

# DESIGNING LUXURY

## IVORY PROPERTIES GROUP



### *Lavish homes, luxurious retreats*

Since its first project, Tanjung Park, Ivory Properties Group Berhad has built a number of milestone residential projects including Plaza Ivory and the Palace Hill residential project, both of which were completed in 2004. A high-density condominium whose architectural magnificence is apparent in its lavish use of glass and its classy, modern look, Plaza Ivory is similar to apartments found in such cosmopolitan cities as New York and London. Palace Hill, however, is designed to be an exclusive low-density residential area with beautifully landscaped streets and parks. Located in one of the most sought after areas of Bukit Gambir in Penang, Palace Hill has become one of Penang's most prestigious addresses.

The View Twin Towers luxury condominiums which were completed in 2006 are something to be marvelled at. Setting a new milestone in condominium design and exceptional architecture, this highly acclaimed project stands at the entrance of the island as a symbolic gateway for millions of visitors entering Penang each year.

Ivory's latest residential project is a newly completed hillside luxury home development called Moonlight Bay, consisting of spacious villas and condovillas – elegant five-storey condominiums with comprehensive amenities, including health facilities, a community hall and playground, cascading water features, tree-houses and a canopy walk. A hilltop haven, Moonlight Bay is designed to become the ultimate retreat for those who appreciate the modern luxuries of life, as well as the splendours of nature.

### *Inspiring commercial properties*

Ivory is also a frontrunner in creating commercial properties with creative and unique design concepts, providing its clients with spaces which are hubs for business opportunities. One of these properties is the RMI billion (US\$322 million) Penang Times Square, which will

**W**hile many companies were cutting back and putting developmental projects on hold during the 1999 Asian Financial Crisis, one property company stood by its vision of building a luxurious condominium. Completed in 2003, Tanjung Park is one of the few properties on the island of Penang which has a stunning sea view of the bay. With its classical French-inspired architecture, Tanjung Park is testament to the company's commitment to their customers and investors. A stunning success, the property has since appreciated by as much as 40%, validating Ivory's vision and reputation of being among the best property developers in Malaysia.

be Penang's first self-contained urban village, merging residential buildings and commercial centres.

And there are more properties coming to Penang soon. With their emphasis on the art of luxurious living, Ivory's upcoming projects, including Island Resort, The Peak Residences and Aston Villa, are set to unfold more surprises for the island's residents in the coming years.

## *Awards and architectural milestones*

A testament to its long and illustrious history in property development are the many prestigious awards that Ivory has garnered over the years, including the Business Superbrand Status in 2006, the Malaysian Construction Excellence Awards in 2008, Asia Pacific Super Excellent Brand 2008, and the Asia-Pacific Commercial Property Awards for Best Mixed Use Development Malaysia in 2010.

Not only do these achievements highlight the group's commitment to placing the interest and needs of their customers and investors ahead of their own, but they also emphasise their unique business model which is divided into three platforms – market focus, operations and location. With their goal of developing premium residential and commercial property in strategic locations on the island, as well as operations and critical functions undertaken in-house, it is no wonder that the Ivory Properties Group Berhad is one of the finest properties developers around.

*Since their initial foray into property in 1999, the Ivory Properties Group Berhad have succeeded against all odds and emerged as a force to be reckoned with. With their creative architectural designs, prime development locations, and commitment to their customers, this property developer is set to not just lead the way for property development on Penang Island but also for Malaysia as a whole.*

### Previous page:

Featuring modern architecture overlooking the magnificent Penang seafront, The Peak Residences is one of the several eagerly awaited upcoming projects from Ivory Properties Group Berhad.

### Below:

The 10 Island Resort is a resort-themed development harmonising the ocean front with its hillside location, and consists of condominiums, resort villas and bungalows.



FREEHOLD



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The View Twin Towers



Penang Times Square



The Peak Residences



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