

Winner of the Residential Category Award 2003

presented at the Malaysia Interior Design Awards 2003 (MIDA 2003) organized by the IPDM (Malaysian Institute of Interior Designers)

ZLG won the Malaysia Interior Design Awards (MIDA) 2003, Residential Category for i-ZEN@Kiara II's interior design



PEACEFUL: The living-room also has a special 'lanai' area for quiet contemplation



1. **DETAILED:** The flooring is laid out in different directions to denote different spaces
2. **UNIQUE:** The SoHo can be both a home office or an additional guest room
3. **COMPLETE:** The kitchen comes with built-ins



beauty of it in there only but it is not carried through to the rest of the building. "I've actually looked into every aspect. Attention has gone into everything, even the minutest of details. Even where you fix the sprinkler has been fully thought out."

This attention to detail is applied to the doorways, and extends to the unusual touch to the flooring, right down to the use of wallpaper as a piece of art.

Susanne brings our attention to the doorway: "Look at this. It's very detailed and the workmanship is very good. This wrap-around gap around the doorway is called the shadow gap and it's unique to our properties. It's quite difficult to do, so most of the houses you see these days will just have timber stuck on the top.

"This sort of meticulous detailing was quite the norm in the 1950s and 1960s as generally the standard of workmanship was better then given there were more skilled contractors around. The situation has changed now and people just want things done faster and cheaper. But they're not as nice."

Another thing that is quite interesting about i-Zen properties is the unique Type SoHo, the first of its kind in Kuala Lumpur. It introduces the concept of an almost self-contained home office.

It is IT-savvy and comes with a separate entrance, toilet and bath. Not only can you use it as a small office, but it is also flexible enough to be utilised as a guest room, ensuring a degree of privacy for both host and guest.

The discerning home buyer today is basically looking for a hassle-free purchase. They want something they can adapt to easily, and something that has lots of space possibilities. And this they can get with i-Zen.

The i-Zen lifestyle, according to Ireka's sales and marketing manager, suits those who are young, on-the-go and have discerning tastes. "We've also had parents buying units for their children as they feel they're a good investment and they meet younger people's lifestyles.

"It's actually about lifestyle these days. When you're living a fast-paced life, it's handy to have that extra help. With i-Zen units, you also get housekeeping services so you won't need to have a maid. You can opt for daily services, or even weekly — it's a lot like living in a hotel. And who doesn't like the feeling of living in a hotel?"

If you fancy the idea of having a hotel as your home, a one-bedroom studio suite that comes with a living-room, kitchenette, dining, et al., will set you back about RM235,000. The bigger units which Susanne showed us retail at RM600,000 and come with the unique SoHo.

Ireka will be developing more i-Zen units around Mont' Kiara as the people behind the company believe that this area is conducive for promoting the i-Zen lifestyle.

intanm@nstp.com.my



BRAIN BEHIND i-ZEN: Susanne Zeidler

i-Zen makes sense

"Not life, but good life, is to be chiefly valued." — Socrates
 "Paradise is where I am." — Voltaire

Walk into any of the i-Zen units and chances are, you'll get both the good life and something of a paradise.

The units exude a sense of comfort and modern elegance with their sleek and contemporary interior design. Spaces flow seamlessly into one another, creating a living environment that is not only utility-friendly but also aesthetically pleasing. It's not unlike walking into a four-star hotel.

i-Zen is actually the brand, and i-Zen@Kiara II, located in the heart of Mont' Kiara, is the first development for Regalmont, a subsidiary of Ireka Corporation Bhd, a 36-year-old company involved in construction.

Having studied the property market and looked into the range of developments available for consumers, the company decided to develop something that would be very different from what was already out there.

That's when the concept for i-Zen emerged.

All properties developed by Regalmont and carrying the i-Zen name will have five basic features — the 5S. Style, service, security, sophistication and soul will be captured and put into the property. From the design of the whole building right to the individual units.

According to Irene Tan, the sales and marketing

manager of Ireka Corporation, the concept was developed to make property purchase much easier. "It comes with a lot of built-ins and other conveniences, such as a fully air-conditioned interior, built-in designer wardrobes, kitchen cabinets, hob station, data points and many more. This essentially means that you don't really need to go out and source things yourself. It's all part of our standard features."

If you're worried that you won't be able to have any of your own "character" in the place, fret not. There is still a lot of space for you to play with. For a start, all the loose furniture you see in the show unit is not included in the package, so you can still have your Balinese décor if you want.

What Ireka has essentially provided is a little bit above the normal standard, at least where new properties are concerned. It's often the case that when you go into a new property, the place is bare. But with the i-Zen units, "you get a designer ceiling, attractive flooring... every detail is meticulously thought out by the designer," explains Irene.

Buyers also bypass the problem of grappling with various contractors and having to take time off from work to do this, or facing the shock of having to deal with a big capital outlay once they get their completed property three years later.

Oftentimes, you'll have to have at least one to two per cent of your purchase amount on standby just so you can fit out your unit. And that's not even the

furniture yet. With i-Zen, everything is built into the purchase price so buyers can just pay it all off progressively.

All i-Zen units contain the 5S, which is very prominent even as you walk through the whole development, not just the unit. And it's all down to Susanne Zeidler, 41, architect and designer of this particular project.

Trained in Germany and England, Susanne decided to come to Malaysia with her husband in 1993 as "... it was booming here, so we tried to set up our business. We started off working with other architects and eventually set up our own office in 1994. A whole load of projects then followed."

Ever fancied living in plush hotel-like comfort, and still call the place your own? With i-Zen@Kiara II, you can, thanks to architect and interior designer Susanne Zeidler, notes INTAN MAIZURA. Pictures by CHOO CHOY MAY