

TOP AWARD FOR UNIV360 PLACE

F3 Capital's Serdang South project raises the benchmark for green living



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- 1 F3 Capital has used a hybrid design that incorporates plants and materials peculiar to Malaysia's cultural scene.
- 2 The tree-filled surroundings evoke the feeling of a forest canopy.
- 3 The biophilic design reconnects the high-rise urbanites with nature.
- 4 Among the green features is an 18-storey vertically landscaped wall.
- 5 A panoramic view of UNIV360 Place.

IN the heart of Serdang South lies an extraordinary development that merges and elevates the concept of urban green.

Designed for first-time homebuyers and investors, UNIV360 Place by F3 Capital focusses on the key aspects of space utilisation, landscaping, architectural elements and avant garde master plan. The development offers studios and units with two or three rooms.

The well-crafted contemporary urban designs of UNIV360 Place complement the minimalist industrial ambience, making the residences stand out among the developments in the Seri Kembangan locality of Serdang.

The four-acre development offers a 58% green area which creates a pleasant and refreshing environment. The green areas include the mid-level and rooftop sky gardens, an 18-storey vertically landscaped wall and large vertical planter boxes, all of which embody the indigenous biophilic design concept.

The indigenous design incorporates the local characteristics of the neighbourhood and the environment,

while the biophilic design adopts multi-function green architecture features to reconnect the high-rise urbanites with nature.

To satisfy our longing for nature and "kampung living", F3 Capital has used a hybrid design that incorporates plants and materials peculiar to Malaysia's cultural scene.

Among the localised concepts in the design are padi fields that reflect kampung life and the *kaki lima* of traditional shophouses.

The tree-filled surroundings evoke the feeling of a forest canopy, while anyone going through the main gate will get a sense of visiting a tea plantation because of the shrubs at the entrance.

The elements of forest, water and beach are all presented in the podium grove, pool water cascade, swimming pool with pebble stones, and the naturalistic playground.

Residents will also be able to enjoy a water splash walk, sun-lounger, reflective pond, water jets, wading pool, yoga pavilion and more.

The minimalist design is reflected in the simple natural finishes that include galvanized steel mesh, pebbles and concrete.

Located within the established Serdang Jaya and Seri Serdang areas, UNIV360 is a short drive away from

Mines, University Putra Malaysia, Perdana Medical University and University Tenaga Nasional.

The proximity of major universities and colleges means the area has a large student population.

The neighbourhood is well served by public transportation and is accessible via several highways including KL-Seremban, Besraya and SKVE. There is also an upcoming MRT station for SSP Line 2.

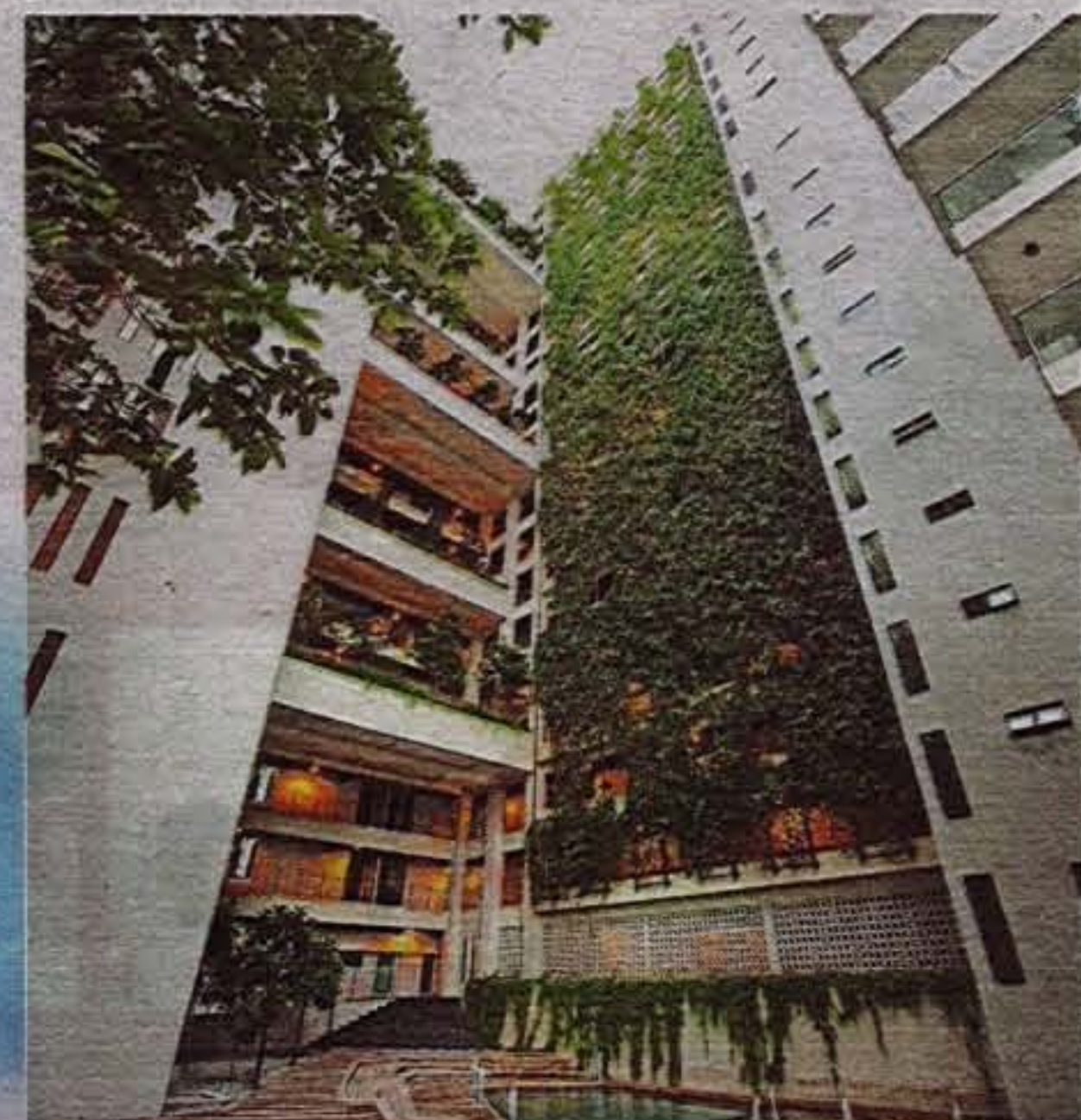
Poised to be one of the best-designed affordable projects in the Seri Kembangan and Serdang neighbourhood, this one-of-a-kind development recently grabbed the StarProperty.my Niche & Unique Honours Award.

This winner of PAM 2016 Commendation Award for Commercial High-Rise has also earned Project of the Year Award at the recently held Malaysia Landscape Architecture Awards (MLAA) 2016.

It is a well-deserved recognition for F3 Capital's effort in providing visionary homes that merge urban life with nature. ☺



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