

REAL ESTATE

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Iconic design : W-Tower

Star Architect
Mario Kleff

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Signature design in Wong-Amat Mario Kleff's «real showroom» of the W Tower

Star architect Mario Kleff sets new standards with an iconic high-rise development in one of Pattaya's premium locations. A one-of-kind 27m high construction allows visitors to experience actual sea views and actual life-style in the ultra-modern 38-storey W Tower.



Story: Uli Kaiser
Pictures: Frank Keller

The recent relaunch of the W Tower by Heights Holdings at Wong-Amat Beach has been well received within Pattaya's investors' circles. Part of this is certainly due to the fact that the W Tower is another design from the imaginative mind of the international star architect Mario Kleff. To give an authentic experience for potential buyers, Mario has also designed and built a showroom that gives a unique preview of what living in the W Tower will be like.

In this issue of **REM**, Mario shares his views and ideas on this landmark project.

«The design and masterplan for the W Tower has been a special challenge. Nobody even thought it would be possible to build such a signature high-rise at this location. The W Tower is truly an outstanding example for extreme engineering design, maximizing the use of land and delivering superb value for developers and investors.»

On a piece of land, where you would normally expect a standard low-rise condominium, Mario Kleff and his Wandee group will construct a true A-Class high-rise that has become already now one of the most talked about launches in Pattaya.

The initial designs impressed both the developer and the authorities in Pattaya who approved this building and issued the necessary licenses.

The uptake has been very good with 40 per cent of the units sold within eight weeks after the launch.

This showroom in Soi 16 is well worth a visit. The view can only be described as breathtaking by day and it gets even better at nightfall where visitors experience a beautiful sunset over Kohl Larn and later the lighting up of Pattaya Bay's characteristic skyline. Make sure not to miss the «sun deck» to get the best views over Pattaya.

Intelligence and aesthetics

Architect Mario Kleff's proven formula «*design is a combination of intelligence and aesthetics*» is the basis for the development of the W Tower at Wong-Amat Beach, Pattaya.

*Iconic designer Mario Kleff,
Wandee group*





Transparent design: Mario Kleff – lets the light in.

The interior design of the units is characterised by modern lines with extensive use of glass and metal. Floor-to-ceiling windows give the impression of a «Life in the Sky».

W Tower, aptly named after Wandegroup, is the first tower for this company and represents a significant milestone for both the developer and the architect.

In order to do justice to this project, an extraordinary «real showroom» was built at significant expense. Mario explains: «The idea was to present actual units at the right location and at the perfect height. As you see the whole showroom has an elevation of about 27 metres, and the units are built exactly to their actual location later on in the tower.

So, when the client is on the first level of the showroom, he gets a very good idea of the lifestyle experience of the actual units. Not just a 'showroom' but a realistic preview of the units.»





Smart design: Mario Kleff – sets standards.

While the W Tower lobby will be 13 metres high, the first units will start at a level of 15 metres.

The shape of the showroom exactly follows the shape of the right side of the building. The showroom consists of a single and a duplex unit as well as a sales office where visitors can learn everything about this new project.

The showroom, which was completed with a budget of more than Bt15m, also gives a feeling of how the actual construction of this exclusive tower will look, with an extreme engineering design.

It is certainly the highest amount ever invested in a showroom structure and also it's the highest freestanding showroom building ever to be approved officially in Thailand.





W Tower Wong-Amat Star architect Mario Kleff.

According to Mario, developers Heights Holdings came up with a budget for the W Tower of about Bt600-800m with «all seaview» units ranging from less than Bt2m on the lower floors to a Bt50m penthouse on the top. One of the features will be a private elevator with keycard access just for the tenants who live in this buildings.

Other features include a rooftop swimming pool at a height of 140m and a separate adjacent eight-storey car park with a tropical landscaped common area and a swimming pool on top.

It is amazing how both buildings will fit neatly on a plot of approximately two rai, which maximises the use of land and gives a distinct economic advantage compared to other developments.

W Tower's neighbourhood in Wong-Amat is also quite exclusive with Northpoint, Centara Grand Mirage and The Cove being just a few of the recent new landmarks.

The W Tower is the first tower for Wandee group and represents a milestone for both the developer and the architect, a step up into a new league with 38 floors and more than 360 units.

Construction is scheduled to begin next April with a two-and-a-half-year building period so completion can be expected for end of 2014.

Feedback from the public has been very positive as proven by the sales number – however, there are still many units available to «cherry pick» so right now might be the perfect time for a visit at the W Tower site and the amazing showroom «in the sky».

2010:

Mario Kleff and his Wandee group
are launching their own development!
What can you expect? Class A design.

Mario Kleff launches his own signature tower in Pattaya: An ultra-modern 20-storey high rise on Pratumnak Hill

Wandee group does not make empty promises, but delivers uncompromising quality from design to finished product. Mario Kleff and Wandee group have secured complete funding for this building and will not finance the project with «off-plan sales» like many others. The mission: A 100 per cent quality Wandee group condominium tower. Personal invitation is required for this extraordinary experience, contact by email: mk@wandee group.com

