

MEDIA RELEASE
For Immediate Release

**BRAND NEW LAND GROUP TO LAUNCH COASTAL-THEMED SEMI-DETACHED HOMES WITH
FOCUS ON BIOPHILIC DESIGN IN DISTRICT 11**

- Development soft launches in October; strong interest to date for the 7,400 sq ft, 5-level landed homes amidst robust market demand for more living space.
- Located in District 11 landed enclave on elevated land at cul-de-sac next to Green Park, within 1km to ACS (Primary) and SJI Junior and 5-minute walk to MRT.
- Designed by multiple award-winning CIAP Architects, the development incorporates unique design features which evoke coastal vacation vibes and a focus on biophilic design.



The Veranda at CORNERSTONE exudes coastal-resort vibes and biophilic design with abundant natural ventilation and therapeutic effects of nature-toned materials, water, and greenery. (Artist's Impression)

SINGAPORE, 18 September 2021 – Boutique landed homes developer Brand New Land Group gets ready to launch CORNERSTONE, a pair of brand-new, uniquely designed and attractively priced freehold semi-detached landed homes in prime district 11. The homes enjoy the advantage of being on elevated land in a quiet cul-de-sac next to a matured green park. CORNERSTONE is strategically located within 1 km of ACS (Primary) and SJI Junior and within a 5-minute walk to Novena MRT and Novena shopping belt for ultimate lifestyle convenience.

Designed by multiple award-winning CIAP Architects, CORNERSTONE has been crafted to evoke *coastal vacation vibes*, supporting the notion that *home is the new holiday* in our post-pandemic world. Modelled after resort-hotel design concepts, CORNERSTONE features a ceremonial landscaped entrance experience, a lobby lounge which spills into an al-fresco veranda, a poolside breakfast bar, a swimming pool integrated within the building envelope, a garden gym, and private zones for each resident to retreat to. The bedrooms are modelled after hotel rooms, each with self-contained workstations, provisions for wall-mounted TV screens, walk-in wardrobes and even space for a minibar. The master suite features a spa-inspired bathroom which steps out into a sky lounge for sunbathing or moon bathing. The sky lounge can also accommodate massage beds, a hot tub jacuzzi and lounge sets at the owners' preference.

In designing CORNERSTONE, Brand New Land and CIAP Architects have been guided by the *biophilic philosophy* that the primary function of a building is to heal and support good health and wellness of users. The team has paid special attention to natural daylight penetration, natural ventilation and infusion of nature and the outdoors, as evident in the open design of the living areas which feature generous windows and are framed by lush green balconies, allowing sky and greenery to take centerstage. The unique swimming pool and floating staircase design seamlessly unite the indoor and outdoor experience, allowing the therapeutic effects of water to permeate through the home. The biophilic philosophy extends into the choice of materials –sustainable, low-nuisance construction materials and techniques such as the use of long wear ceramics, aluminium façade screens and off-form concrete, which are durable and climate-appropriate.

CORNERSTONE sits on a total land area of 5,148sqft. Each home features a thoughtfully planned and functional built-area of approximately 7,400 sq ft and 6 bedrooms spread over 5 levels, offering immense space and flexibility for different needs, be it work-from-home, wellness at home or outdoor recreation at home.

Ms Alvina Teh, Business Development Director of Brand New Land Group, said, "Needs are changing, and so must we. When we design our homes, it is a very conscious process about how to make people's lives better in the spaces we have. Amidst the pandemic, there is no certainty on when travel and recreation can resume. We advocate the concept that home is the new holiday; with this in mind, we have designed CORNERSTONE in a way that your home fulfils the need for new experiences and the making of happy memories with loved ones, without having to go far from the safety and protection of your very own special home."

- End -

About Brand New Land Group

Brand New Land Group is a leading boutique landed developer in Singapore. With a proven track record spanning 2 generations in real estate development and investment, the Group's current landed development portfolio comprises 10 boutique landed homes in Novena, East Coast, Serangoon, and Thomson.

The Group' guiding philosophy is this – more than just a building, a Brand New Land development is a Special Home made with Many Hands and One Heart, a home of harmony, where people find true joy.

More information can be found at the company's website www.BrandNewLand.com.sg and media kit at <https://brandnewlandgroup.wixsite.com/media-kit>.

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Facebook: @brandnewlandgroup / <https://www.facebook.com/brandnewlandgroup>

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About CIAP Architects

CIAP believes in designing buildings as an honest expression appropriate to function and with sensitivity to the environment. The firm's architectural design philosophy of architecture is best described by the medical term "salutogenic", where the primary function of any habitable building is to heal, support good health and wellness through competent architectural designs that provide a stress-free built environment.

CIAP has honed their craft of "salutogenic" building design through 40 years of designing some of Singapore's award-winning healthcare buildings including Mount Elizabeth Novena, NUH Medical Centre and Yishun Community Hospital. And now, through partnership with Brand New Land Group, the firm presents a premium line of residential homes that are salutogenic and architecturally beautiful and efficient; houses that make sense.

Awards:

- BCA Universal Design Awards 2020
- BCI Asia Interior Design Awards 2020
- World Architecture Festival Finalist 2019
- SGBC-BCA Green Architect 2019
- SIA Design Awards 2017, 2014, 2006, 2001
- Design Business Chamber Sg Top Architectural Practice 2014
- BCA Green Mark Platinum Awards 2017, 2014, 2012

CORNERSTONE FACT SHEET

Address	1 & 1A Jalan Novena
District	11
Description	A pair of 5 level semi-detached homes with lift, swimming pool and gym
Tenure	Freehold
Number of Rooms	6+1
Number of Bathrooms	6+1
Facing	South
Land Area	1 Jalan Novena: 2,502 sq ft 1A Jalan Novena: 2,647 sq ft
Built Area	1 Jalan Novena: 7,265 sq ft 1A Jalan Novena: 7,410 sq ft
Estimated TOP Date	1 st Quarter 2023
Smart Home Features	Smart Home Provisions include <ul style="list-style-type: none">• Smart Lighting• Smart Air-Conditioning System• EV Charging for Electronic Vehicles
Location Highlights	Top Schools <ul style="list-style-type: none">• Within 1km of ACS (Primary) and SJI Junior• Within 2km of ACS (Junior) and Singapore Chinese Girls' Primary School Public Transport <ul style="list-style-type: none">• 5-minute walk to Novena MRT Amenities <ul style="list-style-type: none">• Walk to Velocity @ Novena Square, Square 2, Goldhill Plaza, United Square• Walk to Novena Medical Hub
Architect	CIAP Architects Pte Ltd

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ARTIST'S IMPRESSIONS



THE VERANDA

This home is made for happy memories.

Surf & Turf on the grill, fresh fruit on the table, beach jazz on the soundbar.

Jump from table to pool. Lounge. Love and laugh! The ultimate holiday home experience.



THE LOBBY

What shall we do today - Movie Matinee? High Tea? Games Night?

Kickstart your day with freshly-made breakfast at the poolside breakfast bar or don your chef's apron for Omakase dinner.



GARDEN GYM

Live well with cardio at the Garden Gym. Encompassed in lush greenery, you'll almost forget you are working out inside.



POOLSIDE

The unique Swimming Pool and floating staircase design seamlessly unites indoors with outdoors, allowing the therapeutic effects of water to permeate the home.



THE LOBBY

Thoughtfully designed with attention to natural daylight, natural ventilation and the infusion of nature and the outdoors. Goodbye to groggy mornings; waking up never felt so right.



MASTER BATH

Take relaxation to the next level by enjoying a bath in the free standing bathtub framed by gorgeous views, or a refreshing rinse under the spa-style rainshower.



SKY LOUNGE

Just you, the ones you love, the sky and the trees. Spend your afternoon sunbathing or enjoy a moonlight spa in the jacuzzi. The perfect space to take advantage of living in the tropics. Your special place in your special home.



BIOPHILIC FAÇADE

The homes are framed in lush greenery and materials which exude a coastal-resort vibe. Generous full-height windows allow natural breeze and light to flow through the home while customised screens provide privacy and create a therapeutic play of shadows. Clad in low-nuisance construction materials and techniques which are both durable and aesthetically beautiful.