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## DESIGN CAPITAL 21 COMPETITION IS NOW OPEN!



Design Capital 21 is an interior design competition for a new integrated mall.

The integrated mall intends to adopt as its conceptual design this theme: the world's famous capital cities from the five continents. Each floor must be representative of the continent by bringing to life the characteristics and identities of its capital cities.

1. America | New York, Vegas, New Orleans, Dallas, Washington, Havana, etc.
2. Europe | London, Paris, Rome, Amsterdam, Barcelona, Lisbon, Berlin, St. Petersburg, etc.
3. Australia/Oceania | Wellington, Sydney, Melbourne, Christchurch, Gold Coast, etc.
4. Asia | Singapore, Bali, Beijing, Shanghai, Hong Kong, Bangkok, Seoul, Tokyo, Macau, etc.
5. Middle-East/Africa | Cairo, Cape Town, Johannesburg, Istanbul, Dubai, Morocco, etc.

Design Capital 21 is seeking the best of ideas from all over the world to make this vision a reality. Thus, the competition is open to licensed architects and professional interior designers in their jurisdictions worldwide, to both individual and team entrants.

Competition timeline: 15 January to 31 March 2016

Prizes: There shall be one winner for each of the 5 floors. Each winner will win prize money of USD10,000.

Capital 21 is currently being developed by Capital City Property Sdn. Bhd. It is part of a massive integrated development located on Lot 1132, Jalan Tampoi, Kawasan Perindustrian Tampoi, Johor Bahru, Malaysia. Measuring 14 acres, it comprises a 32-storey international hotel with 315 rooms, a 32-storey tower with 630 units of serviced suites, and three 29-storey towers of serviced apartments with a total of 690 units, which sit on top of a six-storey retail podium (Capital 21) with a multi-storey car park.

Siow Chien Fu, director at Capital City Property Sdn. Bhd., commented, "Capital City aims to create a place of wonder with retail as the key focus, one where the interior brings to life the unique cultural and lifestyle characteristics that symbolise the key capital cities around the world. With BCI Asia as the appointed organiser of this competition, I'm excited to see the ideas that will come in to create an iconic landmark."

### International Jurors

An international panel of jurors has been invited to judge the entries: Elim Chew (Singapore); Thomas Chung (Hong Kong); Martin Duplantier (France); Rodrigo Marcondes Ferraz (Brazil); Craig Menzies (South Africa); and Kuldej Sinthawananong (Thailand). For full profiles of the jurors, please visit [www.designcapital21.com/index.cfm/jury/](http://www.designcapital21.com/index.cfm/jury/).

Elim Chew, founder and president of 77th Street (S) Pte Ltd, noted, "Retail branding/design is getting increasingly competitive—Design Capital 21 is a creative platform to get ideas from designers around the world and it has the real potential to make the mall stand out. Entries with distinctive qualities will strike a chord with the public and go beyond consumer expectations, leaving a lasting impression with their quality and innovation."



Craig Menzies, director at Benoy, remarked, "Placemaking is vital in design and this competition will put designers to the test as they try to capture the cultural, social and environmental nuances of these cities around the world. This is a true challenge; one that will be hard to get right. I'm looking forward to seeing how each of the entrants bring his/her own interpretation to the five destination floors."

Thomas Chung, an associate professor at the School of Architecture, The Chinese University of Hong Kong, added, "Any design nowadays should consider the issue of sustainability. Being Green is good for business and we must encourage ecological consumption globally. It's in our hands, every one of us. So let's start from here at Capital 21, where the world is gathered at our feet!"

Martin Duplantier, founder of MartinDuplantierArchitectes, applauded the initiative, "This is a unique opportunity to design retail spaces in a broad but elegant way. We expect out-of-the-box concepts for each floor, featuring an innovative approach to commercial centres."

"This competition has instilled in me the feeling that this is the right step to take as we look to the future of design. I look forward to incredible works from different designers with their diverse ideas of branding and retail spaces. It's not about winning or losing; I'd love to see how the new generation demonstrates their design values through this competition," said Kuldej Sinthawanarong, CEO and co-founder of JARKEN group of companies.

BCI Asia is the official organiser of Design Capital 21 for Capital City Property Sdn. Bhd.

For more information, please visit [www.designcapital21.com](http://www.designcapital21.com) or email [contact@designcapital21.com](mailto:contact@designcapital21.com).

#### ABOUT BCI ASIA



BCI Asia commenced operation in 1998. The company has been a pioneer for construction market transparency and enhanced project leads reporting since more than 15 years ago. BCI Asia is a member company of BCI Media Group, the leading provider of construction information in the Asia-Pacific region. Together with BCI Australia and BCI New Zealand, BCI Media Group covers the world's most dynamic construction market. We currently serve well over 7,000 leading companies in the construction sector in Australasia. BCI currently has offices in 10 countries including Australia, New Zealand, Thailand, Singapore, Malaysia, Myanmar, Indonesia, Philippines, Hong Kong and Vietnam. Besides providing project leads, BCI Asia has launched its Cross Media Division in 2010, creating marketing opportunities and quality content throughout publications and events.

In a nutshell, we lead members towards sales opportunities across Asia and drive construction market transparency.

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## ABOUT CAPITAL CITY PROPERTY & CAPITAL 21



Capital City Property Sdn. Bhd. was incorporated in Malaysia in 14 June 2013. The principal business of the company is in property development. An exciting project currently being undertaken by the company is the construction of a mixed commercial development on a 14-acre site located in the heart of Iskandar Malaysia.

The development will consist of:

- 1 six-storey podium shopping mall (Capital 21) with 1,602 retail units featuring a wide range of amenities such as ballroom, club house and a world museum with a 7-storey elevated car park
- A 32-storey international hotel with 315 rooms, managed by Hilton Worldwide (Tower A);
- 630 units of hotel-style serviced suites in a 32-storey tower (Tower B)
- 210 units of stylish residences in a 29-storey tower (Tower C)
- 210 units of stylish residences in a 29-storey tower (Tower D)
- 270 units of stylish residences in a 29-storey tower (Tower E)

Successfully launched as Capital 21 on 28 December 2013 with sales of over 65% of the units offered, the shopping mall intends to adopt the theme of “the world’s famous capital cities from the 5 continents” as its conceptual design.

### Awards Received by Capital City in 2014 & 2015:

- Best Mixed-Use Development Malaysia in 2014-2015 by Asia Pacific Property Awards Development in association with Maybank.
- Highly Commended Commercial High Rise Development Malaysia in 2014-2015 by Asia Pacific Property Award Development in association with Maybank.

**Design Capital 21 is presented by the following Platinum Sponsors:**



The competition is supported by the media and industry associations such as the following:

