

**MEDIA RELEASE**

**Strong take up at One Holland Village Residences**

*Nearly one-third of the total number of units in the development sold*

*Close to 1,500 turn up at the public launch of One Holland Village Residences*

**Singapore, 1 December 2019** – One Holland Village, a mixed-use development by joint venture partners Far East Organization (远东机构), Sekisui House Limited (积水住宅株式会社) and Sino Group (信和集团), achieved strong sales at its residential launch. As at 6.00pm, 1 December 2019, 92 units out of its total 296 residential units have been sold.

As part of the larger mixed-use development known as One Holland Village, One Holland Village Residences comprises three distinct offerings – Sereen, thoughtfully designed apartments in a 34-storey tower, the low-rise Leven apartments inspired by the quaint walk-up flats of Chip Bee Gardens and Tiong Bahru, and Quincy Private Residences, an exclusive selection of luxury apartments with private lift access and concierge services.

Located at the heart of Holland Village in District 10, One Holland Village Residences appeals to urbanites who seek to be at the crossroads of local culture and cosmopolitan flair. They are excited to be in a modern development that co-exists seamlessly with a well-loved neighbourhood steeped in heritage and charm. It is also close to popular educational institutions, the growing One North business cluster and the famous Orchard Road shopping belt.

One of the purchasers this weekend, Ms Annabelle Au (区嘉恩), who is a legal professional, said, “We frequent this area and like the character and diverse culinary options here. We are drawn to Sereen’s efficient layout and thoughtful design. We also like the fact that the residential blocks are separated from the offices and shops by pockets of lush greenery and walkways. This ensures that the residences remain private and exclusive. Yet, we are still close to the amenities within this vibrant precinct.”

Ms Cheryl Huan (范丽贞), chief operating officer of Far East Organization's sales and leasing group (首席运营官, 房地产销售与租赁) said, “We are very encouraged by the strong response to One Holland Village Residences. The keen interest from homebuyers who hail from all parts of Singapore is a testament to the development’s broad appeal, and we can truly see how much people value the opportunity to live in one of Singapore’s most endearing and charming neighbourhoods.

Holland Village is a special place for many. Since the inception of the project, we have taken care to put forth a development that will preserve the unique character of Holland Village, which is characterised by quaint shophouses and streetscapes, an eclectic charm and a laidback ambience. At the same time, we do want to bring value to the larger precinct by introducing new-to-market retail brands and concepts, and bringing in a new demographic of commercial tenants.”

Sitting atop the Quincy House serviced residences, the 8 floors of Quincy Private Residences represent the development's most luxurious offering. Residents of Quincy Private Residences will enjoy 24-hour concierge access and a suite of services provided by Quincy House serviced residences. Many were also impressed by Leven's timeless charm, and bright and airy interiors that extend into the lush outdoor spaces.

The most popular units that have been taken up are the one- and two-bedroom apartments from Sreen. Ninety per cent of homebuyers are locals, with permanent residents and foreign buyers from countries such as South Korea, Norway and the United States of America. Just under half of the buyers live in the District 10 and 11 locales.

The average achieved price for Sreen is \$2,600 psf, \$2,900 psf for Leven and \$3,200 for the luxury Quincy Private Residences.

One Holland Village Residences is estimated to be completed by end-2024.

– End –

### **About One Holland Village**

One Holland Village is a mixed-use development by joint venture partners Far East Organization (“远东机构”), Sekisui House Limited (积水住宅株式会社) and Sino Group (信和集团). Through a curated selection of upscale homes, modern workplaces, retail, dining and community spaces, it is designed to offer connectivity, convenience and community at a trendy Holland Village address.

Taking inspiration from neighbourhoods like London's Shoreditch and Notting Hill, as well as West Village and Brooklyn in New York, One Holland Village embraces the precinct's unique character, eclectic charm and bohemian vibe, not easily replicated elsewhere.

On 30 November 2019, One Holland Village launched its residential component, One Holland Village Residences comprising three distinct types – Sreen, tranquil and thoughtfully-fitted apartments in a condominium tower, the low-rise, heritage-inspired Leven apartments, and Quincy Private Residences, an exclusive selection of luxury apartments with private lift that sits atop the Quincy House serviced residence in the uppermost eight levels. Quincy Private Residences' residents will enjoy 24-hour concierge access and a suite of services provided by Quincy House.

One Holland Village will also feature retail units and offices. To date, confirmed tenancy includes Cold Storage supermarket, Guardian Pharmacy, urban Japanese joint Kinki Restaurant + Bar and steakhouse Bedrock Bar & Grill. Art house cinema The Projector and not-for-profit arts organisation The Rice Company Limited have also committed to bring cultural entertainment programming to One Holland Village and the surrounding locale. Far East Organization will also inject an investment sum of S\$20 million to beautify One Holland Village through public art.

For more information, please visit <https://www.onehollandvillage.com.sg/>.

**For media queries, please contact:**

Michelle Lim  
Account Manager, Ogilvy

E: [michelle.lim@ogilvy.com](mailto:michelle.lim@ogilvy.com)

T: (65) 6417 3922

M: (65) 9457 5452

Shirley-Ann  
Senior Manager

E: [shirleyann@fareast.com.sg](mailto:shirleyann@fareast.com.sg)

T: (65) 6830 6273

M: (65) 9762 2848

Pamela Choo  
Manager

E: [pamelachoo@fareast.com.sg](mailto:pamelachoo@fareast.com.sg)

T: (65) 6830 6171

M: (65) 9030 4994

### **About Sekisui House Limited**

Sekisui House Limited is the largest leading housing company in Japan with involvement in a variety of real estate developments, from residential homes to the development of mixed-use properties and master-planned communities. Founded in 1960, the company has built a cumulative 2.4 million houses. Sekisui House, headquartered in Osaka, also has offices in Australia, China, Singapore and USA.

[Sekisuihouse.co.jp](http://Sekisuihouse.co.jp)

### **About Sino Group**

Sino Group is one of the leading property developers in Hong Kong with core business in developing residential, office, industrial and retail properties for sale and investment. The Group is also a major player in hotel investment and management, club management, property management, car park operations as well as environmental and security services. With a team of over 10,000 dedicated professionals, Sino Group strives to consistently deliver quality properties and services that surpass the expectations of customers.

[Sino.com](http://Sino.com)

### **About Far East Organization**

Far East Organization is a Christian Enterprise, which develops real estate and operates businesses by serving with grace, love, integrity and honesty. Established in 1960, Far East Organization is the largest private property developer in Singapore. The Organization develops, owns and manages a diverse spectrum of real estate products across the residential, hospitality, retail, commercial, medical and industrial space segments. Far East Organization is the winner of 11 FIABCI World Prix d'Excellence awards, the highest honour in international real estate.

[Fareast.com.sg](http://Fareast.com.sg)

Follow Far East Organization on social media:

Instagram: <https://www.instagram.com/fareastorganization/>

LinkedIn: <https://www.linkedin.com/company/fareastorganization/>