

# Seri Austin *Launches* FIRST Iskandar Malaysia *Adopt-A-Park Programme* *& Riders Point*



Seri Austin launched the first Iskandar Malaysia Adopt-A-Park program on 13 August 2016. The project initiated by Iskandar Region Development Authority (IRDA) brings together collaboration between Johor Bahru City Council (MBJB) and the developer to preserve, beautify and maintain of the town park after handing over the town park to the authority body.

More than 300 people cycled an 8 km route to the Seri Austin Park 1 to witness the officiation ceremony at the 1.93 acre park by YB Datuk Haji Ayub bin Rahman, State EXCO for Health and Environment.

“This Adopt-A-Park Program is a smart partnership between the local authority, corporate body and communities to raise the quality of living by keeping the town parks in Iskandar Malaysia equipped and well maintained with facilities of international standards.” said Ayub in his speech.

Attendees also witnessed the exchange of memorandum between Tuan Haji A. Rahim Bin Hj. Nin, Mayor of MBJB and Mr KK Wong, Chief Executive Officer of DVSB. The park has been officially adopted by DVSB for two years.

During his welcome speech, KK Wong said “We hope to become a role model township in Iskandar Malaysia and hope others will follow our footsteps by participating in Adopt-A-Park Program to continuously promote a Healthy Green City.”

In the same event, Seri Austin also launched Iskandar Malaysia's First Riders Point whereby it serves as one of cyclist's facilities to promote a healthy lifestyle.

“Cyclists are welcomed to use Riders Point to rest and gather when cycling in Seri Austin Township. The 8 km of bicycle lane around the township is well designed with proper signage, and integrated within the road network and is definitely safe.” added KK Wong.



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## Editor's Note

It's been an awesome third quarter of the year for us all. July marked our 11th anniversary with the opening for registration of ASTER 2, Double-Storey Semi-D. Over 200 guests including employees, clients and friends enjoyed food and variety of performances.

Apart from that, UMLand Seri Austin marked another milestone in its journey towards increasing public awareness on having a healthy lifestyle and in conjunction with Iskandar Malaysia's low-carbon society initiative, the first 'Riders Point' and Adopt-A-Park programme was launched in August.

We were also recently clinched the Best Landscape Architectural Design through our project, D'Lagoon – Development by the Lake at the South East Asia Property Awards (Malaysia) 2016.

These are only some of the articles featured in this issue. The journey so far has been tons of fun, and there is so much more to come!

*Rose*



16 July 2016

## Celebrating 11 years of Excellence in Seri Austin Township

It gave the residents of Seri Austin Township much joy and pride to come together to celebrate the township's 11th anniversary at the Seri Austin Gallery. The township's celebration was officiated by YB Khoo Soo Seang, Member of Parliament (Tebrau), Mr Dennis Ng, UMLand Executive Director and Ms Tan Siew Peng, UMLand Assistant Director of Finance, Southern Region.

Mr Dennis welcomed guests and expressed gratitude for all the cooperation and support given throughout the eleven years of Seri Austin development. Guests were entertained by a variety of performances, including Magic Show, Traditional Chinese Drum Performance, Cultural Dances and Live Band.

In conjunction with the celebration, 84 units of ASTER 2 – Double Storey Semi-Detached was launched. Located at Seri Austin Hills, the Aster 2 project comprises two types of Luxury 2-Storey Semi-D houses with modern contemporary design.



## Seri Austin Riders Point Served Riders Pedalling with Purpose

In any cycling event, one of the attractions has always been the rest stop. About 120 riders took a break from pedalling at Seri Austin Riders Point, formerly known as Riders Corner, in a cycling charity event. The event was organised by the Junior Chamber International JB Entrepreneur Malaysia (JCIJBE) to raise funds for charitable organisations. At the Seri Austin Riders Point, riders can stretch their legs, sit in the shade and rest while enjoying drinks and snacks served.



23 July 2016

# UMLand Group Southern

## Welcomes Over 500 Guests

### at Hari Raya Open House

28 July 2016

In celebration of the holy month, UMLand Group held its Hari Raya Aidilfitri open house, welcoming authorities, clients, guests and the media at the Grand Ballroom of Holiday Villa Hotel, Johor Bahru.

The event provided an excellent opportunity for UMLand Southern staffs to connect and mingle while celebrating Hari Raya in a warm and friendly atmosphere with scrumptious delicacies.

All Southern Heads of Subsidiaries played great hosts of the event. Several UMLand board members were also present, including Group Managing Director, Mr Dennis Ng.



## Seri Austin Hosts Visitors from Korea

6 September 2016

A delegation from the National IT Promotion Agency (NIPA) of the Republic of Korea recently visited the Seri Austin Township. NIPA is the consultant for Iskandar Regional Development Authority (IRDA) to establish the Smart City Iskandar Malaysia guidelines and recognition programme studies. Both Seri Austin and NIPA exchanged ideas on sustainable Smart Healthy City initiatives.

# UMLand *Bags* 3 Awards at South East Asia Property Awards (Malaysia) 2016



Seri Austin couldn't be prouder when they were awarded the Best Landscape Architectural Design and Best Mid-Range Condo Development (South Malaysia) for D'Lagoon project, a development by the lake, at the South East Asia Property Awards (Malaysia) held at the Intercontinental Hotel, Ampang. UMLand was also given acknowledgement in a new category this year, Special Recognition in Sustainable Development, for its continuous exemplary track record and forward-looking vision in sustainability.

Known to be one of the most prestigious events, South East Asia Property Awards (Malaysia) 2016 was attended by over 350 guests, including Guest of Honour Yang Amat Mulia Tunku Seri Menanti Tunku Ali Redhaudin Ibni Tuanku Muhriz, chairman of PropertyGuru Malaysia, and VIP guest Yang Berhormat Datuk Chua Tee Yong, the Deputy Minister of the Ministry of International Trade and Industry.

"We are happy to receive such honourable awards for Best Landscape Architectural Design, Best Mid-Range Condo Development and Special Recognition in Sustainable Development. This proves the confidence in UMLand's vision as a property developer of distinction and our mission to create quality lifestyles and communities," said Mr KK Wong, the Chief Executive Officer of Dynasty View Sdn Bhd.

## Seri Austin *Cares* for Your Vision

As part of Seri Austin's initiatives on promoting a healthy lifestyle, a free eye screening session was successfully held at Seri Austin Gallery by the Department of Ophthalmology, Sultan Ismail Hospital, Johor Bahru. In the same event, a health talk was conducted to raise awareness of eye care among the public and staffs.



# UMLand Seri Austin *Named* CSR Icon of The Year

At the recently held 5th Asia Pacific CSR Awards 2016 in One City Hotel, Kuala Lumpur, UMLand Seri Austin was awarded the CSR Icon of the Year award. This award recognises an outstanding individual's or group's commitments and contributions towards the community welfare.



## DVSB-Media Bowling Challenge 2016



UMLand Seri Austin once again organised the DVSB-Media Bowling Challenge at Daiman Bowl, Johor Jaya, Johor Bahru. This event is held annually to strengthen connections between the company and local media.

10 local media agencies participated in the challenge including iProperty, Harian Metro, China Press, Utusan Malaysia, Johor FM and Oriental Daily compete with 10 teams of Seri Austin.

The Champion for the challenge was BHSB team from Berita Harian and Ada Chan team from Johor FM dominated the second place. For the high score category, Mr Dave from Ada Chan team won the men's category while Ms Sheila from The Iskandarian team conquered the ladies category.



Congratulations and thank you to all participants for the support which make the event successful. Seri Austin looks forward to meeting you next year.

# BALANCING FENG SHUI AND INTERIOR DESIGN

If you ask around if someone in Malaysia knows Feng Shui, it is likely that one has heard of it if not known a bit more about it or someone else who has consulted a Feng Shui master before. The practice of Feng Shui has gathered more attention and followers than ever as more and more Feng Shui experts have made themselves accessible by conducting seminars or sharing their expertise in television programmes. However, to truly understand Feng Shui and its use, we have to go back to its roots.

Originating from rural parts in China where farmers had to try to understand nature to give them the best chance of successful crops, Feng Shui is now widely practiced all over the world and in many different fields including business, politics and, most popularly, interior design.

While the combination of the Eastern philosophy and interior design (ID) has been around for some time now, it is only recently that it has been more widely accepted and taken more seriously in Malaysia. On the surface, Feng Shui and ID seem to go hand in hand as both are related to the interiors and arrangement of objects. In practice, balancing both aspects is not as easy as one might think.

Many practitioners often disregard the functional and aesthetic aspects when applying Feng Shui in a house. Sometimes, it is hard to achieve the best of both aspects and thus compromises have to be done. For example, a round dining table may be more favourable for good Feng Shui but some dining spaces may not have room for a perfectly round table. Therefore, we have to see what the next best shape is, be it an oval or rectangle.

Contrary to popular belief that Feng Shui is mystical philosophy or mumbo-jumbo, there's actually much more science involved than many would think. The real essence of Feng Shui is not bound by religion or superstitions. It is a study about energy, force or otherwise more commonly known in Chinese as Qi, or Yin and Yang. The aim of Feng Shui is to create harmony between the bipolarity of the energy and tapping into the positive energy.

We were a little curious about the study of energy, so we did a little research. Such a study actually leans towards a niche area of science known as Quantum Physics. Yet for the most part, Feng Shui is still seen as a taboo topic in Malaysia or as only relevant to those of Chinese descent. In reality, there's been a rise in demand of Feng Shui consultation. Five years ago, only those aged 40 and above showed interest in Feng Shui, but lately, younger people, especially those who have just bought their first home, are interested in applying Feng Shui to their interior designs.

On whether it is still something only the Chinese believe in, there are actually more and more non-Chinese who are opening up to and accepting Feng Shui bit by bit, in subtle ways. While there is no doubt that it is still mostly practiced by the Chinese community, but this is only because it originated from China.

For skeptics out there, maybe it's worth knowing more about it before tossing it into the back seat. But beware, due to its hard-to-explain nature, Feng Shui has been twisted and skewed by many so-called experts, sometimes turning it into a religious and mythical obsession. Just be sure you're looking at Feng Shui and not magic.

By, Master Paw

## TIPS FOR INDOOR GARDEN



Plants bring life and color into the home and require little in the way of maintenance. Follow these simple tips and your plants should thrive.

### Position plants carefully

Look for the best place in the house for each plant, and don't be afraid to try different locations until you find the best spot.

### Re-create a forest floor

If a room seems too dark to sustain a healthy plant, don't be fooled. Most indoor plants originate in tropical and subtropical regions, in

particular equatorial forests, and they thrive in dim environments and filtered light. The ideal spot is in front of a large window facing east or west, filtered if necessary through a net scrim curtain.

### Sun-lovers face north

If you have a plant that thrives on lots of sun, place it on a windowsill facing north or north-east. Check soil moisture levels regularly and inspect the leaves to check they are not being burned. At the slightest sign of withering, move the plant towards the middle of the room.

### Plants like to be misted

Most indoor plants benefit from an occasional misting of water. Make sure the water is at room temperature and use an atomizer or spray bottle. Misting is particularly beneficial if you live in a centrally heated or air-conditioned house as the air can become very dry.



### Apply some fertilizer

Feed your plants with small amounts of fertilizer. The fastest and simplest solution is complete liquid fertilizer in the recommended dose, usually every two to four weeks.

### Use ice cubes

An efficient way to water your plants directly at a steady rate is to use ice cubes. Put a couple on top of the pot soil and leave them to melt.



# Events & Activities

10  
SEPT

## "Empowering Indian Towards Education" Event



11  
AUG

## REHDA Johor Fellowship Dinner



17  
SEPT

## 4th International Invitation of 24 Festive Drums 2016



### Tips & Tricks

## What Does the Colour of Your Main Door Says



Go for a rich, dark wood for your front door to make a statement. Pairing it with a soft grey exterior paint looks wonderful too.



Front door with dark colour door give even the most humble entrance a sophisticated experience.



A cheerful colour can illuminate your front porch. Yellow front door grey house.



Your front door is a place to greet visitors, welcome friends and invite outsiders in.



The best front door paint colours with matching plants in a pot.



An updated front entry makes a welcoming first impression.



**1<sup>st</sup> High Speed Broadband Township In Johor**



**1<sup>st</sup> Effective Microorganism (EM) Enabled In Johor**



**1<sup>st</sup> Designated Bicycle Lanes In Johor**



**Healthy Open Townpark With Amenities**

# SERI AUSTIN

*The 1st Smart Healthy City & Communities township in Iskandar Malaysia*

We take pride in delivering high quality homes with attainable prices for you and your family in communities where you are proud to live in. In fact, we go beyond building houses; we build lifestyles -

**“Simply Better Lifestyle”.**

The unique settings of Seri Austin offers a sustainable healthy lifestyle amidst serenity of greens along with a tranquil office environment conducive for work productivity and well-being.

## UPCOMING EVENTS

<b>OCTOBER</b>	14-15 October 2016	<b>Property Fair at JBCC</b>
<b>NOVEMBER</b>	19 November 2016	<b>Launching of Aster II Semi Detached</b>
<b>DECEMBER</b>	2-4 December 2016	<b>2<sup>nd</sup> MAPEX 2016 at Persada Johor International Convention Centre</b>