

STEEL STORIES

Amazing Coated Steel by BlueScope

May your
Christmas
be Colourful &
Happy New Year!

From all of us at
NS BlueScope Malaysia

STEEL STORIES Feature

twentyfive.7

A Vibrant Township, Made of Steel

From the construction of bridges to the first steel-framed buildings and skyscrapers in the western world, major use of steel in architectural construction dates all the way back to the 1880s. While steel played more of a functional role than an aesthetic one in its early days, today, steel is becoming an increasingly popular option when it comes to contemporary architecture and building modern homes.

twentyfive.7, a vibrant and modern township in Kota Kemuning, is a project that demonstrates the rising popularity of coated steel in Malaysia. Developed by Gamuda Land, the project incorporates COLORBOND® steel to build some of the most unusual residential homes – as it marries individualism, Scandinavian-influence and contemporary Malaysian lifestyle needs, all in one.

Unsurprisingly, the novelty of twentyfive.7 has earned it many industry accolades and it was even recently featured in The Edge and Sin Chew Daily. The original articles caught up with two key persons behind the project: Mr. Chu Wai Lune, General Manager of twentyfive.7 and Mr. Syamsul Annuar, Manager of the Product Development Unit in Gamuda Land.

Both gentlemen graciously shared their thoughts about the project and why COLORBOND® steel was the chosen material for such a challenging architectural design. In this issue of Steel Stories, we excerpt portions from those articles to offer you a glimpse of how COLORBOND® realised Gamuda Land's intended vision for twentyfive.7.

The beautiful
residential home of
twentyfive.7, built with
COLORBOND® steel

Multi-Façade, Multi-Faceted for A Vibrant Community

Located in Kota Kemuning, Shah Alam, twentyfive.7 is a gated-and-guarded town-within-a-town that stretches across 257 acres of land. Surrounded by lush greenery and ample calming lakes, it looks as if it were a scene from a modern neighbourhood pictured in a movie.

But what stands out in this beautifully-imagined setting is its residential units, which were launched in 2017. Designed to allow residents to connect with one another and their surroundings, the residential neighbourhood features unique designer link villas – a concept which has become an icon for twentyfive.7 and a face even, for people to recognise the development by.

"We wanted to create something different and with the multi-façade designs, we're also able to retain that feel of vibrancy," says Gamuda Land manager for product development, Syamsul Annuar.

Unique designer link villas – an icon for twentyfive.7



More Than Just A Beautiful Façade with COLORBOND® Steel

Building a township is more than just laying the bricks and mortar – it is about laying a foundation for its community to live, play and thrive in. Award-winning property developer Gamuda Land understands this, which is why twentyfive.7 has been thoughtfully conceptualised and planned, and brought to life with the best construction standards and quality.

One of the 'secrets' to creating architectural masterpieces that stand the test of time lies in material selection. For the twentyfive.7 project, COLORBOND® steel was chosen as the main material to bring the unique Scandinavian-inspired designer link villas to life.

Known to be strong, durable and versatile, COLORBOND® coated steel can be applied extensively; from roofing to walling, and in diverse architectural designs for commercial, industrial, and upmarket residential purposes.

That is why, COLORBOND® steel stands out as the preferred building material, says Chu Wai Lune, General Manager of twentyfive.7. **"It has the strength that we need and yet, is versatile enough to allow us to achieve our design intent with a modern touch that meets our vision of a vibrant township,"** he explains, pointing to the partial steel walls that create a flowing design from roof to wall of twentyfive.7's residential units.

This feature was built using Swissma Snapwelt and SANKO Grip Deck 3-Pan roofing profile, which were produced by Swissma Technologies Sdn. Bhd. utilising COLORBOND® steel. It was a choice that offered benefits much greater than cost-efficiency alone.

"Steel is a sustainable material that fits Gamuda Land's sustainability goals," says Chu. According to him, choosing steel was also a long-term investment for Gamuda Land, as it is a material that is recyclable and hence, naturally eco-loving. With COLORBOND®'s Thermatech technology, steel is also capable of delivering lower energy consumption and better heat reflectiveness, which translates to better comfort for occupants whilst minimising environmental impact.

On the other hand, Syamsul's reasons for using steel as the material of choice were more about the aesthetics – a criteria which is also important, if not imperative, for developments to stand out today: **"Steel roofs have a more modern style compared with traditional clay roofs,"** Syamsul points out, stating that steel was able to maintain timelessness for twentyfive.7 and perfectly-complemented the trendy Scandinavian design.

"The variable colours on the designer homes also help set them apart from other homes in the township, giving an air of individuality even among the link homes," he adds.

Apart from the residential units, COLORBOND® steel is also used for the mall, serviced apartments and office buildings within the twentyfive.7 township – proving once again that building with COLORBOND® steel is not just building for beauty and durability, but also for amazing useability and great architectural stories.

A vibrant community – guests and residents enjoying themselves at the Quayside Fiesta by twentyfive.7



Visit <https://www.nsbluescope.com/my/steel-for-modern-architecture/> to learn more about twentyfive.7, or bluescope.com.my for more info about COLORBOND® steel.

Special Highlight: **BUILDING BONDS THAT LAST**

At NS BlueScope Malaysia, we value the connection that we share with our business partners, associates and fellow customers for they are the pillars of our development and achievements. Recently, NS BlueScope Malaysia has once again successfully organised two major events – gathering everyone together to create fond memories, and further strengthen bonds.

From great tee-offs in the ZINCALUME® CUP 2019 to enjoying each other's companionship in AN EVENING WITH COLORBOND®, organised by BOND Club, we hope that these events left everyone with pleasant memories.



27 flights of golfers participated in BlueScope's annual ZINCALUME® CUP 2019



Mr. Koh Boon Hong,
NS BlueScope Malaysia's
Country President



ZINCALUME® CUP 2019 12 November 2019

Marking its 13th anniversary this year, ZINCALUME® CUP was held at the Kota Permai Golf & Country Club, Kota Kemuning. The tournament saw 27 flights of golfers, comprising of NS BlueScope Malaysia's business partners, customers and associates competing against each other. Besides encouraging healthy competition amongst our stakeholders, the golf tournament also provided a channel for key industry players from different fields to connect and network.

STEEL STORIES | Special Highlight



AN EVENING WITH COLORBOND® 12 December 2019

Held at GMBB Kuala Lumpur, the evening saw NS BlueScope Malaysia launching two new product additions: the first being COLORBOND® Matt, a new COLORBOND® variant; and the second – an extended warranty for the entire COLORBOND® product range against colour fading.

COLORBOND® Matt's unique matte properties now allow for more sophisticated design possibilities, and is intelligently designed to feature a gloss unit of less than 10 to reduce specular reflection. On the other hand, with COLORBOND®'s extended warranty – builders can enjoy an upgrade in coverage from 10 to 12 years.

NS BlueScope Malaysia's Country President, Mr. Koh Boon Hong was present to launch the new offerings, which was witnessed by over 90 attendees comprising of NS BlueScope Malaysia's key customers and architects.

Adding further value to the event was a sharing session about the Power of Design by AR. Dr. Tan Loke Mun, who is the Principal of Dr. Tan LM Architect, Director of ArchiCentre Sdn. Bhd., Founder and Director of DTLM Design Group and Director of Kuala Lumpur Architecture Festival (KLAF) 2019. AR. Dr. Tan shared his insights about the changing building industry, particularly in Malaysia.

The crowd was then presented with a scrumptious gourmet dinner prepared by Chef Nathalie of Nathalie's Gourmet Studio. As guests dined on her French-fusion delights, Vanessa & Her Secrets, a 3-piece jazz band serenaded the floor with their funky neo-soul style, making the evening all the more memorable.



+603 5022 1000



enquiries.malaysia@bluescope.com



bluescope.com.my



Colorbond Steel Malaysia