

# STEEL STORIES

Amazing Coated Steel by BlueScope

STEEL STORIES Feature

# 2018: THE YEAR IN REVIEW

*From shaping stunning designs to touching lives, BlueScope continues to make positive impact*

The year 2018 has brought many people from all walks of life into BlueScope's perimeter. We have made impact and we have definitely changed lives; as our products continue to shape new landmarks and contribute to the building industry.

So as we bid adieu to the year, we recall our delightful journey with everyone who came onboard; and ultimately navigated BlueScope towards a meaningful 2018!

## A YEAR OF DESIGN

Every BlueScope product excels in its own class, and COLORBOND® is no exception. That is why, these buildings are special, as they are the epitome of COLORBOND®'s exceptional qualities. Strong and beautiful, these buildings will serve people for many years to come.



*Design Village Outlet Mall is one of Penang's most popular shopping destinations – roofed by COLORBOND®*



*The Japanese-inspired Aeres Collection in Eco Ardence, Setia Alam – its unconventional roof uses COLORBOND®*



*KL Air Traffic Control Centre – modelled after the 'wau', celebrated in Designing For History, an initiative by BlueScope Malaysia to share the stories behind great architecture*



*Named after Malaysia's dive queen, the bright & purposeful Pandelega Rinong Aquatic Centre, Kuching was officially opened in 2018!*



From all of us at NS BlueScope Malaysia,  
**MERRY CHRISTMAS &  
HAPPY NEW YEAR!**

# A YEAR OF KNOWLEDGE

The building industry is a field that's highly-dependent on in-depth knowledge, technical know-how and the right product choices to create structures that are safe, functional and endures through time. As a pre-eminent player in this industry, BlueScope takes pride in constantly educating the community to ensure that their knowledge and expertise – particularly on BlueScope products – are up-to-date and relevant.

BlueScope was prominently featured in all key architectural events in 2018, supporting and training the industry as well as engaging and educating the community.

1. Supporting industrial education via co-sponsorship of the Steel Structures Symposium 2018 by MyCSI
2. Sharing industrial knowledge with the community @ DATUM, KL, July 2018
3. In partnership with KLAF and PAM to engage & educate the architectural community
4. Metal Roof Solution Seminar, jointly-organised by PAM, Swissma and BlueScope
5. TrueCore Technical & Product Training, organized specifically for IEM in March 2018



The COLORBOND® Booth at ARCHIDEX, July 2018



# A YEAR OF CONNECTION

Human connection has always been a key part of BlueScope's overall success. Beyond building a business connection, BlueScope hopes to create a lasting bond with its customers, business counterparts and leading players in the Malaysian steel industry.

In 2018, BlueScope organised two momentous gatherings; Bond Club Gathering and ZINCALUME® Golf Tournament & Dinner 2018 – both to exclusively reward loyalty, while at the same time, to provide a platform for professional networking among like-minded industry players.

1. ZINCALUME® Cup Golf Tournament & Dinner 2018 at Palm Garden Golf Club, Putrajaya
2. Exclusive members-only Bond Club Gathering at ZINC Restaurant, Kuching



# A YEAR OF FULFILLMENT

There is no end to BlueScope's contribution to society. Through the company's "Connecting through Action" programme, BlueScope continues to provide much needed buildings to various communities by rallying staff and business partners to contribute their time and hard work.

1. Semenyih Nursing Home re-roofing by DMI & Trifix (completed in August, 2018)
2. Independent funding for roofing material & installation for school compound (completed in November, 2018)
3. Quarantine room extension (IBS system) for PLC Nursing Home (on-going)
4. Re-structuring & re-roofing for Sekolah Kebangsaan Kapar's prayer room (in-planning)



Clearly, 2018 has been a positive year for NS BlueScope Malaysia. It was a year of excitement where many iconic architectures were brought to life using BlueScope products and many lives touched by the brand. BlueScope looks forward to continue building connections and empowering all communities in the coming year.

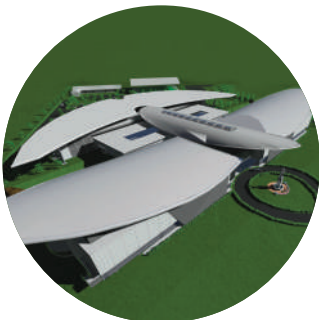
# BEAUTIES WITH PURPOSE: 4 Inspirational Coated Steel Architecture



## Design Village, Malaysia

*A Mall within Nature*

Surrounded by a lush 24-acre tropical garden, sheltered walkways and captivating jewel-inspired structures at every corner, Design Village in Penang is the biggest, and probably the most enchanting premium outlet mall in Malaysia.



## Kuala Lumpur Air Traffic Control Centre (KL ATCC), Malaysia

*Inspired by Malaysia's National Wau*

A fusion of modern and traditional – the sophisticated silver structure emerges amidst lush palm oil greenery in Sepang, Kuala Lumpur, visible even to air travellers from thousands of feet above ground.



## Eco Ardenne, Malaysia

*Of Exquisite Expression, Elegance & Urban Tranquility*

Elegantly luxurious – that is the visual impression exuded by this eco-themed, guarded, mixed-development township. It spans across 533 acres in Shah Alam, Selangor.



## Drew's House, Australia

*Inspired by Childhood Memories*

Inspired by artist Marian Drews' childhood memories of steel sugar mills, Drew's House features very distinct, soft cylindrical space and curved roofs. Located on a forested dune above the beach, this architecture appears most mystical when the night comes.

Smooth surface, sleek curves and sophisticated edges, COLORBOND® Steel has always been a material that architects and the building community can count on to breathe life to their designs and accentuate their ideas.

Beyond its vibrant colours and versatility, COLORBOND® Steel also proves to be a strong, enduring material, tested in the harshest weathers to last through time.

In this article, BlueScope Malaysia curates 4 architectures we found inspirational – 3 of which were proudly conceptualized and designed by Malaysian architects.

So, what were your personal favourites for Coated Steel Architecture in 2018? Whatever they may be, we hope 2019 will continue to inspire your designs and ideas – just as how we were inspired by these impressive architectures!