







DESIGNED BY MASTERS,  
BUILT AS MASTERPIECES.

KL'S  
NEWEST  
GREEN  
COWORKING  
SPACE

03-  
03-  
© f  
© YTN  
©



# The Value of Trust



At YTL Land, our philosophy has always been centred on the growth, enrichment and prosperity of communities. In achieving this, we are conscious of the fact that such goals are only truly achieved when they are built on a foundation of credibility, reliability and a genuine desire to enhance lives.

In the prevailing environment of a global pandemic, trust is a commodity that is more crucial than ever. COVID-19 reminds us that a home is so much more than a roof over our heads; it is a place of shelter, security and comfort when a family needs it most.

Now we understand better the way we choose to live has a remarkable impact on our physical and mental wellbeing, as well as our sense of security. The trust we have earned from our customers over the years has been built on a track record of intuition, innovation, and success –

with an established understanding that an investment in a YTL Land property is an investment in your quality of life.

The energy behind every endeavour we embark on is always driven by a desire to enhance the lifestyle experience. We believe that we have been entrusted to provide exceptionally-designed spaces in embracing green environments so you can elevate the way you engage, interact and appreciate your living ecosystem.

As a developer, we believe the most enduring bond of trust is created when there is a wealth of benefits to be shared between those who create exceptional living opportunities and those who have the opportunity to live it.

As the world is poised for change in the post-pandemic era, our brand promise remains constant and more relevant than ever: to deliver quality, innovative and thoughtfully-designed properties to shelter and nurture loved ones for generations.

You can trust us when we say, it is simply in our DNA.

**Dato' Yeoh Seok Kian**  
*Managing Director*  
YTL Land & Development Berhad



# Sentul Works, *refreshingly exceptional*

Imagine starting your day with a genuine enthusiasm and desire to be at work. Such a sentiment might challenge the general consensus, but when your place of work is so exceptional it enables this unique perspective.

Why? Because you work amidst the lushness of open greenery, enveloped by the calming and

invigorating influence of nature, and within a well-crafted interior space that invites that exterior atmosphere into your day. Your environment isn't a dense cluster of towering buildings, but the spacious expanse of a rare green lung, conveniently close to the heart of the city.

Despite the rustic charm of immediate surroundings, your



office address is no log house in the woods. Instead, it is a stunning century-old building that not only retains the legacy of its colonial architecture, but also immaculately restored and updated to embrace a modern look, feel and purpose.

You look forward to going to work daily because you work at Sentul Works, a place that not only fulfils your desire to operate in a calming environment, but also a place that is conducive to creativity, innovation and inspiration.

Getting to work daily is a breeze. Its location in the vibrant Sentul West neighbourhood offers a number of easy highway accesses. However, you prefer an option that befits your company's environmental values, so you take advantage of the interconnected rail lines in the Klang Valley, with a choice of three train stations located a short walk away from your destination.

In fact, you enjoy that daily stroll along a tree-lined path to work, where the majesty of nature provides a welcome contrast to harsh urban surroundings and sets the right frame of mind for the day.

As you approach Sentul Works, you're appreciative of how its stately silhouette never gets old and you are proud of the image it renders to your organisation. The

historic brick structure blends elegantly with modern additions of glass and metal, cleverly capturing the past and present in timeless design.

As you enter the building, the contrast is immediately more pronounced as your attention is drawn to the cutting-edge design of the interior, announcing you've arrived at a contemporary and dynamic office setting. Clean, open and ergonomic spaces deliver a chic environment that is a perfect fit for progressive companies such as yours, while the overall fuss-free ambience compliments the building's serene surroundings.

A favourite feature is the double-volume central atrium, which adds a touch of grandeur to the space. A bridge connects first floor offices located on both sides of the atrium, which has been readapted to free-plan office spaces. Like you, many fellow tenants greatly appreciate the flexibility of free space to adapt and partition according to their business needs.

Above, two additional floors have been added on to the original structure, offering more useable space and state-of-the-art facilities to accommodate the future needs of businesses.

The rooftop glass balcony would be your preferred spot to start the day with a cup of coffee. From this perch, you can soak up



The eye-catching double-volume central atrium makes a grand statement, with connecting walkways that link both sides of the first floor.

energy from the fresh air and surrounding green view while contemplating your goals for the day. It is just one of many ways Sentul Works allows you to enjoy therapeutic time with nature.

In fact, your daily work routine is often punctuated by the positive influence of nature. Large windows beside your workstation bring calming verdant atmosphere into your space, and you can always step out into the verandas for a dose of sunshine and fresh air.

For a more engaging encounter, you can easily escape outdoors to enjoy instant gratification. You love the idea of working on your laptop under the shade of a tree, having a picnic-styled lunch with your team on the grass or simply taking a long walk around the expanse of the park to clear your mind whenever you need it.

If you're looking for a more vibrant atmosphere to entertain clients and guests, you can always leverage on the neighbouring Sentul Depot, a





Set amidst lush greenery, Sentul Works offers instant access to stress-free surroundings.

hotspot for F&B options and social gatherings. Beyond this, the surrounding urban vicinity of Sentul West and Sentul East not only expands your food and entertainment options, but also facilitates other day-to-day services and facilities that your business requires.

While Sentul Works' exceptional atmosphere is a key incentive for any company looking for a place to park its business, you know that your choice was also driven by the benefits of a location.

Firstly, being within iHubSentulPark, a MSC Malaysia Cybercentre immediately represents a host of high-speed broadband advantages and business incentives that help boost the impact and effectiveness of MSC-status

operations. Furthermore, the ease of connectivity to key business centres and important urban hubs around the Klang Valley is vital to propelling the future growth of your company.

With a KTM Komuter Station, two LRT Stations and two upcoming MRT Stations within your reach, you are just a few steps from KLCC and minutes away from KL Sentral. Access to an interconnected network of railway links also means you are linked to KL International Airport, which can be reached in under an hour.

A confluence of major highways also provides easy access to your office, including the Duta-Ulu Klang Expressway (DUKE), Segambut Link and Sentul Link. This too is a key advantage, as



clients and business partners are keen to come to your doorstep and enjoy the unique atmosphere your office provides. Needless to say, this not only serves to improve your business prospects, it elevates the profile and appeal of your company's brand.

Imagine ending each day with the satisfaction of knowing that you were successfully imaginative, productive and stress-free; and that's simply because your place of work and the place you go to find inspiration share the same address.

Sentul Works is not just a unique office address, it is a rare opportunity to completely rethink and reinvent the way you work in an environment that is dynamic, intriguing, convenient and refreshingly exceptional.

---

For more info, visit  
**[sentulworks.com.my](http://sentulworks.com.my)**  
or call **03-4041 0822**

An eclectic mix of old and new, the building blends timeless architecture with dynamic cutting-edge design to endow it with fresh modern purpose.







*What to potentially  
expect in the  
post-pandemic era*

---



Even as the dust begins to settle on the COVID-19 global crisis, the seismic impact of the pandemic continues to be measured across the globe. While economic activity slowly comes back into play, we are confronted with an altered landscape that compels us to come to terms with new norms.

Stringent measures that are still being employed in the post-Movement Control Order (MCO) period offer clues on how we are likely to move forward in the absence of a vaccine, or herd immunity, even if the threat is diffused to manageable levels.

Observers of the Malaysian property market, for example, offer some interesting insights. While considerable change is inevitable in certain subsectors, historical precedents on how the market performs following a major crisis provides some good news.

Like most around the globe, our market will have to come to grips with the fact that new social norms and regulations will govern the way we engage in business activities moving forward. From this perspective, a recent report by business design and innovation strategy firm Board of Innovation puts it best by stating that “The New Low Touch Economy” is here to stay.

Here are some key reactions and



changing trends we could see in the aftermath of the pandemic:

### **A lull before a rebound for homes**

According to research and analytics firm, MyProperty Data, history paints a promising picture about the resilience of the Malaysian housing market and its ability to weather a global crisis. In the years following the 1998 Asian financial crisis, the Nipah virus outbreak, SARS 2002, the 2008 global financial crisis and the H1N1 outbreak, the property market witnessed a surge in transaction volumes and values. This time around, the cause is a health crisis and not an economic one, putting us on better footing for a rebound.



Lack of construction and commercial activities during the MCO period created temporary inertia in the market, and it will take time to recover from this shock. However, the current environment of depressed prices, low interest rates and government incentives will create an enticing opportunity for home seekers who have managed to preserve their financial strength.

### **An expanded online experience**

COVID-19 has tested the viability and strength of e-commerce platforms in the most extensive way possible, and it has done well. As such, we can expect to see an expansion of online services, promotions and sales activity from the property sector in the future.

In the new low touch environment, conveniences such as virtual tours of property might become the preferred norm, while personalised engagement with sales personnel might take shape over video conferences and e-forms become a convenient way to fill in the paperwork.

### **The virtual future of the retail sector**

During the lockdown, shopping malls were reduced to ghost towns. Now crowds are gradually returning, but the Board of Innovation points out that there are still trust and hygiene issues

to overcome for retail centres to continue thriving.

As the trend moves towards online shopping, malls will need to get innovative to create a sensory experience that attracts lifestyle seekers, while at the same time offer a safe and sanitised environment for visitors. Many individual retailers are likely to shrink their physical presence at shopping centres and gravitate towards e-commerce platforms, while entertainment outlets and cinemas will probably have to reinvent their entire proposition.

### **Increasing the value of trust for hospitality and F&B**

Consumers and organisations have become more careful about the people, places and food they interact with. Hopefully, in-house dining does not become a thing of the past, but in the immediate future dining outlets will have to offer more spacious (and safe) settings and provide screenings at entry points. Also expect many outlets to be retrofitted to include home delivery services and offer regular updates on their health and hygiene records.

Meanwhile, the hospitality sector has been among the hardest hit by the crisis. With prolonged drop in international travel expected to last for awhile, social media researcher Zanroo says hotels will focus on a domestic



crowd for the foreseeable future. We might also see many hotels retrofit their interiors to improve social distancing for their customers and create a safer holiday environment.

### **Shrinking need for sprawling office space**

As the option to work from home becomes more prevalent, many companies are expected to reduce their space requirements to accommodate the new norm, where not everyone is required to be at the office five days a week. Already sprawling office properties are becoming a thing of the past, but in the post-pandemic era we can expect demand for mid- and small-sized office properties to increase significantly.

On the flip side, large working families may be looking for more spacious homes to accommodate their working needs alongside their lifestyle needs. The demand for dual-key units, for example, might be expanded to include those who need home-office space. Meanwhile, young professionals will gravitate towards SoHo units to optimise their work-life balance.

### **A fresh appreciation for green residential spaces**

The psychological impact of COVID-19 is expected to last for a generation. Even after the risk

has been neutralised, the phobia of a similar outbreak will likely last long after. As a result, we can expect a visible reduction in public engagements and herd social behaviour as we subconsciously attempt to keep our family safe.

Because of this there will be greater appreciation for open green spaces that are located close to the relative safety of our homes. Gated residential precincts that offer lush greenery and an opportunity to engage with nature will be the new luxury, allowing a freedom of lifestyle within familiar surroundings without unduly heightening the risk.





Months of restricted movement has given rise to fresh appreciation for open green spaces that are located close to, or within, the safety of our living and working environments.





# Warehouse 3 at *Sentul Depot* hosts first event

Sentul Depot, poised to be a prime lifestyle destination in Kuala Lumpur, continues to expand on its promise of hosting a multiplicity of events with the opening of Warehouse 3.

The newly rejuvenated wing of the historic building in Sentul West welcomed its first event earlier this year, inviting over 80 yoga enthusiasts to the 9,500sq. ft. fully air-conditioned venue.

Elevate Yoga, a community workshop organised by Elevate Events, attracted a passionate crowd of yoga practitioners and

it featured “The Queen of Handstands”, Marysia Do, who was specially flown in from the United States for the occasion.

As the official venue sponsor of Elevate Yoga, Sentul Depot chose to host it at the recently restored Warehouse 3, which provided the perfect environment for the event. Its spacious and comfortable floor span is enhanced by a 9.4-metre ceiling height which maintains the air of capaciousness of the venue.

Warehouse 3 is unique in that it is currently the only section in





Sentul Depot that provides in-built air-conditioning in a vast space, while other sections can certainly accommodate mobile units whenever needed.

The unique space, which can fit a capacity of approximately 300 people, also makes a great venue for fashion shows, especially since it can easily fit in a variety of dramatic and imaginative runway concepts.

In addition, the space provides an ideal choice for exhibitions, curated bazaars, product launches, seminars and media launches, among others.

The fact that the entire Sentul Depot vicinity is surrounded by natural greenery only serves to add allure and charm to any event hosted there, as guests will be enticed to seamlessly interact between indoor and outdoor spaces.

Sentul Depot is an integral part of YTL Land's masterplan for Sentul West. The former colonial-era railway engineering



hub is now being transformed into a premier lifestyle destination in the city, taking inspiration from famous heritage destinations such as New York's Meat Packing District and Xintiandi in Shanghai.

The vast 200,000sq. ft. site has been resculpted as an ideal venue for open markets, corporate functions, arts and fashion showcases and even concerts, while retaining every inch of its rustic charm. The near future will also see the addition of a dedicated area for F&B options to serve a regular stream of patrons.

Adding to Sentul Depot's appeal is the fact that it is conveniently accessible because of its proximity to LRT, KTM and upcoming MRT lines as well as major highways.

---

For more info, visit  
**[sentuldepot.com.my](http://sentuldepot.com.my)**  
 or call **03-4041 0822**





## **CONTACT US**

**Sentul Sales Office**

**Lot 268, Jalan Strachan**

**Off Jalan Sultan Azlan Shah (Jalan Ipoh)**

**51100 Kuala Lumpur**

**T +603 2143 3000 / 4041 0822**

**F +603 4041 7655**

---

## **Published by**

**YTL LAND & DEVELOPMENT BERHAD (1116-M)**

**10th Floor, Yeoh Tiong Lay Plaza**

**55, Jalan Bukit Bintang**

**55100 Kuala Lumpur**

**T +603 2117 0088 | F +603 2143 3192**

**[www.ytl.land.com](http://www.ytl.land.com)**

All rights reserved. For internal and private circulation only. All copyright materials remain the property of YTL Land & Development Berhad. No part of this publication may be reproduced in any form or by any means without prior written permission of the Company. The content of this newsletter is of a general nature and does not constitute statements or representations of fact in any form or manner, and shall not be relied upon as such. The opinions and views, if any, expressed in this newsletter, are solely the contributor's and not the Company's. All illustrations for prospective projects are artistic impressions and are not to be taken as representation of fact. The Company accepts no responsibility for any loss which may arise from reliance on the information contained in this newsletter.