



Live-and-learn, work-and-play self contained township anchored by KDU University College.

PARAMOUNT UTROPOLIS SETS NEW BENCHMARK IN EDUCATION METROPOLIS

Innovative design promotes integration and walkability.



Paramount utropolis, Paramount Property



PARAMOUNT PROPERTY



PARAMOUNT UTROPOLIS

PARAMOUNT PROPERTY: THE PEOPLE'S DEVELOPER.

Paramount Property is an award winning developer with a 35-year track record for building enduring addresses in the Klang Valley and Sg Petani. From its beginnings as a township developer, Paramount Property has grown its portfolio to include residential, commercial, retail, educational, industrial and integrated developments.

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LIVING up to its aspiration to be the people's developer, Paramount Property's latest integrated development, Paramount Utropolis proves to be a bastion for good tertiary education and a holistic residential address that promotes an uplifting lifestyle.

Located on 21.7 acres freehold land in Glenmarie, Selangor, its winning streak is in its development concept as a university metropolis that takes the cue from successful university townships around the world.

University townships stay vibrant and continue to be energised by students' activities, and the developer has taken the necessary measures to ensure that Paramount Utropolis has all the hallmarks of a good university metropolis.

In fact, university townships never grow old; they gain stature and eminence as the universities in these areas mature. And this concept generates economic spin-offs with businesses being set up to meet the needs of the local community.

The educational precinct of Paramount Utropolis draws its inspiration and energy from the KDU University College that anchors it, enriching the lives of the community around it.

It is one of the premier live-and-learn self-contained integrated developments. Students will benefit from the direct interaction between the KDU campus and the adjoining residential and commercial activities.

There are nine fully-equipped halls that can house up to 250 students each, 60 state-of-the-art classrooms for classes, tutorials and discussions, 50,000 sq ft KDU University College's comprehensive library, discussion cubes, themed gardens and a 600-bed student village.

The campus is designed with plenty of informal activity spaces, breakout areas such as atrium, sitting stairs and breakout pockets; learning pods in the library equipped with touch screens, for group study and discussions; reading areas and a coffee bar in the library; covered atrium that connects all the internal spaces making it easy for the community to move around; ground floor spaces that are cleverly designed to blend the outdoors and indoors; large open forecourt of about an acre that allows for sporting activities, gatherings and events for the students; themed gardens for discussion and quiet contemplation.

Just-Walk Community

As an integrated development, Paramount Utropolis epitomises the "Live-and-learn, Work-and-play" concept, with well planned amenities located within the neighbourhood's walkability range. The community contributes to lower carbon footprint due to the 'just-walk' factor that is the result of an integrated, sustainable and liveable environment.

Beyond the academic, the retail component, Utropolis Marketplace, becomes a centre of entertainment, culture and arts for the Utropolis community and that of the surrounding neighbourhood, thereby promoting diversity and providing the unique Utropolis experience.

The 120,000-sq ft Utropolis Marketplace seeks to meet the everyday needs of the community as well as the needs of the surrounding neighbourhood, complete with alfresco dining, entertainment outlets, grocers, banks and other services.

The residential component comprises of service apartments and small offices home offices (SoHos). The latest launch, Paramount Property's first dual-key concept project, offers owners the various options to live in the property and earn income from the adjacent sections, or rent both sections out separately. The owners can also occupy the premises as two separate units for maximum privacy which inspire the tagline "Live-and-Learn, Live-and-Earn" and "Dual-Key, Dual-Income" of these residences.

Construction of the project started in the third quarter of 2013 and it is scheduled for completion by end-2019.

As a testament that the developer has done a good job in building an integrated, sustainable and liveable project that promotes walkability and the ease of moving around, Paramount Utropolis has clinched StarProperty.my Awards 2016 Honours prize under the Just-Walk Award category.

This award also bears testament to the strength-through-synergy strategy of Paramount Corp Bhd, which reaps synergistic benefits by bringing together its businesses of Paramount Property and Paramount Education.

This is a unique competitive advantage of the Group, which has a track record of more than 30 years in both the property and education businesses. This award will further enhance the Group's strong reputation for quality and value in its business operations.

"Paramount Utropolis is based on a concept of university metropolis. It is supposed to be a self-sustainable development, and it strives to be vibrant and fill with student activities. This is inspired by the research that we have done in other countries, whereby we find places of development that stays vibrant because of there is a lot of activities. The good part is that with the education component maturing, it will never be outdated and will stay fresh and exciting. We hope to take this university metropolis concept to the next level in future projects."



(From left to right) Paramount CEO Mr Jeffrey Chew, Paramount chairman and executive director Dato' Teo Chiang Quan and Paramount Property CEO Mr Beh Chun Chong.



The vibrant Utropolis Marketplace.



A Paramount Utropolis service apartment.