

New addition to KL's skyline

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BY YVONNE T. NATHAN



The Naza Tower is a Green Building Index-accredited high-rise is part of the 3.6ha Platinum Park integrated development that encompasses retail, hotel, and luxury residences.

THE launch of Naza Tower is a testament to the thriving entrepreneurial spirit passed down through the generations in the 40-year-old conglomerate.

Launching the 50-storey Green Building Index-accredited high-rise at the heart of the city recently, Prime Minister Datuk Seri Najib Tun Razak described the tower as an exciting new addition to the capital's skyline.

Naza Tower, which opened its doors on Nov 9, was developed by Naza TTDI, a wholly-owned subsidiary of Naza Group of Companies, as the corporation's official office.

One of three towers located at the approximately 3.68ha Platinum Park with its prominent Persiaran KLCC address overlooking the Petronas Twin Towers.

"I was told that the late Tan Sri SM Nasimuddin saw an opportunity at the height of the Asian financial crisis of 1997, when this piece of land was up for bidding; apparently he was the only bidder who saw an opportunity.

"In other words, an opportunist, a genuine entrepreneur, can see an opportunity behind every problem.



Najib signing a plaque to signal the official opening of Naza Tower in Platinum Park, Kuala Lumpur. Looking on are SM Faliq (left) and SM Nasarudin.

"This success has crossed two generations, from its founder Tan Sri SM Nasimuddin to his children," said Najib.

The unique architecture of the twisting, helically-shaped building that was awarded the "Best Office Architecture" 2012 award by the International Property Awards, Asia Pacific, has a cylindrical concrete core as the tower's central pillar.

This allows for an almost 360-degree uninhibited view from every floor to optimise daylight usage while reducing electricity requirements.

According to Naza Group of Companies joint group executive chairman SM Nasarudin SM Nasimuddin, the group and tower celebrates his father, Naza founder's vision as they continue to compete in the current economic climate.

"I'm proud to say that we are the only bumiputera conglomerate with a significant presence of a RM670mil office tower in this prestigious business district in KLCC.

"As part of the 9.1acre Platinum Park, this RM4bil world-class, highly-integrated residential and commercial development is designed to attract multi-national companies, high-end retail outlets, hotels, and luxury residences.



(From second left) SM Faliq, SM Nasarudin, Najib, Rosmah, Zaleha, Tutti Frutti Trading Sdn Bhd managing director Nur Diana SM Nasimuddin and Nasarudin's wife Marion Caunter at cake-cutting ceremony to mark Naza Group's 40th anniversary and the opening of Naza Tower.

"Spanning over 500,000 sq ft of premium office space, the Naza Tower stands tall at 213m above ground level and will house four world-class gastronomic concepts," he said.

These will include the Yake Saki modern Japanese-inspired cocktail bar and open kitchen and BLVD House located on the ground floor, as well as the Singapore-based upscale Les Amis Restaurant on the top floor, and Japanese fine-dining Aoki Restaurant.

The Platinum Park is accessible via MAJU Expressway, North-South Expressway, Duke Highway and AKLEH Highway.

Also present to witness the launch were Federal Territories minister Tengku Adnan Tengku Mansor, Naza TTDI deputy executive chairman SM Faliq SM Nasimuddin, Naza Group of Companies co-founder and director Tan Sri SM Nasimuddin's widow Puan Sri Zaleha Ismail and the Prime Minister's wife Datin Seri Rosmah Mansor.

For details, visit www.nazatower.com or www.nazattdi.com



SM Faliq and SM Nasarudin in front of the newly launched 50-storey Naza Tower in Platinum Park, Kuala Lumpur. — Photos by GLENN GUAN and M. AZHAR ARIF