



Exceptional living: twentyfive.7's avant-garde design reflects its desire to create a vibrant community.

PLACE-MAKING FOR A VIBRANT TOWN

Unparalleled Quayside living and dynamic amenities await at twentyfive.7

A NEW gem will be gracing the city skyline and it is poised to elevate the landscape of the Kota Kemuning township to new heights. Aptly named twentyfive.7, the town's avant-garde design reflects its desire to create a vibrant community.

The latest project by Gamuda Land, its features include lively retail and commercial Quayside with community spaces and multi-facade homes that steer away from conventional cookie-cutter designs.

"When planning twentyfive.7, we brought all the key places – work, play, home, shop and dine – and put them near the water to create a centre of attraction where there will always be lots of energy.

"The Quayside will have a mix of retail, entertainment and dining options for our residents and visitors. It will be abuzz with activities when we put together an estimated 110 retail outlets spread over a net lettable area of 300,000sq ft with 1,500 car park bays," says twentyfive.7 general manager Aw Sei Cheh.

"One of the key criteria for a successful town is place-making – creating a sense of place with unique qualities and characteristics that lend meaning to the community."

Gamuda Land understands good town-making delivered through strong master-planning, innovative placemaking and community building.

Whether it is townships or high-rise developments, Gamuda Land masterplans by harmoniously bringing together the key elements – architecture, landscapes, the streets laid out to encourage walking and biking as well as the right facilities and amenities placed at the "town square" for the community to gather.

All these elements are arranged with one important aim in mind – creating a personality for the place so that those who live there get a feel for it, want to be a part of it and are proud to share about it.

Already working to make the place a vibrant destination in the neighbourhood, twentyfive.7 recently introduced some key retailers which have expressed keen interest to be part of the vibrant Quayside,



Relaxing amidst nature: The Waterfront Promenade houses a variety of eateries with al-fresco dining along a scenic view of the lake.

namely Jaya Grocer, Tai Thong Group, MBO Cinemas and Mr DIY.

Filling in the vacuum for prime family entertainment outlets in Kota Kemuning, MBO Cinemas at twentyfive.7 will be the only cinema in the vicinity.

Upon completion, it will bring quality family entertainment to a population of about 800,000 within a 10km radius. Residents of twentyfive.7 will also be able to take a leisurely walk or cycle from their homes to the cinema.

"We are confident that twentyfive.7 will do well given Gamuda Land's track record in developing successful townships such as Kota Kemuning, Jade Hills and Valencia.

"We are also attracted to the vibrant concept and avant-garde design of twentyfive.7 which focuses on community interaction, creating good synergy with MBO's aim to bring world-class movie entertainment to families," said Ikmal Nizam, Director of Strategy and Growth at MBO Cinemas.

"MBO Cinemas intends to acquire about 45,000sq ft of space with nine halls and approximately 1,500 seats that will have ample leg room and seats with great ergonomic posture.

"MBO will explore new technology to provide the best cinematic

experiences to surrounding communities," says Ikmal.

Special features such as the 18m-wide screen, Dolby Atmos Sound System and state-of-the-art RGB Laser projector will provide unforgettable movie-viewing experiences.

In addition, the Premier Hall offers a more private viewing experience as patrons can indulge in the comfort of luxurious leather recliner sofa chairs at an affordable price.

Children can enjoy their favourite animated movies at the cinema, where they can have fun at the indoor playground and sit on bean bags or comfortable chaise lounge sofas, which are also ideal for the rest of the family.

Envisioned as a pulsating lifestyle zone in the town for community gatherings, the Quayside comprises the waterfront promenade, a market square, a designer district and an event plaza, plus anchor retailers.

The Waterfront Promenade houses a variety of food and beverages outlets with al-fresco dining coupled with a scenic view of the lake and abundant green landscaping.

The twentyfive.7 community can also revel in the Market Square, where local farmers' booths, organic products, artisanal cafes and bakeries, grocers and homemade trinkets can be found.



An experience to remember: As the only cinema in the vicinity, MBO Cinemas at twentyfive.7 will bring quality family entertainment to a population of about 800,000 within a 10km radius.

The Quayside also has an Event Plaza to host music, arts and cultural events to keep the energy and vibrancy of the place at a high level.

There is also the Designer District, a place for budding designers with options for smaller businesses.

Community and public spaces at twentyfive.7 are designed to encourage human interaction. A boardwalk

around the lake edge encourages walking and biking, while a cantilevered skydeck over the lake offers a panoramic view of the Quayside.

Surrounded by beautiful landscapes and artistic furniture pieces at public spaces, an unparalleled lifestyle awaits not only the twentyfive.7 community but its neighbouring residents too.