palette of white, blue and beige to brighten and visually expand the space. Some common elements anchor both themes – a powder room at the entrance and beige-to-blue ombre curtains, Leung's interpretation of Malaysian batik.

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"The idea is that you walk into 8 Conlay and into YOOS and everything is there, ready for you," says Kua. "It is like entering a Kempinski suite, but the suite belongs to you. Services are at your beck and call because I believe that the most important

luxury these days is time. So everything in our project has been thought out to be the most convenient for the buyer, so they may focus on the luxury of time."

KSK Land has also been working closely together with Samir Wildemann from Siam Kempinski in Bangkok, to bring the Kempinski experience to Kuala Lumpur, using the Thai hotel as a model. "Everything that you see, everything that you touch, everything that you perceive needs to be just right,"

says Kua. "The property is and will be beautiful, but what will make people want to stay, and return home with a smile, is the experience and the service. That's why our collaboration with Kempinski is so important."

"We want it to be effortless," says Wildemann. "It is important that the experience appears effortless, but there is a lot of thought and work that goes into making that happen."

[8conlay.com](http://8conlay.com)



Located in downtown Bangkok with direct access to Siam Paragon Shopping Mall, Siam Kempinski suits both business and leisure travellers.

