

LUXE LIVING

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PRESTIGE / 品
PRESTIGE

CHENG HSING YAO

GUOCOLAND'S CEO
ENVISIONS A FUTURE
ROOTED IN COMMUNITY

郑馨尧
国浩房地产集团CEO

FUTURE CITIES

未来城市

ACCLAIMED
ARCHITECTS SHARE
THEIR DREAMS

著名建筑师的梦想

THE MOST DESIRABLE
HOMES IN TOWN
投资市中心住宅

GUOCO
MIDTOWN

GUOCO
MIDTOWN



THE CITY OF TOMORROW

Leading the realisation of GUOCO MIDTOWN, a new mega mixed-use development set to redefine city living, is GuocoLand CEO CHENG HSING YAO, who tells Annabel Tan what he envisions for the project and SINGAPORE'S FUTURE.

国浩时代城Guoco Midtown，在国浩房地产集团CEO郑馨尧的领导下落实。Annabel Tan通过专访，了解他对新加坡的未来，以及此全新多功能综合项目的愿景。

未来的生活会是如何，很难想象。以前电影中预测的飞行汽车和浮在半空的城市，与现状相差很远。尤其是遭受新冠疫情冲击的今天，任何计划都可能随时被推翻。充满未知。不过，我们还是可以很笃定地相信，很大程度上，这个世界的命运掌握在建造者的手中。

对国浩房地产集团新任CEO郑馨尧Cheng Hsing Yao而言，城市的未来植根于社区，并且聚焦在灵活空间、养生健康与可持续性。

50岁的郑馨尧，加入国浩房地产集团大约已有十年，之前他是新加坡国浩房地产的集团董事经理，目前负责管理集团在新加坡、马来西亚和中国的市场。

加入集团之前，他在新加坡公共部门服务了大约15年，担任过宜居城市研发中心和市区重建局（URA）的一些主管职位，参与项目如滨海湾、中新天津生态城。

郑馨尧也是官委议员、国家公园局董事成员、集成式数码传输指导委员会与建设局中央采购小组的联合会长，以及对抗新冠疫情的越战越勇工作小组成立的建筑环境业数码化行动联盟成员。他也是市区重建局设计咨询委员会以及文化遗产与身份认同协作小组成员。

如此多元广大的职务，让郑馨尧能够在国浩房地产集团采取更创新的作风。“我的其他角色丰富了我的经历，促使我探讨许多与工作没有直接联系的其他课题，开拓了眼界与想法，并且带入我的工作中。”

IT IS DIFFICULT TO IMAGINE what life looks like in the future. Old movies often predicted flying cars and floating cities, which is not yet our reality today. Especially in a world struck by a pandemic, there is no telling when and how plans get shaken up. However, it is safe to say that to a large extent, the fate of our world lies in the hands of the people who build and shape it.

For Cheng Hsing Yao, the newly appointed CEO of real estate developer GuocoLand, the city of the future is one rooted in community, with a focus on flexible spaces, wellness and sustainability. Having served the company for about a decade now, the 50-year-old was most recently the group managing director for GuocoLand Singapore before stepping into this new role overseeing the group in Singapore, Malaysia and China.

Prior to joining GuocoLand, he was with the Singapore public service for about 15 years and held leadership positions at the Centre for Liveable Cities and the Urban Redevelopment Authority (URA), where he contributed to projects like Marina Bay and the Sino-Singapore Tianjin Eco-City. Outside of GuocoLand, Cheng is also a Nominated Member of Parliament (NMP), a board member of the National Parks Board, co-chairman of the Integrated Digital Delivery Steering Committee and the Central Procurers Panel at the Building and Construction Authority (BCA), and a member of the Digitalising Built Environment Alliance for Action under the Emerging Stronger Taskforce set up in response to Covid-19. In addition, he is a member of URA's Design Advisory Committee as well as Heritage and Identity Partnership.

Being tasked with such an extensive portfolio has enabled Cheng to take a more innovative approach at GuocoLand. “My other roles have really enriched me and forced me to look into many other issues that are not directly related to my job, which opens my eyes and mind to what’s going on in society and I carry this into my work,” he says, adding that he makes social and environmental issues a big topic of conversation in his internal discussions and management meetings. “These things are important because, as developers, we are building for the future. The decisions I make today must be relevant at least for the next five years and hopefully in the long run.”

NEW NORMAL

Guoco Midtown, the latest mega mixed-use development by GuocoLand, aims to not just stay relevant, but also revolutionise and demonstrate what a city of the future looks like in Singapore. Located on a premium land parcel bound by

他把社会与环境课题引入集团内部的讨论与管理层会议，成为重要的讨论议题。“这些事情很重要，因为身为发展商，我们为未来建造。我今天所作的决策，必须在未来至少五年内依然有效，也希望在更长远的时间里依然息息相关。”

新兴趋势

国浩房地产集团的最新多功能综合项目国浩时代城（Guoco Midtown），不只与时并进，更彻底改变和展示本地未来的城市面貌。

这个发展项目，位于美芝路和陈桂兰街之间的优质地段，占地3.2公顷，包含一栋30层高办公楼（有770,000平方英尺的A级办公空间）、三个概念零售区、两座公寓（滨海名汇Midtown Bay和名汇庭苑Midtown Modern），以及一栋五层楼高的时代城会所（Network Hub）大楼，专门用于促进商务交流和社交活动。

这个大型项目的概念源自新兴趋势与可持续发展理念，以及新颖的工作与生活方式，在疫情爆发前已经预见。“我们在疫情前已经有了这些想法，冠病爆发后并没有偏离正轨。实际上，疫情加速了很多新趋势，如灵活的工作空间、居家办公，也更强调养生健康。”郑馨尧说。

国浩时代城引入“核心与灵活”办公概念，改变传统办公室租赁模式，为租户提供更节省成本而灵活的选项，除了永久性的专属办公空间（核心），也提供短期（灵活）办公室，适合特别项目或短期使用。

随着住家、办公、娱乐之间的界限渐渐模糊，滨海名汇的空间设计随之变得更为灵活。两卧室与三卧室复式单位，让屋主能够把楼下用作居家办公室或娱乐场所，楼上保留为私人家居用途。所有住户也可加入成为时代城会所会员，使用所提供的设施。

“灵活家居办公概念迎合企业家与小型公司，使他们也能纳入成为整个国浩时代城庞大商业生态系统一份子。”

国浩时代城的一个显著特色：结合花园与造景，在城市中打造葱葱郁郁的清新环境。“除了对环境有利，我们也从用户的角度设想，因为大家都很努力工作，回到家中都想贴近自然、远离尘嚣。”

这个项目有超过20个概念性与主题花园以及三个绿色公共空间，整体面积大约3.8公顷，供办公室人员、居民和公众使用。

城市中心

郑馨尧说，国浩时代城不只是一个成功项目，更大的目标是要改变整个美芝路-武吉士地区，就像国浩大厦（Guoco Tower）如何在过去五年来把丹戎巴葛重新定位为活力洋溢的办公楼与私宅黄金地段。

集团这个位于Wallich Street的多用途项目获得热烈反应，即使在疫情期间也能保持99至100%的租用率。

Beach Road and Tan Quee Lan Street, the 3.2ha development comprises a 30-storey office tower with 770,000 sq ft of Grade A office space, three retail clusters, two condominiums – Midtown Bay and Midtown Modern – and a five-storey Network Hub building, which is a purpose-built business and social networking hub.

The concept of the mega development was formed on emerging trends and principles of sustainability and new ways of working and living, forecasted even before the pandemic hit. “We formed these visions before Covid-19 but since then, we haven’t gone very far off track. In fact, what the pandemic has done is that it accelerated many of these trends like flexibility of workspace, working from home, and also the emphasis on wellness,” says Cheng.

A “Core and Flex” office concept at Guoco Midtown redefines the traditional office leasing model by providing tenants with more cost-effective and flexible options of long-term dedicated office space (core) as well as shorter-term dedicated offices (flex) for special project teams and situations requiring shorter-term offices. As the lines between home, work and play blur, Midtown Bay was designed to enable fluidity in the use of space. The two- and three-bedroom duplex units allow owners to use the lower floor as a home office or for entertaining, while keeping the upper floor for private residential use. All residents can also join as members of the Network Hub and make use of the amenities provided. “This flexible home office concept will suit entrepreneurs and smaller companies who also want to be part of the larger commercial ecosystem in Guoco Midtown,” he adds.

A prominent feature of Guoco Midtown is the integration of gardens and landscaping to create a lush, tranquil sanctuary in the city. “In addition to its environmental benefits, we look at it from a user’s perspective because we all work very hard in Singapore and want to come home to a little nature and escape,” Cheng elaborates. The development has over 20 conceptual and thematic gardens and green public spaces – all spanning about 3.8ha for office workers, residents and the public to enjoy.

HEART OF THE CITY

More than just its success as a project, Cheng says a larger objective for Guoco Midtown is to bring about transformation of the Beach Road-Bugis neighbourhood, just like how Guoco Tower repositioned Tanjong Pagar to become a vibrant, prime office and residential district over the last five years. The mixed-use development on Wallich Street has done tremendously well, maintaining 99 to 100 per cent tenancy even in the midst of a pandemic. “The interest from tenants wanting to be in Guoco Tower has always been very strong, so likewise, we are very confident that Guoco Midtown will do well,” he asserts.

“From Guoco Tower, we learnt that many tech and innovation-oriented companies appreciate a mixed-use, vibrant environment because they want a stimulating lifestyle. That’s why when we recognised the inherent vibrancy in the Beach Road-Bugis area, we knew it would be excellent to infuse it with a top-grade MNC-oriented office and mixed-use development.”



From top: Guoco Tower in Tanjong Pagar; Guoco Midtown situated at Beach Road and Tan Quee Lan Street

上起：国浩大厦，位于丹戎巴葛；国浩时代城，位于美芝路与陈桂兰街之间。



Clockwise from left: Four-bedroom unit in Midtown Modern; garden landscape in Midtown Modern; two-bedroom apartment in Midtown Bay

左起顺时针: 名汇庭苑的四卧室单位; 名汇庭苑的花园景观; 滨海名汇的两卧单位



In fact, Cheng explains that the inspiration for the name Guoco Midtown comes from Midtown Manhattan in New York City, the largest central business district in the world. He refers to how Midtown used to be a mostly tourist area, but then transformed into a vibrant district after big corporations started moving in during the 2000s. “This is the kind of the vision that we have for the area.”

In transforming the neighbourhood, he also hopes to contribute to it and build a community by taking a more holistic approach, even if that means having to prioritise over profit in some cases. While there are exclusive spaces for the residents and tenants, there are many open and public spaces that invite inclusivity. “We invest a lot in the public spaces, gardens and such that cannot make money, and in fact we have to invest more money to do those things. But we want to make it open, porous and comfortable for everyone to come. This is how we always approach our mixed-use developments and that is our contribution to the neighbourhood.”

Similarly at Guoco Tower, there are public spaces that could have been built into buildings, but left open. “If I had a maximisation mindset, I would build and sell that space. But we didn’t and in the end, it worked out very well because many of our tenants, even CEOs and chairmen, have told me they really love the public space and garden,” he adds.

In recent times of dine-in restrictions, the space has also been well used by members of public for picnics. “I think it shows that if we adopt a broader frame of mind and more holistic perspective of development, we can uplift the neighbourhood and in doing that, we also get uplifted and become the social centre. It’s good for everybody.”

At Midtown Modern, a large proportion of units are bigger – about 50 per cent are three- and four-bedroom apartments, which is rare for the downtown area where most condominiums have more one- and two-bedders. “In the short term, building one- and two-bedroom units is a no-brainer because they will definitely sell. But we want to bring in families and larger households to build a more residential and less transient community, which is more attractive in the long run. We chose the harder path but we are looking at a longer horizon.”

He is confident that Guoco Midtown will also appeal to affluent buyers who are looking for a new kind of luxury; one that represents their identity. “We foresee that Guoco Midtown will be a very exciting, forward-thinking community of people from the office tenants to those who are living there. It will be a dynamic mix of innovative companies, corporates as well as people who choose to break conventions and live downtown instead of in residential areas. They will be like-minded, open-minded and visionary. It is not so much the physical things that will define the character of Guoco Midtown, but this community.”

“租户们想要搬入国浩大厦的意愿一直都很强烈，我们有信心国浩时代城也能有很好的表现。”

国浩大厦让我们发现，许多科技与创新公司都喜欢多功能、有活力的环境，因为他们想要有更具刺激性的生活方式。当我们意识到美芝路-武吉士地区的内在活力时，就知道，为此地打造一个适合跨国企业的顶级办公楼与多功能发展项目，最理想不过。”

有所贡献

国浩时代城英文名称里的Midtown，灵感来自世界上最大的中央商业区——纽约曼哈顿的Midtown。郑馨尧解释，Midtown以往是个游客地区，2000年以后随着大机构纷纷迁入，转型为活力四射的商业区。

“这是我们对国浩时代城的寄望。”

在转变整个地区的同时，郑馨尧也希望能为它作出一些贡献，以更顾全大局的手法建立社区，即便意味着必须牺牲一些利润。

除了住户与租户的专属空间，也包含许多开放式的公共空间。“我们在公共空间、花园等等投入许多，这都无法获利，实际上只能投入金钱来进行。但我们希望它具有开放性、渗透性，有舒服的空间供大家使用。这是我们对多功能发展项目所采取的作风，也是我们对邻里社区作出的贡献。”

在国浩大厦也一样，有很多原本可以建成大楼的空间，保留为开放式公共空间。“如果我是抱着物尽其用的想法，一定会把这些空间建起来卖掉。但我们没有这么做，因为很多租户，包括总裁与主席都告诉我，他们很喜欢这些公共空间与花园。”

疫情期间堂食用餐有所限制时，这些空间也被公众善加利用，在空地上野餐。“这显示出只要我们保持更宽阔的心胸，以更全方位的角度看待发展项目，就能提升整个邻里社区。从而也提升了我们自己，升级为整个社交活动的轴心，利人利己。”

名汇庭苑的大部分单位，面积都比较大：三、四卧室单位占了大约50%。这种情况在市区较少见，市区公寓大多为单卧室或两卧室单位。

“短期来看，单卧室与双卧室毫无疑问能卖得很好。但我们想引入家庭住户和更大的家庭，打造一个更多住家而较少临时住户的社区，长远来说是更具吸引力的。我们选择更艰难的道路，是为更长的未来做打算。”

郑馨尧有信心国浩时代城也将吸引寻找新式奢华生活的富裕买家，彰显他们的身份。“我们预见国浩时代城将形成一个非常精彩、思想先进的社区。这里将综合创新公司、特色机构、选择住在市区的人。国浩时代城的精神，不在于物质上的建设，而在于生活其中的社群。”