

Work on iconic condo begins

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An artist's impression of the Novum project in south Bangsar.

THE construction work for Eupe Corp Bhd's Novum condominium project has started and is scheduled for completion in 2019.

Eupe's Corp Bhd marketing head Datin Michelle Gan said piling work for the project had commenced, with major construction work scheduled to begin mid-year.

"The iconic architecture and innovative lifestyle concept of Novum is the reason why the recent launch in Kuala Lumpur attracted strong crowds.

"It was an overwhelming turnout. It was great to hear such strong and positive feedback to what we are offering.

"Several hundred people attended the launch to see why the architecture and concept will redefine one of Kuala Lumpur's most sought-after precincts," she said.

Gan said Eupe's ambition was to set new standards in property development in Malaysia's capital.

"We have taken a big step forward with the launch of our first major residential project in Kuala Lumpur."

When completed in 2019, Novum will comprise 729 condominiums in three towers of up to 40 storeys.

The project is being developed in conjunction with Asthetik Property Group.

She said Novum's South Bangsar location will be close to major transport routes, shopping centres and conveniences, as well as the heart of the city.

"The project is also a freehold investment opportunity, giving buyers a permanent piece of this exclusive precinct."

The key features of Novum include a private celebrity kitchen to cook and entertain friends and family, a sophisticated business centre with high-speed internet connectivity to work and study, and a wide range of lifestyle spaces to pursue fitness and wellbeing needs, and a New Digital Life (NDL) app exclusive to Novum residents with digital connectivity features to make life as easy and convenient as possible.

Eupe began operations in 1986 and has since built more than 20,000 homes in Kedah and mainland Penang, ranging from affordable housing to premium homes.

Besides Novum, Eupe is now planning The Weave project in Cheras.

The name Eupe comes from the combination of two letters 'U' and 'P'.

This was the name of United Plantations - the owner of the land on which Eupe developed its first major township in Sungai Petani in 1986.