



FIABCI PRIX D'EXCELLENCE AWARDS 2013



Taichung, Taiwan - 27th MAY 2013

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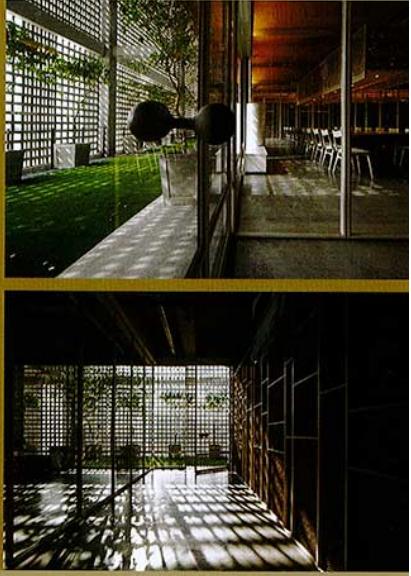

GOLD WINNER

Office Category

PJ Trade Centre, Selangor, Malaysia







PROJECT DESCRIPTION

PJ Trade Centre is an office project with a bold design that is based on a Malaysian paradigm and is rooted in the local culture, climate and context. PJTC sits on a 5.4 acre site and consists of 4 office towers, with over 1 million square feet of office space. The project was completed in December 2009 and is now fully occupied. Since its completion, PJ Trade Centre has won top awards for commercial (office) design, landscape architecture and interior design. It is also a financial success for its investors.

PLANNING

PJTC complements the existing environment in two ways.

1. A 2.5 acre forest plaza was created at the front of the project which gives the impression that the forest has extended from the hills into the very heart of the development. Over 1,600 trees were planted in the development.
2. The façade of the buildings consist mainly of textured and earth tone materials that allow the building to look weathered immediately upon completion and fit into the surrounding rustic granite hills.

THE ARCHITECTURE

The external design is based on two main ideas:

1. To craft an energy-efficient and environmentally-friendly building with simple local materials, mainly overburnt bricks, concrete ventilation blocks and fair-faced concrete;
2. To create a building that will weather naturally and elegantly in the harsh tropical monsoon climate, requiring minimal maintenance of the façade in the long term.

TO TREAD GENTLY ON THE EARTH

The attitude is to keep things simple, economical and unpretentious, using a sustainable, eco-friendly and responsible approach. The façade are not plastered nor painted, neither are the walls and ceiling in the car park. This is best seen in its 9-metre high glass lantern lobbies, a modest but comfortable and airy space, with no air-conditioning or artificial lighting.

Project Address:
No. 8 Jalan PJU 8/8A, Damansara Perdana 47820 Petaling Jaya, Selangor, Malaysia

Company:
Tujuan Gemilang Sdn Bhd
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