

LUXURY LIVING

HOT HOMES OF HUA HIN

BY  **HOT HUA HIN**
PROPERTY

EXCLUSIVE LIFESTYLE

MahaSamutr, currently under construction, sets the luxury standard in Hua Hin. It doesn't raise the bar, it is the bar, and will be well into the foreseeable future. With a starting price of 40 Million THB this is the most lavish project yet for our Royal beach resort town.

HOT Hua Hin Property's Russ Downing recently met with Kipsan Beck, Chief Marketing Officer for Pace Development, Thailand's leading luxury property developer to discuss the extraordinary development MahaSamutr.

Russ: MahaSamutr is such an "over-the-top" project that the phrase "Ultra-Luxe" is truly deserved. With its "first in Thailand" 800 meter long Crystal Clear lagoon covering 45 rai, along with its "first in Hua Hin" 500 million baht Country Club and Beach Club, can you tell us a little of the history behind the project?

Kipsan: PACE is a leading Bangkok real estate developer. MahaSamutr was conceived as part of our PACE strategy to expand into resort markets, and for Bangkokians, Hua Hin is the most popular holiday destination for many Thais and expats due to being just 200km away from the city, as well having a rich history and heritage.

We maintain strong relationships with our existing buyers, and many of our clients from Ficus Lane and Saladaeng Residences expressed an interest in Hua Hin. However, two major points came up. One was that the current offerings in the market tend to be very space efficient in terms of layout, making them ideal for a couple or a single person, but perhaps not as suitable for a family, as they lack a sense of space.

The second common comment was regarding the issues of the sea – due to waves, jellyfish, tides and other issues, several owners stated that it would be ideal if somehow we could enclose a lagoon or somehow ensure that the sea could be enjoyed year round.

A further comment was that Hua Hin was a very attractive venue to visit, and ideal to relax but it would be good if PACE could develop some facilities for the family to enjoy similar to our MahaNakhon mixed use development, so looking beyond just shopping, eating and walking along the beach in the afternoon.

Luxury Villa Type A (Backside)



management matches the standard expected, similar to what we provide at each of our Bangkok developments.

We will be unveiling the first completed villas and commencing Villa sales in early 2015. We expect most owners will be very happy with the design and concept we have created as laid out, but of course as the owner they have the ability to alter the interior layout if they wish.

Russ: After reading the first newspaper article about your planned MahaSamutr project in Hua Hin with its luxury homes surrounding a crystal clear lagoon, I went to the lagoon manufacturer's website and was amazed with their technology. Founded in 2007, the company has over 200 projects in 50 countries and this will be its very first lagoon in Thailand. Can you tell us how the lagoon will be incorporated in the overall project?

Kipsan: Crystal Lagoons are indeed the world leader in creating oversized water features, and the important aspect is they provide a solution which is both environmentally friendly and highly cost effective in terms of operating costs.

The lagoon is the focal centre point of the development, and at 800m long will provide a unique aspect to the development, ideal for water sports such as paddle boards, small sailing craft, rowing, swimming, windsurfing and

snorkeling. Equipment is provided by the Country Club for members to enjoy.

The lagoon water is freshwater, using the Crystal Lagoons patented technology which reduces the amount of chemicals needed by more than 95%, while maintaining pristine, drinking quality water. Our CEO and senior management have visited Crystal Lagoons in other parts of the world, and the technology is proven. The company has a sophisticated telemetry system which monitors many aspects of the water remotely with an ongoing loop of filtering and adjustment.

The lagoon ranges from the shallows and an artificial sand beach in front of the MahaSamutr Country Club, through to 1.5m in the areas around the edges of the lagoon, to a maximum depth of 2.4m in the middle. The bottom gently slopes to the deepest point.

Russ: Your MahaSamutr Country Club sounds like the perfect playground for the very rich and famous. How much do you think it will play into the success of your project and what can you tell us about it?

Kipsan: We will commence selling Country Club memberships in late 2014. With membership options beginning from less than 500,000b for a lifetime membership at our introductory pricing levels, we really hope that people will

see this as a new aspect of relaxation and enjoyment to add to their Hua Hin resort experience. The Country Club is a key element of the development, and will provide a new quality of dining, sports and recreation for the township, as well as access to all the sports and activities in the lagoon.

Country Clubs are commonplace in North America, and increasingly in Asia. For likeminded individuals and families, we see the MahaSamutr Country Club as providing a sense of community and place for self-improvement, enrichment and fun for all the family.

By selling memberships for life, we are creating an asset for each family to enjoy and play an active part in the Hua Hin community.

Russ: I read that you have already hired a Michelin 3 starred Chef who has worked at the Four Seasons Hotel, Hong Kong. What can you tell us about the restaurants within the clubs?

Kipsan: We will be unveiling full details of PACE Executive Chef Vincent Thierry's vision for dining at MahaSamutr Country Club in the near future.

What I can say now is that there will be several outlet providing all day contemporary dining; beach/lagoon side service; and the option for formal/semi-formal function catering for family

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So it is fair to say the initial thought process began from our own customers in 2012, and then we developed that into a complete cohesive concept last year in early 2013. It was from here, that we concluded a new type of development, where the "sea" would be a manmade one, to be enjoyed year round, and from there we started to expand all the elements we thought a resident or visitor to Hua Hin would want to enjoy in a single place; that is how we envisioned the country club, a place to enable PACE to provide activities for all the family.

The location was chosen and possible schemes and elements considered in parallel.

Russ: We in Hua Hin are thrilled to have such a landmark development located here. Can you tell us why you chose Hua Hin over other more well-known Thai destinations such as Phuket or Koh Samui?

Kipsan: For Thais, Hua Hin is the most popular beach resort to visit, partly because of its proximity to Bangkok and partly due to its rich history. It is realistic to visit for a single evening or a weekend, and particularly for families, it is easy to drive down and find places to stay.

Phuket and Samui both require flights

so have a strong appeal for international visitors, but there is a convenience, time and cost advantage for people from Bangkok in simply being able to drive down themselves. In addition, the city has developed while retaining a lot of its charm as a Thai destination.

We did substantial market research in understanding the market and zoning for Hua Hin, we did in fact consider several other sites but the issue was always that seaside locations tend to be extremely rectangular in shape, very narrow and long, and so they were difficult to be able to provide the exclusive and private experience we hoped to create with our development.

We then started looking beyond seaside locations, and the site on soi 112 was immediately attractive to us, as it provided the elements of convenience, a short distance into town yet exclusivity, and enough size to create the lagoon centerpiece.

Our research showed that the type of person wanting to have a villa for their family desire a true sense of space, meaning a size substantially larger and of a higher specification than most options available in the market currently.

We further identified that for many Bangkokians, the importance of a safe

and secure, private community was very important.

We purchased the land in middle of 2013, and commenced construction in late 2013.

Russ: You distinguish your two different house styles by the names "Triangle Roof Villa" and "Gable Roof Villa". Can you tell us about them and what a buyer can expect?

Kipsan: The entire development centre around the country club, which is a 4 storey building bringing together a variety of dining, hospitality, indoor sports and the member accommodation portion. The 81 villas are two unique design styles using a similar design philosophy.

Each villa is located adjacent to the lagoon and will provide privacy and space for a large family, featuring 4 bedrooms, large entertainment area, ample parking, and the highest quality of specification in all aspects, including the kitchen and fitout.

Much of our market will be Bangkokians using their villa as a holiday home in the weekends. We do expect some residents will be living there full time. To support both owner groups, PACE also provides a full range of property services to ensuring the maintenance and property

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Luxury Villa Type B





Hua Hin Country Club

or corporate functions. The design and décor will be inspired by the work of David Collins Studio, and will be a new facet to Hua Hin's dining scene.

By having several outlets, members can choose between casual dining and a more formal environment, or even having their own private function.

Room service will be available for both Country Club visitors staying in the Country Club accommodation as well as for residents of the Villas at MahaSamutr Country Club. This will extend to even providing chefs and staff for functions within the Villas themselves.

Russ: I understand non-residents can join the MahaSamutr Country Club. What will the joining fee be along with the monthly or yearly fee and will they have access to all the amenities that the homeowners enjoy?

Kipsan: The MahaSamutr Country Club is similar to Country Clubs around the world, with a fairly sizeable member base sold on a lifetime basis to individuals, families and corporate clients. Each member (or their family) enjoys access to all Country Club facilities including MahaSamutr Lagoon, the clubhouse, sports grounds, gym, kid's zone, library, services, restaurants and more.

The entire MahaSamutr development is for Country Club members only, creating a private community. The villa portion of the asset is exclusively for Villa owners who will automatically also receive

Country Club membership, but the rest of the grounds are for all Country Club members and villa owners to enjoy. Membership options will start selling later this year, and start from less than 500,000b per member for a lifetime member, with several different pricing plans designed to match each member's lifestyle, including weekday only, all access, individual, family, senior and corporate.

Russ: Offering a Beach Club in addition to your lavish Country Club is truly the icing on the cake. It gives your homeowners everything they could want in a destination holiday home. What amenities and features have been designed into the beach club?

Kipsan: The Beach Club is an additional benefit for Villa owners to enjoy providing dining, swimming, lockers and beach access in Hua Hin.

The Beach Club is located right in the centre of Hua Hin's main beach, and is properly set up for social entertainment and dining so this gives owners truly the best of both worlds – privacy and space at home with their own lagoon, yet still with the ability to enjoy the beach life when they choose.

Russ: Finally Khun Kipsan, this is off-topic but your company is also currently constructing MahaNakhon in Bangkok which will be the Kingdom's tallest and most luxurious high-rise and will include

the Ritz Carlton Residences. What can you tell us about this magnificent project and when do you expect completion?

Kipsan: MahaNakhon is Thailand's tallest building at 314m tall, with 77 storeys. It includes 3 main elements: The Ritz-Carlton Residences, Bangkok which are 200 condominium residences sold freehold with the services of The Ritz-Carlton; The Bangkok Edition Hotel, a 159 room boutique hotel operated by The Ritz-Carlton in the lower section of the tower; and, lifestyle retail to provide Bangkok's leading gourmet dining experience, including Thailand's first L'Atelier De Joël Robuchon, first VOGUE lounge, first Dean & DeLuca Gourmet Foodhall concept store and more.

The condominiums are now selling starting from the 23rd floor starting from a price of approximately 260,000b per sqm or around 42m baht starting price, and we are around 65% sold already. We offer a variety of 2 – 5 bedroom residences, with a design style inspired by the work of David Collins Studio featuring the quality standards of The Ritz-Carlton.

Owners enjoy the benefits of a luxury freehold residence combined with the service of the Ladies and Gentlemen of The Ritz-Carlton.

Construction commenced in 2011, and we have now reached the 35th floor (as of end July 2014) with completion planned end of 2015.

MahaNakhon CUBE is the retail portion of the development, and is a separate

MahaNakhon



Russ Downing, HOT Hua Hin Property & Kipsan Beck, Pace Development

building to the main MahaNakhon Tower. The CUBE features 7 floors of Bangkok's best dining, including new to market dining concepts such as multiple Michelin star restaurant L'Atelier de Joël Robuchon which will be one of the finest restaurants in the city.

Located in the heart of the Sathorn CBD directly adjacent to the Chongnonsi BTS Station, our residences bring together unique architecture, a prime location, convenience of mixed use and outstanding specification. We also provide almost daily updates for Bangkok's landmark at www.facebook.com/mahanakhonbkk where we have more than 130,000 followers watching the construction progress. To find out more about the residences, please visit www.rcr-bangkok.com

Russ: Thank you Khun Kipsan for taking time out of your very busy schedule to be with us.