

For immediate release

NEWS RELEASE

**CapitaLand's latest residential developments win hearts  
on social media as the most Instagrammed condos in Singapore**  
*About 1,200 Instagrammers and homebuyers gather at  
Sky Habitat's completion party for Singapore's largest InstaMeet*

**Singapore, 1 August 2015** – To celebrate the successful completion of Sky Habitat, the iconic residential development that shapes the skyline of city-fringe living in Bishan, CapitaLand, together with its joint venture partners Mitsubishi Estate Asia and Shimizu Pte Ltd, today organised the largest Instagram Meeting (InstaMeet) in Singapore at the completion party held at the residential development. It was also the first InstaMeet to be organised by a real estate developer in Singapore. Including homebuyers and members of the Instagram communities, the event saw a large turnout of about 1,200 participants – outdoing the previous record of 350 Instagrammers for an InstaMeet – with about 600 photos posted on Instagram under the hashtag #skyhabitatparty that gathered about 18,000 likes within five hours.

Since 2013, CapitaLand has completed seven residential developments, including The Wharf Residence, Urban Resort Condominium, Urban Suites, The Interlace, d'Leedon, Sky Habitat and Bedok Residences. These developments have been gaining popularity on social media and garnered some 5,000 posts on Instagram collectively, making CapitaLand's residential developments the most Instagrammed private condominiums in Singapore. Based on hashtag searches on Instagram for condominiums completed in Singapore since 2013, The Interlace, d'Leedon and Sky Habitat are the top three most popular developments because of their strong architectural appeal.

Mr Lim Ming Yan, President & Group CEO of CapitaLand Limited, said: "Singaporeans are one of the most active social media consumers in the world. As a hugely popular platform for many young people in Singapore and around the region, we believe social media offers great opportunities for CapitaLand to connect with the community. We want to thank the Instagrammers for all the great posts on CapitaLand's latest residential offerings in Singapore, in particular the ones featuring The Interlace, d'Leedon and Sky Habitat. Their keen appreciation of these condominiums is a testament of CapitaLand's commitment in building vibrant, well-designed, safe and accessible developments which people can instantly recognise and relate to. When space, materials and good design are put together thoughtfully, they value add to the surroundings not only by enriching the cityscape and skyline, but also the life and experiences of the people who interact with these developments."

Given the strong affirmation received towards Sky Habitat's architectural design, Instagrammers celebrated its completion with homebuyers and participated in the InstaMeet

enthusiastically. From sky high bridges to landscaped gardens, the Instagrammers' creative inspiration was spontaneous. Taking the view from their lenses, the Instagrammers' photography skills and composition further reinforced the resplendent beauty of Sky Habitat – the humanistic concepts of community living, landscape, gardens and daylight offered by the development.

Mr Wen Khai Meng, CEO of CapitaLand Singapore Limited, said: "Located at the heart of Bishan and designed by world-renowned architect Moshe Safdie, Sky Habitat has shaped the future of city-fringe living with its dramatic architectural stepping form. As one of the most popular condominiums in Singapore on Instagram, it is heartening to know some Instagrammers have even taken it upon themselves to document the entire journey from construction to completion, and sharing the numerous posts with their many followers. This InstaMeet is a way of showing our appreciation by bringing them up close and personal with the development upon its completion. We hope homebuyers and the Instagrammers (as well as their over 430,000 followers) will get a deeper appreciation of the beauty and value of great architectural design."

Aside from the InstaMeet, homebuyers and Instagrammers also enjoyed a fun-filled celebration party and savoured local delights as well as engaged in activities such as terrarium workshop and caricature drawing. Homebuyers also had the opportunity to shop at booths of home solution providers, were entertained by a live band, balloon sculpture show, and had a chance to win a prize at the lucky draw.

The Instagram competition which required entries to follow @CapitaLand\_Inside Instagram account and include the hashtag #skyhabitatparty was popular with Instagrammers and homeowners, and attracted a total of about 600 entries within five hours. The top three most liked entries won up to S\$500 worth of CapitaVouchers.

Ms Deepa d/o P N Balji, a proud owner of a four-bedroom unit at Sky Habitat, said: "My husband and I bought a unit as it fulfilled all our criteria. Sky Habitat offers state-of-the-art facilities which meet the lifestyle needs of our family, including our two young children. It comes with an infinity pool on the 38<sup>th</sup> floor, and I enjoy retreating there with a book in hand, while enjoying the skyline views at the same time. It is also conveniently located near Junction 8, schools, the MRT station, and the Bishan-Ang Mo Kio Park where our family would always visit during the weekend. It also helps that I've been living in the Bishan estate my entire life and my parents stay nearby."

On the InstaMeet, she said: "CapitaLand organising this party is a great way for us to come together as fellow neighbours, know one another and build that community spirit. CapitaLand does stay true to its brand messages; when it builds buildings, it builds people too. Capturing these precious moments around this architectural beauty on Instagram has also been meaningful as you get to revive and share the beautiful memories with the community."

Mr Mohamed Herwin Bin Johari, the community manager of Explore Singapore, an influential Instagram community in Singapore which supported the InstaMeet, said: "This Instameet is an interesting opportunity for the public and the Instagrammers to have a closer look at one of the newest developments in Singapore. The building itself is a work of art and

since Instagram is a very visual platform, organising an InstaMeet at this residential property is very fitting.”

Sky Habitat features a three-dimensional matrix of homes with private terraces and common gardens, bringing about skyrise greenery and offering stunning views of the skyline. Exploring the balance of high-rise living with concepts of community and nature, the two stepping towers at the private residential development are linked by three sky bridges which offer spaces and facilities for recreational and leisure activities.

The condominium is a five-minute walk to the Bishan transportation hub comprising the bus interchange and MRT interchange station. With the Central Expressway a five-minute drive away, getting to the Central Business District or Orchard Road is also a breeze for the residents of Sky Habitat. The residential development is also near amenities such as Junction 8 shopping mall, Bishan-Ang Mo Kio Park, stadium, sports hall, community centre, public library, and reputable local and international schools. As at end June 2015, 372 units out of the 509-unit Sky Habitat have been sold.

#### **About CapitaLand Limited ([www.capitaland.com](http://www.capitaland.com))**

CapitaLand is one of Asia’s largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand’s listed real estate investment trusts are Ascott Residence Trust, CapitaLand Commercial Trust, CapitaLand Mall Trust, CapitaLand Retail China Trust and CapitaMalls Malaysia Trust.

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## **ANNEX: ABOUT SKY HABITAT (晴宇)**



### **The Best of Bishan – Experience Sky Habitat, A New Class of Homes**

Located in Bishan Central on Bishan Street 15, Sky Habitat comprises a total of 509 residential units spread over two 38-storey blocks. Designed by internationally-renowned architect Moshe Safdie, Sky Habitat explores the balance of high density living with humanistic concepts of community, landscape, gardens and daylight.

Breaking down the scale of typical singular tower residential developments, the community-based solution of Sky Habitat is a three-dimensional matrix of homes with private terraces and common gardens, bringing about skysrise greenery and offering stunning views of the skyline.

The two stepping towers are linked by three bridging sky gardens which offer spaces for recreational and leisure activities. Each sky bridge offers a different experience of the outdoors.

#### **Welcome to the Sky Life**

The sky bridge on the 14th level is designed with landscape features like ample-shaded outdoor seating that creates a contemplative environment, while the sky bridge on the 26th level promotes social interaction through features like playful landscape mounds. The sky bridge on the highest 38th level is designed around health and wellness amenities, including an infinity leisure pool that offers dramatic views of the surroundings. It is one of the tallest swimming pool in a condominium in Singapore.



Sky Habitat offers a full suite of recreational facilities including a 50-metre lap pool, leisure pools, children's pool, a play area, a tennis court, barbeque pits, karaoke rooms, a function room, a screening room and a gymnasium.

It has two basement car parks, a landscape deck and other ancillary facilities. The units range from 635 square feet to 3,671 square feet in size. The majority of the units come with outdoor spaces for their private gardens in the sky. Plants and trees are provided for the private gardens to encourage skyrise greenery within private units. Balconies swing in different directions on every floor to create higher outdoor spaces for sunlight and planting.



Besides the LEAF Award accorded by the National Parks Board (NParks), Sky Habitat has also received other awards such as the Green Mark Gold<sup>PLUS</sup> Award and the Universal Design Mark Gold Award by the Building & Construction Authority, as well as the Active, Beautiful and Clean Waters Certification by Singapore's national water agency, PUB.

#### **Unit Types – Limited edition of terrace units**

Sky Habitat offers a wide variety of homes to cater to different lifestyle needs. As at end June 2015, there are a total of 137 remaining units, which are made up of spacious units ranging from two-bedroom to four-bedroom terrace units with covered trellis. They are targeted mainly at big families who prefer spacious layouts that are conducive for multi-generational living, social gatherings and outdoor experiences.

<b>Unit Type</b>	<b>Area Range (Square feet)</b>
1 bedroom+study	646 - 958
2 bedroom	721 - 893
2 bedroom (patio/ terrace)	1,055 – 1,302
2 bedroom+study	872 – 1,055
2 bedroom+ study (patio/ terrace)	1,163 – 1,485
3 bedroom	1,216 – 1,249
3-bedroom (patio/ terrace)	1,399 – 1,894
4-bedroom	1,550 – 1,798
4-bedroom (patio/ terrace)	1,798 – 2,260
Penthouses	2,551 - 3,671

**Accessibility**

The condominium is a five-minute walk to the Bishan transportation hub comprising the Bishan bus interchange and Bishan MRT interchange station (North-South Line and Circle Line). In addition, with the Central Expressway a five-minute drive away, getting to the CBD or Orchard Road will be a breeze for the residents of Sky Habitat.

Next to the transportation hub sits the Junction 8 shopping mall with anchor tenants such as BHG, Best Denki, FairPrice Finest, Golden Village and Food Junction.

Sky Habitat residents can enjoy the nearby 62-hectare Bishan-Ang Mo Kio Park which has undergone a \$76 million makeover. It now has three new playgrounds, a new fast food outlet, a riverside gallery for outdoor performances, six event lawns for community events, and businesses such as a spa, two health centres and a café.

Sky Habitat is close to reputable local and international schools like Raffles Institution, Catholic High School, the Australian International School and Stamford American International School. Public amenities located a stone's throw away include the Bishan Stadium, Bishan Sports Hall & Recreation Centre, Bishan Community Club and Bishan Public Library.

**Developers**

Sky Habitat is jointly developed by CapitaLand Singapore (65%), Mitsubishi Estate Asia Pte. Ltd. (25%) and Shimizu Investment (Asia) Pte. Ltd. (10%).

**Lead Designer**

Moshe Safdie, Safdie Architects

**Project Architect**

DCA Architects Pte Ltd

**Tenure**

99-year leasehold with effect from 30 May 2011

**Site Area**

11,997 sqm (129,137 square feet)

**Temporary Occupation Permit date**

27 Apr 2015

**Awards**

- Asia Pacific Property Awards, Condominium, Singapore (International Property Awards, 2015)
- Landscape Excellence Assessment Framework Certification (National Parks Board, Singapore, 2014)
- Active, Beautiful and Clean Waters Certification (Public Utilities Board, Singapore, 2014)
- Universal Design Mark Gold Award (Building & Construction Authority, Singapore, 2013)
- Green Mark Gold<sup>Plus</sup> (Building & Construction Authority, Singapore, 2012)