J'den | **The Inspiration**

Jurong Lake District





J'den | The Branding



Dynamic potential of Jurong Lake District + Edenic landscapes and opportunities

聚鼎: A premium & distinguished project where it all comes together

The project is in the heart of JLD where everything comes together with unparalleled connectivity and potential growth of the district



J'den | **The Concept**



Design Concept Inspiration



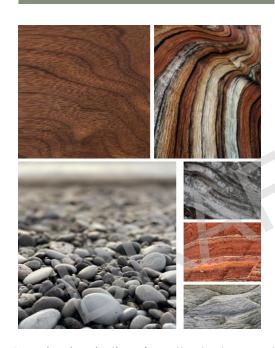
The architecture and landscape concepts were

Inspired by Jurong Lake Garden's lush naturalistic

landscape - the main lake with the islands, the
meandering water edge, "Rasau Walk", Neram

Streams and many other features

Drawing Inspiration



Drawing inspirations from the texture and colours of **Nature elements**: **Wood & Stones**

These natural sinuous impressions can be expressed architecturally through façade articulation in brown "timber" colour against a range of neutral grey tones.

Look and Feel



The podium is designed with simplified curved façade articulation using aluminium cladding in "timber" colour against neutral grey tones. The sinuous architectural language continues throughout key podium interior spaces.



J'den | **Project Fact Sheet**



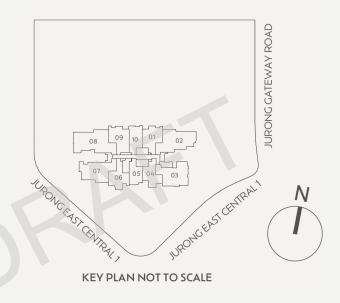
Address	2 Jurong East Central 1, Singapore 609731									
Developer	Tanglin R.E. Holdings Pte Ltd Subsidiary of CapitaLand Development (Singapore)									
Site Area	7,771.20 Sqm									
Tenure	99 Years									
Project Description	40-storey Mixed-Use Development with 368 Residential Units; 2-storey Commercial Podium									
Total Number of Units	368									
Commercial GFA	2-storey commercial podium with an estimated GFA of 1,300m2									
Carpark lots	294 lots for residents									
	Unit Type	Number of Units	Approx. Area (Sq ft)							
	1 Bedroom	37	520							
	1 Bedroom + Study	37	620							
Unit Mix	2 Bedroom	74	715							
Offil Mix	2 Bedroom + Study	74	810 – 850							
	3 Bedroom	73	1,140 - 1,180							
	3 Bedroom + Study (Premium)	36	1,200							
	4 Bedroom (Premium)	37	1,400							

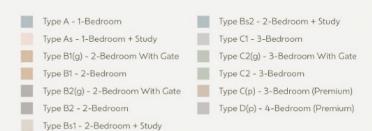


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39	Bs1	C(p)	C1	B1	A	B2	C2	D(p)	Bs2	As
38	Bs1	C(p)	C1	B1	А	B2	C2	D(p)	Bs2	As
37	Bs1	C(p)	C1	B1	Α	B2	C2	D(p)	Bs2	As
36	Bs1	C(p)	C1	B1	А	B2	C2	D(p)	Bs2	As
35	Bs1	C(p)	C1	B1	А	B2	C2	D(p)	Bs2	As
34	Bs1	C(p)	C1	B1	A	B2	C2	D(p)	Bs2	As
33	Bs1	C(p)	C1	B1	Α	B2	C2	D(p)	Bs2	As
32	Bs1	C(p)	C1	B1	A	B2	C2	D(p)	Bs2	As
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5	Bs1	C(p)	C1	B1	Α	B2	C2	D(p)	Bs2	As
4	Bs1	C(p)	C1	B1	A	B2	C2	D(p)	Bs2	As
3	Bs1			B1(g)	A(g)	B2(g)	C2(g)	D(p)	Bs2	As
2					J-WALK					
1	COMMERCIAL									



J'den | **Diagrammatic Chart**







J'den | Value Propositions





First of its Kind

First mover advantage and tallest mixed-use development in JLD



Customisable Spaces

Flexible unit layouts for space customization (non PPVC)





Exceptional Accessibility

Access to Jurong East MRT Interchange, Jem, Westgate, IMM and other major buildings via J-Walk



JLD Growth Potential

J'den will benefit from the on-going and future Transformation at JLD





Seamless Connectivity

Jurong East Integrated
Transport Hub offers direct
connections to major hubs
in the West and Central
regions within 30mins



+

Synergy & Integration

Solidify CLD's foothold as master developer within JLD and western region



