

## **Le Nouvel Ardmore by Jean Nouvel – The Joy of Living**

SINGAPORE, 4 JULY 2011:

Wing Tai Holdings Limited, Singapore's leading property developer of premier residences, introduces the Le Nouvel Ardmore for global private previews on a by-invitation basis.

The Le Nouvel Ardmore is Wing Tai's latest trophy development in collaboration with globally renowned architect, Jean Nouvel, winner of the Pritzker Architecture Prize 2008 and the Wolf Prize in Arts 2005. This 33-storey single-tower freehold development is situated on Ardmore Road Singapore, one of Asia's prime freehold condominium land. It is Nouvel's first residential landmark in Singapore and in Asia, comprising only 43 exclusive residences each exceeding 3,800 square feet, thoughtfully detailed.

### **Architectural Concept**

The concept begins with a pure white form that towers into the sky. This is infused with abundant greenery and energy, stemming from the interplay of natural elements within the purity of space, and in the rhythm and energy these spaces create, bringing about all the joys of living in the Le Nouvel Ardmore.

Living up to its name, the Le Nouvel Ardmore redefines the well-heeled neighbourhood as the New Ardmore, bringing a new lease of life and enunciating an understated style favoured by elite homeowners in appreciation of a grand monochromatic architecture form, expressed in unsurpassed purity and simplicity, true to signature Nouvel style.

Mr Edmund Cheng, Deputy Chairman of Wing Tai Holdings, says, "Jean Nouvel is an architect's architect. It is our honour to be his first choice, as partner for his architectural debut in Asia. I am very happy with the design we have achieved with Le Nouvel Ardmore, to introduce and showcase Jean Nouvel's signature style in Singapore, and to the rest of Asia. The Le Nouvel Ardmore can truly be counted among Wing Tai's trophy developments."

Of Nouvel's architectural style and approach, Mr Cheng notes, "Jean is a master of the architecture of situation, of the specific. With the Le Nouvel Ardmore, he has weaved the magical bond, between past and future, between mineral and vegetal, between instant and eternity, between the visible and invisible. His approach is one of contextual specificity, of pure originality. His sensitive grasp and interpretation of geography, history, culture and its epoch is always site-specific, non-repetitive, all powerful."

Mr Cheng further adds, “For our discerning clients, the ultra high net worth individuals and savvy investors with sophisticated tastes and very exacting demands and appreciation for quality in both architecture and craft, the Le Nouvel Ardmore promises to be a valuable investment for the long term. And for the present, homeowners can experience the luxury of our exclusive residences which celebrate a premium quality of life and the joy of living. In land-scarce Singapore, where demand generally exceeds supply, residences such as this are rare to come by. I am confident of the sound underlying fundamentals of Singapore’s property market and of mid- and long-term growth prospects of Asia. Global investors would undoubtedly find the Le Nouvel Ardmore attractive for their distinguished portfolio of real estate collectibles and investments.”

### **Created with Singapore in Mind**

Singapore is one of the world’s greenest and most livable cities. Yet, Nouvel is surprised to find that Singapore’s wealth of greenery is seldom fused or considered in the local architecture. With the Le Nouvel Ardmore, Nouvel achieves a bold statement to integrate natural greenery into the overall architectural concept right at the start, to fuse functionality with nature together with all the wealth of its elemental aesthetics. By doing so, he exploits the full context of a garden city and infuses the energy of Singapore’s greenery into his architecture.

### **Bungalows in the Sky**

Nouvel further challenges the conventions of residential apartment living, and introduces the concept of an elevated bungalow; each, with its own orientation, affords the same sense of privacy and exclusiveness up in the air as would a bungalow on the ground. Living in their spacious homes, residents will enjoy greenery and natural elements of air, wind, light and engendered views. In the Observatoire on the 26th and 27th floors, they will delight in the breathtaking views of the surrounding cityscape and an unobstructed city skyline.

### **Architecture with Personality**

Jean Nouvel has often cited the advice given to Diego Velázquez by his teacher, “The painting should extend beyond the frame.” Nouvel says, “This has marked me for life. It is one of my absolutely permanent desires.”

Inspired by the Rubik’s cube, Nouvel presents an opportunity to provoke confrontations of orientations, textures, lights and unlikely techniques, such that the Le Nouvel Ardmore maximizes the views and quality of its modular internal spaces.

Movable façades play on transparencies and light, using the façade grid and automated screens to create a symphony of infinite variations throughout the day.

Playing on different levels of views, transparency, and how this building is used by its residents, the façade will reflect the residents' lives within, varying with each day of the year, and every hour of the day. This allows residents the luxury of framing their specific views and control the flow of natural light into their living spaces, creating their own spatial ambience and quality.

In response to Nouvel's sophisticated design, award-winning French lighting designer Hervé Descottes of L'Observatoire illuminates the Le Nouvel Ardmore with a contemplative radiance that allows for internal reflection. The same pensive luminescence in turn communicates how individuals, within their private spaces, within the building, come together to comprise a harmonious whole.

This aesthetic urban paradigm is carried through the interiors of the showsuite with elegantly detailed spaces designed by Koichiro Ikebuchi of Atelier Ikebuchi, winner of Singapore President Design Award 2009.

Ikebuchi comments, "The Le Nouvel Ardmore is very pure architecture, it's pure grid and pure white. Yet its built-in spaces are quite complex and they provide, at another level, lavishness in the use of space. For the showsuite, I aimed at creating spaces to satisfy a luxury lifestyle while keeping to the core of Nouvel's original design intent."

### **Architecture is a Gift**

Of architecture, Jean Nouvel says, "When we build, it's for someone. Architecture is a gift." The Le Nouvel Ardmore is architecture that generates joy, architecture which celebrates life. For this development, the Pritzker Prize laureate has adapted what he has understood of homes in Singapore and their essence. Nouvel designs beautifully spacious and elegant residences with thoughtful facilities to readily offer every comfort that residents need to enjoy themselves in Singapore's tropical climate. It is architecture created with the environment in mind, and with the resident at the heart of it all.

### **The Joy of Living**

With Service Ambassadors on hand to offer an extensive suite of services, residents enjoy the pampering and luxury of attentive concierge assistance with daily activities including housekeeping and maintenance, travel ticketing and event planning. There is hardly a request too small or too specific in the Le Nouvel Ardmore.

From the individual, to the architecture, to the city, Le Nouvel Ardmore considers one within the context of another, creating an enigmatic expression of situation architecture by Jean Nouvel, satisfying the demands of excellence.