

## Sime Darby Property Reimagines the Future of Malaysian Homes Through ‘Concept Home 2030 Competition’

- Open architectural design ideas competition in partnership with Malaysian Institute of Architects to discover future home design concepts;
- Concept Home 2030 aims to reimagine sustainable building, living, & home ownership of the future through design, construction, technology & lifestyle; and to share the concept with the people today.

**ARA DAMANSARA, 25 AUGUST 2021** – Imagine the quintessential Malaysian terrace home. Now break the mould. Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is ready to reinvent the run-of-the-mill terrace homes to fit the future, with a complete overhaul from the inception of the idea, to how these houses are designed and built to suit homeowners’ every need.

2020 was the year homes became more important than ever as a global disruption changed the way we live. However, the mainstay of Malaysian homes, the terrace house, has barely changed over the decades. Sime Darby Property intends to seize the opportunity to envision life in the future by reimagining how we will live.

To make the vision a reality, Sime Darby Property is pleased to announce the ‘Concept Home 2030 Competition’ (“Competition”) in partnership with Malaysian Institute of Architects (“*Pertubuhan Akitek Malaysia*” or “PAM”). The Competition invites corporate architects registered with PAM to reimagine the potential Malaysian style of living in 2030 and articulate their vision of the future-ready terrace home by stepping outside the box to produce ideas that will truly make a dynamic shift in how we live, and for Sime Darby Property to bring the future to Malaysians.

It is not about merely designing a house with a green façade that is buildable tomorrow, participating architects are encouraged to push the boundaries with futuristic and inspirational ideas to disrupt the way we design, develop and build people-centric homes via construction tech, property tech and design tech for sustainable communities & townships of the future. From building materials and methods in the construction phase, to sustainable living features beyond the walls of the home, these envisioned terrace homes are premised on conceptual and advanced technology of a Concept Home.

The Concept Home should aim to have highly flexible space utilisation and customisable features to cater to multiple members to work and learn from home at any given time. The home should be expandable based on human needs and on modular fundamentals that truly redefine community, rather than just individual homes.

Sime Darby Property's Group Managing Director, Dato' Azmir Merican said, "The principles of 'form follows function', has served our society for generations. To shape the future of how we live, we must discover trailblazing ideas from visionaries of the built realm. The biggest challenge to solve for Malaysian terrace home designs today is for it to be built and function efficiently with versatile space which allows diverse functions and use. The future is calling for these ideas today.

We must respond to disruptions and concerns from the past few decades, especially ones related to climate change, home ownership, material scarcity, as well as evolving lifestyles. Through this Competition, we want to see the vision of tomorrow's homes inbuilt with sophisticated technology and features that can improve quality of life and enable more productivity".

The Competition encourages participants to address upcoming mega trends and future home predictions, while finding new ways of designing, building, and innovating homes to close the existing gaps in the market. Sime Darby Property's history in revolutionising home design and bringing new ideas before its time was conceptualised over a decade ago through its 'Idea House' - a 'carbon-neutral concept dwelling' for sustainable housing which was the first of such a concept in Southeast Asia. Elements from the Idea House concept have been adapted in its more recent residential home products, specifically in City of Elmina, Shah Alam.

Today, Sime Darby Property is taking this further and in search of disruptive concepts to build prototypes that will challenge the norm, adapt to ever-changing trends, reinvent the terrace home from all aspects of technology, sustainability, modularity and future lifestyles to say the least, and reimagine how these new home ideas fit into a future community.

"The peak is yet to come for the property industry, and our Concept Home 2030 vision will drive us towards bigger things to come. We are pleased to partner with PAM in this Competition, as well as open to collaborate with other market and technology players to bring best innovation and solutions to infuse future homes with technology and Artificial Intelligence for the home to be able to think for itself and its occupants. Join Sime Darby Property in a journey to the future as we develop the next

generation living experience and we urge the industry to accelerate innovation in developing future homes and townships of tomorrow, together”, said Dato’ Azmir.

PAM President, Datuk Ar. Ezumi Harzani bin Ismail said, “Through this design ideas competition, we expect to see innovative ideas that will change the future trend, bringing in new interactive technologies that allow people to communicate with their homes and houses that are responsive to the environment based on the needs and desires of Malaysian modern living”.

The Competition invites participation from architects registered with PAM, starting from 16 August 2021 and involve multiple stages before results are announced in January 2022. Entries will be judged by a distinguished panel of adjudicators consisting of Sime Darby Property and PAM representatives. The competition winner will win RM100,000 plus prospective commission of executing a virtual or physical showcase project with Sime Darby Property, while second and third placed winners will take home RM75,000 and RM50,000 respectively. Beyond the top three winners, the competition will also award two Honorary Mention prizes and a ‘People’s Choice Award’ in which public voting will be online for Malaysians to vote for their favourite submissions.

For more information on the competition and submission details, visit [www.pam.org.my](http://www.pam.org.my).

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#### **About Sime Darby Property Berhad**

Sime Darby Property is a leading property developer with a strong success rate of developing sustainable communities for over 48 years. With 24 active townships/developments, Sime Darby Property has a wide reach that encompasses assets and operations across the country. It marks its presence in the UK as part of a Malaysian consortium to develop the iconic Battersea Power Station Project in central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm Yayasan Sime Darby (YSD) actively roll out various initiatives to assist the underprivileged communities living within and nearby its townships nationwide. A multi award-winning property group with numerous international and local accolades, Sime Darby Property is the only Malaysian property developer to be rated by the Carbon Disclosure Project for carbon management and stakeholder engagement.

It is also the first Malaysian property developer to be awarded the International FIABCI Prix d’Excellence Awards twice for its Subang Jaya and UEP Subang Jaya townships. The company bagged its 10th consecutive Gold at the Putra Brand Awards 2019 and its 9th Top 10 Developers Awards at the BCI Asia 2020. Sime Darby Property has also been recognised as among the top developers in Malaysia in the annual The Edge Top Property Developers Awards, a recognition which the company consistently receives since 2009.

For more information, log on to [www.simedarbyproperty.com](http://www.simedarbyproperty.com).

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