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## **Sime Darby Property's 'Concept Home 2030 Competition' Attracts Highest PAM Design Competition Registrants**

- Record-breaking registration of 170 professional Architects in Competition to revolutionise the quintessential Malaysian terrace home design;
- Concept Home 2030 Competition envisions future-ready sustainable homes utilising technology from ideation to development, for the potential Malaysian style of living in 2030.

**ARA DAMANSARA, 22 SEPTEMBER 2021** – The new blueprint to reinvent the conventional Malaysian terrace home design kicks-off with 170 professional Architects registering for the 'Concept Home 2030 Competition' ("Competition"), taking up the challenge to revolutionise the quintessential Malaysian terrace home design and reimagine the potential style of living in 2030.

The game-changing Competition is co-organised by Sime Darby Property Berhad ("Sime Darby Property" or "Company") and Malaysian Institute of Architects ("*Pertubuhan Aritek Malaysia*" or "PAM") which was announced on 16 August 2021. The Competition invites corporate architects registered with PAM to envision future-ready sustainable homes utilising technology from ideation to development.

Sime Darby Property Group Managing Director, Dato' Azmir Merican said that the encouraging response from participating architects showed that the sentiment to elevate the archetypal living space design to meet the needs of tomorrow, is mutual.

"The Competition outcome will allow us to combine Sime Darby Property's pioneering ideas on how living spaces will be designed to fit the future Malaysian way of life together with how visionaries of the built realm foresee the future. This synergistic visual narrative will strengthen our approach to methodically manage disruptive new ideas into our future products, building people-centric homes laden with technology for sustainable communities and townships of the future," said Dato' Azmir.

PAM President, Datuk Ar. Ezumi Harzani bin Ismail said, "It is exciting to see various dimensions of ideas to be conceptualised through this record-breaking number of participants. We are grateful that Sime Darby Property collaborates with PAM in inspiring innovations and creativity to revolutionise the conception of terrace homes in Malaysia."

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.

Registration for the Competition has closed, and participants will undergo multiple stages of competition 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 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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