

Urban DNA to hold preview of The RuMa Hotel and Residences at Four Points-by Sheraton Sandakan

By JAMES LEONG
james@newsabahtimes.com.my

SANDAKAN: Urban DNA Sdn Bhd will hold a property preview of The RuMa Hotel and Residences at the Sepilok Meeting Room, Level 12 of Four Points by Sheraton Sandakan from 17 to 19 May.

The project is the first and only freehold bespoke luxury hotel and residences for sale in Kuala Lumpur City Centre which is developed by Urban DNA Sdn Bhd, a joint venture development company between Aseana Properties Limited (listed on the London Stock Exchange) and Ireka Corporation Berhad, a renowned Malaysian developer listed on the Kuala Lumpur Stock Exchange.

The RuMa is a collection of luxury residences and hotel suites with distinct yet subtle references to the Malaysian culture and heritage, infused into spaces that exude understated luxury and elegance, blending the properties of a contemporary urban space and its state-of-the-art amenities with the soothing subtleties and accents of a resort environment.

Managed by Urban Resort™ Concepts (URC), an internationally renowned luxury hotel operator, the 253-suite RuMa Hotel is designed with specially-crafted furnishing detail inspired by Malaysia's rich heritage background and contemporary DNA of the operator and developer.

"We are not looking to create a hotel that will be boxed in by the number of stars, but to create a unique experience," Lai Voon Hon, President/ CEO of Ireka Development Management Sdn Bhd explained.

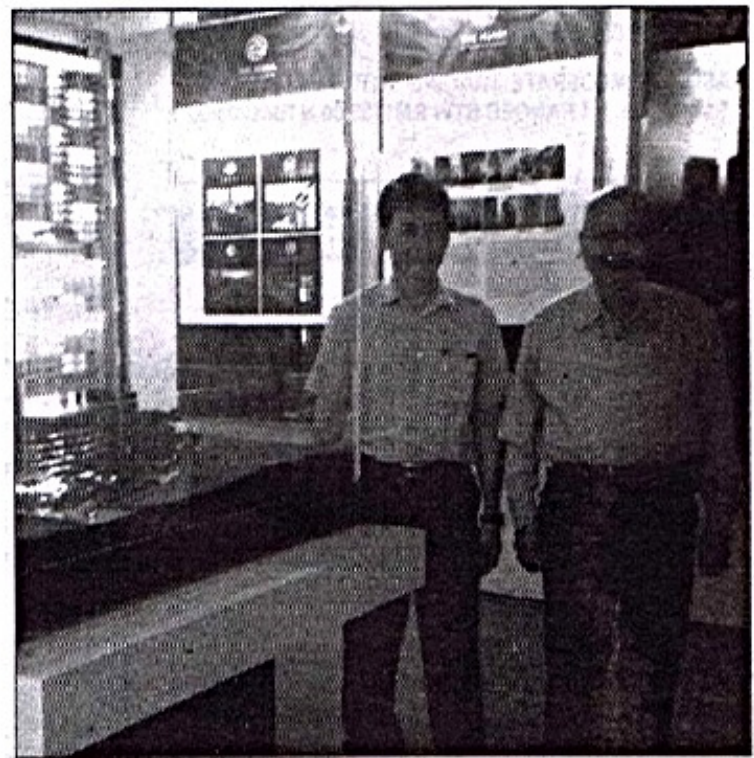
Now, an exciting opportunity presents itself to purchasers who wish to own an iconic luxury hotel in the heart of Kuala Lumpur City Centre. "The RuMa Hotel's leaseback arrangement allows one to acquire a hotel suite fully managed by the international award-winning URC, with an attractive guaranteed annual return of 6% for the first 5 years, with minimum fuss," said Lai.

The hotel suites are priced from RM2,800 per sq ft while prices for the residential units begin from RM1,900 per sq ft.

"Because The RuMa Hotel takes on the identity of

the locality it is found in, a lot more research is done both in terms of ambience, form and function, materials used and the food that is unique to Malaysia," Markus Engel, CEO of URC and one of its four co-founders said.

The RuMa Residences offers the best of both worlds between the up-tempo urbanity of downtown Kuala Lumpur and the peaceful serenity of Jalan Kia Peng, which is adjacent to the famous KLCC Park. It has 200 apartments offering a contemporary style of living, with state-of-the-art design and technology for unrivalled levels of comfort and style. Extensive entertainment and recreational facilities are laid out on Level 19, providing a resort-like retreat from the busy KL metropolis. Residents will be able to access selected hotel services, that being an added convenience to the residential components.



ICSD Ventures Sdn Bhd Senior Vice President for East Malaysia Chen Min Sang (left) and Consultant for Government Liaison and Public Affairs (East Malaysia) Thomas Lau with the project model.