

Committed To Building Outstanding Quality Developments

GuocoLand is a leading real estate group focused on its twin engines of growth in property investment and property development with a strong presence in Singapore, China and Malaysia.

In 2023, GuocoLand bagged numerous accolades at various industry awards. The group took top honours as Best Developer in Asia at the 18th PropertyGuru Asia Property Awards, its third win in the last seven editions of the Awards. In Singapore, GuocoLand was recognised in 14 award categories at other industry awards and The Edge Singapore Billion Dollar Club Awards.

In this issue, **Dora Chng**, Residential Director of GuocoLand, outlines the company's strategy and future plans.

Q: Tell us about your role in GuocoLand.

A: As Residential Director at GuocoLand, my role is centred around conceptualising and implementing strategies for our property development business – from site evaluation and land acquisition to transforming these sites into high-quality residential developments.

With over two decades of experience in real estate, particularly in sales, marketing, and leasing of residential properties, my team and I have successfully launched several award-winning projects like Wallich Residence, Martin Modern, Midtown Modern and Lentor Modern.

We are committed to building outstanding quality developments that uplift and rejuvenate districts for the broader community. Several of our residential properties are part of our integrated mixed-use developments, like Wallich Residence at Guoco Tower, Midtown Modern and Midtown Bay at Guoco Midtown, and Lentor Modern, which reflect GuocoLand's dedication to designing spaces for modern luxury living.

Q: Can you give us a brief history of GuocoLand?

A: First incorporated in 1976, GuocoLand became a listed company in 1978. We have been pivotal in transforming Singapore's built environment with our residential and integrated mixed-use developments. We are proud to have been integral in transforming the Tanjong Pagar neighbourhood with the completion of Guoco Tower in 2016 – a landmark that stands as Singapore's tallest skyscraper and has redefined the district as a distinguished business and lifestyle destination.



Dora Chng, Residential Director, GuocoLand. Photo credit: 99.co

"When we design our developments, whether they are residential, commercial or integrated projects, we always adopt a user-centric approach." – Dora Chng

In the residential sector, our Modern series – including Martin Modern, Midtown Modern and Lentor Modern, reflects our commitment to modern, luxurious living experiences that support wellness through biophilic design and lifestyle amenities.

Our latest integrated mixed-use development, Guoco Midtown at Bugis–Beach Road, is also set to become a landmark development in its neighbourhood. We have introduced innovative concepts like the Network Hub, Singapore's first business and social networking club, to support hybrid working, flexible workplaces, and corporate wellness for our office tenants. In 2024, we look forward to the operational commencement of Guoco Midtown's three retail clusters, as well as the completion of the two condominiums – Midtown Bay and Midtown Modern. We are confident that Guoco Midtown will not only uplift the district but also contribute to the vibrancy of Singapore's new 'Midtown' as we prepare to welcome what we envision could be up to 10,000 daily visitors comprising business executives, residents, shoppers, and tourists.

Q: What distinguishes GuocoLand from other real estate companies / property developers?

A: We have an established track record in creating distinctive integrated mixed-use developments and premium residential properties that are liveable, usable, and adaptable. We strive to design each development from the 'inside-out', a term we use to describe how we prioritise user needs and users' perspectives in the design process, and ensure that each step of the process is focused not just on meeting needs but also on enhancing the user experience.

Our projects, such as Guoco Tower in Tanjong Pagar, Guoco Midtown in Bugis and Lentor Modern in Lentor, are developed with a holistic approach focusing on design, connectivity, concept, and community. Developments with a strong concept



Residents at Lentor Modern can enjoy views of the surrounding greenery and landed Lentor neighbourhood. Photo credit: GuocoLand



Lentor Modern's water features span over 200m, featuring tranquil terraces, pools, and lush garden pavilions. Photo credit: GuocoLand

can attract like-minded people with similar interests who come together and form a community with a strong sense of belonging. We also place significant focus on aspects like placemaking, community building and lush landscaping.

Q: GuocoLand's latest integrated development, Lentor Modern, has emerged as one of the biggest winners in your portfolio. Why did this project win so many awards?

A: Lentor Modern is the first and only integrated mixed-use development in the Lentor Hills estate. With its direct connection to the Lentor MRT station, its integrated mall and proximity to nature, Lentor Modern offers many conveniences for homebuyers. At Lentor Modern, we offer what we term a "One Lift Ride Lifestyle", where a single lift ride connects residents from their homes straight to the 96,000 square feet retail mall with a variety of F&B and retail options, a supermarket and childcare centre, as well as to the Lentor MRT station on the Thomson-East Coast Line (TEL). The TEL is well-integrated with Singapore's MRT network and provides direct connection to key business and lifestyle destinations like Orchard Road, the Central Business District and Marina Bay.

When we design our developments, whether they are residential, commercial or integrated projects, we always adopt a user-centric approach. The units at Lentor Modern are designed to be adaptable to meet what we envision could be the changing needs of occupants and owners over the different stages of their lives. For instance, we introduced a "Flex Room" that the homeowner can use in a way that best suits their prevailing needs. Parents with infants or toddlers can use it as a nursery or a playroom and convert it to a study room when the children get older. The owner can also consider turning it into a walk-in wardrobe, a home office space, or even



Located above Lentor MRT Station on the Thomson-East Coast Line, Lentor Modern's Public Plaza will be the social heart of the neighbourhood and venue for various activities. Photo credit: GuocoLand



Lentor Modern's Flex Room allows homeowners to adapt to meet lifestyle needs – such as nursery, study, walk-in wardrobe or guest room. Photo credit: GuocoLand

a workshop for home businesses.

Another signature feature of GuocoLand is how we incorporate greenery and landscaping in our developments to elevate the quality of life of our residents. Lentor Modern incorporates biophilic spaces in communal areas, along with thoughtfully-designed facilities such as pavilions, gardens, play areas, a glamping terrace and an allotment garden for residents' gardening projects, all of which provide ample spaces for recreation, rest and rejuvenation amidst nature.

Q: What is your strategy for the coming years?

A: GuocoLand aspires to continue creating residential and integrated mixed-use developments that not only meet the current and future needs of users, but also help uplift and transform the neighbourhoods that they are located in.

Additionally, we have another project that we are launching in the Lentor area. This will be our third project in the Lentor neighbourhood after Lentor Modern and Lentor Hills Residences, and we look forward to introducing another unique development with a fresh concept.

We will focus on growing through our twin engines of property investment and development. Our end-to-end capabilities, from design, conceptualising and execution, to asset and facilities management, position us well to unlock more opportunities in the future.