



FOR IMMEDIATE RELEASE

## **KEMPINSKI'S 'ART OF LIVING' COMES ALIVE AT 8 CONLAY WITH A PHYGITAL INTERACTIVE LIFESTYLE MINI MOVIE SERIES**

KUALA LUMPUR, 27 May 2021 – KSK Land, Malaysia's leading lifestyle & design property company, is bringing the 5 star luxury hotel services of Kempinski to "life" with an exciting integrated interactive 'choose your own adventure' mini movie series. As a teaser to how one can experience the 'art of living' with Kempinski, the team at 8 Conlay has created an interactive digital storytelling series that will enable you to choose your own Kempinski services and craft your journey through living at YOO8 ([yoo8kempinski.8conlay.com/](http://yoo8kempinski.8conlay.com/)).

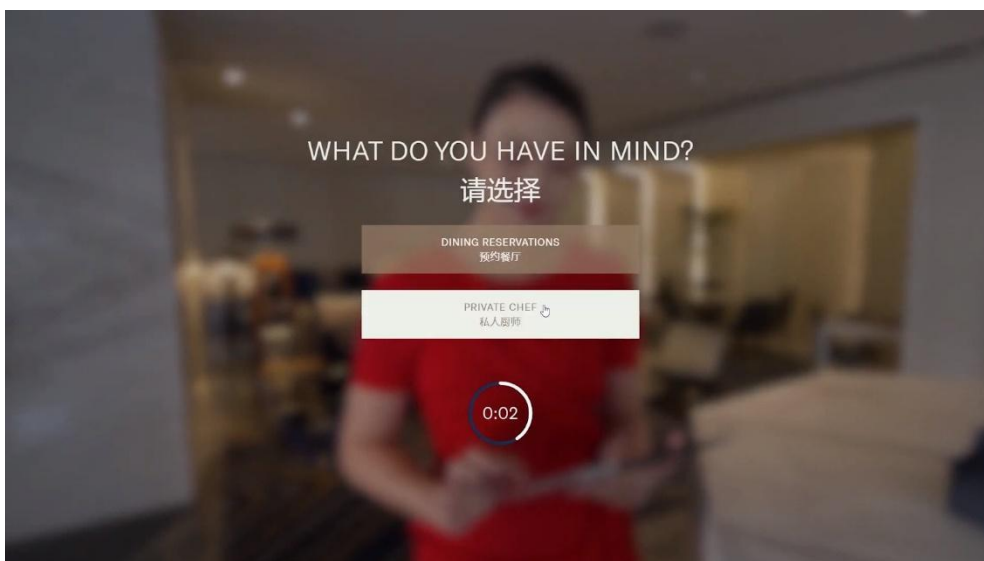
Presented in 3 chapters, this virtual experience offers users the opportunity to directly experience the hallmarks of Kempinski's hospitality services from a first-person perspective. Launched recently, users will be provided with various scenarios that enable them to interact with these services, resulting in an intimate and first-person account of what it would be like to live as a resident of YOO8 serviced by Kempinski – the world's tallest twisted twin residential towers.

"We have always looked at how we can uniquely provide an opportunity for people to experience what elevated living means by focusing on connecting emotionally with customers through crafted and meaningful experiences. This encompasses digital experiences as well which have become very much a part of modern-day life. The next step will be to translate these mini movies into a physical experience that will take place at the YOO8 branded residences," said Joanne Kua, CEO of KSK Group & MD of KSK Land.

She added that by seamlessly integrating the 'decision' format into the world of 'YOO8 serviced by Kempinski', in a digitally interactive approach, allows KSK Land to use big data in order to understand the service and lifestyle preferences better for future residences of YOO8. This will enable us to understand our customers more precisely on the back end, translating into designing and curating a better lifestyle when the YOO8 residences are completed next year at 8 Conlay.

Perfectly poised between nature and the city's leading attractions, 8 Conlay will elevate the art of living with its four-storey lifestyle retail quarters; the first and only five-star Kempinski Hotel

in Malaysia; and branded residences called YOO8 serviced by Kempinski that presents timeless interiors designed by Steve Leung & YOO (Tower A) and Kelly Hoppen for YOO (Tower B) – the first collaboration of its kind in Southeast Asia.



KEMPINSKI “ART OF LIVING” PHYGITAL INTERACTIVE LIFESTYLE CAMPAIGN\_PIC 001 & 002:

The interactive digital storytelling series by Kempinski brings users to an intimate and first-person account experience of what it would be like to live as a resident of YOO8 with access to the hallmarks of Kempinski’s hospitality services.

The interactive video campaign features 3 different chapters focusing on different YOO8 ‘residents’ experiencing the luxury hospitality offered by Kempinski. The first YOO8 ‘resident’ is Mr. Leong, a loving husband who is planning a surprise anniversary celebration for his wife and



how the “Lady in Red” steps in to help him perfectly plan the special occasion. The second YOO8 ‘resident’ is Winston, a Malaysian businessman residing in Hong Kong who, through the aid of Kempinski’s services, assists his son Jacob to settle comfortably into his new home at YOO8. Lastly, the third chapter is about Jillian, a YOO8 resident who was introduced at the end of the previous story who utilises Kempinski’s services in planning her trendy social lifestyle that involves deciding between hanging out with her friends after a long week or getting some coffee with her new neighbour.

To experience the Kempinski YOO8 interactive microsite, visit <https://yoo8kempinski.8conlay.com/>

To check out the behind-the-scenes making of the interactive video, visit KSK Land’s YouTube channel at <https://www.youtube.com/watch?v=aTnd9TAJ2d4>



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#### NOTE TO EDITORS:

##### About KSK Land

Founded in 2013, KSK Land is a wholly owned subsidiary of KSK Group Berhad, an established Malaysian investment holding company. With an existing presence in the general insurance business across Southeast Asia with KSK Insurance Indonesia and KSK Insurance Thailand, KSK Group expanded into the property development market in Malaysia with KSK Land. A dynamic new player on the international property development scene, KSK Land’s maiden project, 8 Conlay, reflects the company’s vision to craft bespoke properties that prioritise design, craftsmanship and lifestyle.

##### About 8 Conlay

Designed by architect Hud Bakar (of RSP Architects) with landscapes by designer Pok Kobkongsanti (of TROP Studio), 8 Conlay will welcome a new generation of the world’s pioneers and trailblazers to the vibrant heart of Kuala Lumpur. Perfectly poised between nature and the city’s leading attractions, the three-tower integrated property will elevate the art of living with a five-star Kempinski Hotel,



experiential retail quarters and branded residences called YOO8 serviced by Kempinski, which have been curated exclusively by Steve Leung & YOO (Tower A) and Kelly Hoppen for YOO (Tower B).

#### About Kempinski Hotels

Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties. Each of its properties in Europe, the Middle East, Africa, Asia and the Americas reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio comprises historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts and prestigious residences. Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands.

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