



MEDIA RELEASE

Far East Organization-led consortium to launch One Holland Village Residences

Singapore, 27 November 2019 - Far East Organization (“远东机构”), together with its joint venture partners Sekisui House and Sino Group, is launching One Holland Village Residences this weekend, 30 November 2019. Selected residential units will be released for sale within the broader mixed-use development known as One Holland Village.

Live in one of Singapore’s most endearing and charming neighbourhoods

One Holland Village encapsulates diverse mixed-use offerings, convenience and connectivity, at a trendy Holland Village address. Across the world, many are similarly drawn to neighbourhoods that have history, character, stylish architecture and diverse art and culinary scenes. London’s Shoreditch and Notting Hill, as well as West Village and Brooklyn in New York are some examples. Holland Village in the same vein, exudes a vibe not easily replicated elsewhere. Much-loved, it is characterised by quaint shophouses and streetscapes, eclectic charm and a laidback ambience.

One Holland Village Residences’ unique proposition is that it not just part of a mere mixed-use development. By embracing the broader Holland Village and Chip Bee Gardens, residents and visitors will get to enjoy the wider offerings this endearing neighbourhood has to offer.

Mr Marc Boey (梅国良), Director of Planning and Acquisitions, Far East Organization, said, “Having an exceptionally large development site – more than three football fields in size – at the heart of Holland Village gives us the opportunity to inject more varied uses and activities. This will make Holland Village even more vibrant, and attractive not just to residents in the vicinity but will also draw visitors from across the island.”

One Holland Village will have a good diverse mix of uses - private residences, serviced residences, retail, office and community spaces. Spaces and uses are carefully designed and will be thoughtfully curated to complement and synergise with each other. Residents can enjoy cool evenings in Village Green, a cosy pocket park. Or soak in the buzz and vibrancy of outdoor markets and concerts in the Village Square. The Village Green and Village Square are both located within the commercial development, in a zone that is distinct and separated from the private residences to ensure that residents can still enjoy quiet and tranquillity in the comfort of their homes. Friends and family visiting from overseas can stay in the serviced residence close to their loved ones living in the private residences. Investors buying the residences can potentially lease their units to those working in the offices within the adjacent commercial development, and also those working nearby in one-north.

Strong response from retail tenants and community partners

Even before the launch of the development, One Holland Village has attracted strong interest from retail and unique entertainment brands. To date, Cold Storage and Guardian Pharmacy have confirmed their tenancy in the development, providing private residents with convenient access to day-to-day grocery and sundry shopping right at their doorstep. The Rice Company Limited and The Projector, a hip movie theater

showing a good selection of indie and foreign films, have also committed to bring cultural entertainment programming to One Holland Village and the neighbourhood.

On The Projector, Mr Boey noted, “As an independent cinema and cultural platform offering a range of alternative films and performances, The Projector’s content will be complementary to the bohemian vibe of Holland Village, and as a programming partner, it will add to the diversity of offerings in the neighbourhood.”

The RICE Company Limited, a not-for-profit arts organisation that seeks to build a sustainable arts ecosystem to benefit under-served children and youths in our community, will take up space on the premises under the government’s Community & Sports Facilities Scheme.

Mr Boey shared, “With these strong brands as anchor, we are confident that we will continue to appeal to other good retail brands and offerings, making One Holland Village an even more vibrant and exciting dining and shopping destination while growing the Holland Village of today.

To further ensure an attractive commercial development that supports the private residences, we plan to embark on the next phase of placemaking. It is important for us to actively engage the business owners and community to better understand their needs and work together to develop an attractive neighbourhood. In addition, we have committed S\$20m to beautify One Holland Village through public art.”

Well-designed homes catering to different lifestyles

One Holland Village Residences offers not one, but three distinctive products: *Sereen*, well-designed apartments that offer a tranquil space to unwind; *Quincy Private Residences*, an exclusive selection of luxury apartments with private lift access and concierge services at a high vantage point; *Leven*, limited-edition contemporary, low-rise abodes inspired by the quaint walk-up apartments in Tiong Bahru and Chip Bee Gardens.

One Holland Village will be completed in two phases. The residential zone comprising serviced residences and One Holland Village Residences is estimated to be completed by end-2024. The commercial zone - retail, office and community use - is estimated to be completed in mid-2022.

For more information, please visit <https://www.onehollandvillage.com.sg/>.

– End –

For media queries, please contact:

Shirley-Ann

Senior Manager

E: shirleyann@fareast.com.sg

T: (65) 6830 6273

M: (65) 9762 2848

Pamela Choo

Manager

E: pamelachoo@fareast.com.sg

T: (65) 6830 6171

M: (65) 9030 4994

Zoe Wu

Assistant Manager

E: zoewuqiong@fareast.com.sg

T: (65) 6830 6341

M: (65) 9755 0556

About Sekisui House Limited

Sekisui House Limited is the largest leading housing company in Japan with involvement in a variety of real estate developments, from residential homes to the development of mixed-use properties and master-planned communities. Founded in 1960, the company has built a cumulative 2.4 million houses. Sekisui House, headquartered in Osaka, also has offices in Australia, China, Singapore and USA.

Sekisuihouse.co.jp

About Sino Group

Sino Group is one of the leading property developers in Hong Kong with core business in developing residential, office, industrial and retail properties for sale and investment. The Group is also a major player in hotel investment and management, club management, property management, car park operations as well as environmental and security services. With a team of over 10,000 dedicated professionals, Sino Group strives to consistently deliver quality properties and services that surpass the expectations of customers.

Sino.com

About Far East Organization

Far East Organization is a Christian Enterprise, which develops real estate and operates businesses by serving with grace, love, integrity and honesty. Established in 1960, Far East Organization is the largest private property developer in Singapore. The Organization develops, owns and manages a diverse spectrum of real estate products across the residential, hospitality, retail, commercial, medical and industrial space segments. Far East Organization is the winner of 11 FIABCI World Prix d'Excellence awards, the highest honour in international real estate.

Fareast.com.sg

Follow Far East Organization on social media:

Instagram: <https://www.instagram.com/fareastorganization/>

LinkedIn: <https://www.linkedin.com/company/fareastorganization/>