

# Guoco Tower wins excellence award

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## Singapore

GUOCOLAND's mixed-use Guoco Tower in Tanjong Pagar is the only Singapore winner out of 10 at the 2019 Urban Land Institute (ULI) Asia Pacific Awards for Excellence.

ULI hands the award out to projects that "showcase best land use practice from across the region," according to a media release by the organisation.

Other winners this year include the Aoyama Building in Tokyo, Japan and COFCO Landmark Plaza in Beijing.

Projects were evaluated on, among other factors, the extent to which they have a positive impact in their communities, environmental sustainability and marketplace acceptance or financial success.

GuocoLand said in a statement to *The Business Times* that the mixed-use development Guoco Tower, located in Tanjong Pagar, was recognised for its land use through place-making efforts – "including responsible use of land, and going above and beyond for the community".

GuocoLand said: "Even during the early design stage, the development was constructed with the users in-mind, with a strong focus on building a place that the community would feel connected to."

For example, the developer set aside 150,000 sq ft for an urban park. It boasts a 16-metre high glass canopy with in-built sound and lighting systems, and can accommodate up to 2,000 people.

Guoco Tower also hosts events for placemaking efforts, events and activ-



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ities at the Urban Park focusing on fitness, music and play. This includes weekly group fitness programmes, organised by anchor tenant Virgin Active.

Cheng Hsing Yao, group managing director of GuocoLand Singapore said: "With our positive experience from Guoco Tower, we will also be creating some exciting public spaces at our upcoming project, Guoco Midtown, which will be transformative for the Beach Road district."

ULI trustee and awards chair Ame Engelhart said: "Singapore is a high-density city, where all public space is delivered at a premium, but Guocoland Singapore has demonstrated how additional Grade A offices, retail, hospitality can be constructed and integrated within a genuine Transit Oriented Development and lifestyle hub that puts people first."