

+CASSIA & ARCHETYPE GROUP FORM STRATEGIC ALLIANCE

Global design firms +CASSIA and Archetype Group are proud to announce their strategic alliance to design and develop luxury projects around Asia Pacific. +Cassia evolved from a practice established in 1958 which has since 1999 been headed by Architect Editor Jean-Paul Cassia. +Cassia's brand engagement efforts are far reaching, including jewellery, automotive, celebrity musicians, film icons, Hollywood celebrities and other brands with unique stories. Most recently, +Cassia announced its collaboration with one of France's most revered film icons, Isabelle Adjani, to design and develop hotels and real estate projects around the world. Also announced recently is the collaboration with one of France's more iconic designers Manfred Thierry Mugler and the Clarins Groups for Clarins Spas.

+CASSIA and ARCHETYPE GROUP provide Asia-based developers a wide menu of services ranging from master planning, landscaping and urban design, architecture, interior design and a fleet of engineering services. Through this exclusive collaboration, their objectives are to blend cutting edge designs, branding and marketing with engineering excellence to help developers maximize and exceed their project ambitions. The synergies between both companies create a unique value proposition in high-end hospitality, residential and destination resort projects as well as within the design community worldwide.

Combining 'British pragmatism' with 'French aesthetics', this new team of global designers and engineers will spearhead a cutting edge approach to design whereby mainstream branded design combines with the local context and know-how to create unique places with an all-round vibe.

"After 15 years of success in Asia Pacific, our technical versatility is now being enhanced through design and marketing that helps leverage our projects. It's all about striking a balance between consulting expertise and mainstream content and I couldn't be more pleased to be working with Jean-Paul Cassia and his outstanding team," said Pierre-Jean Malgouyres, Group Director of Archetype Group.

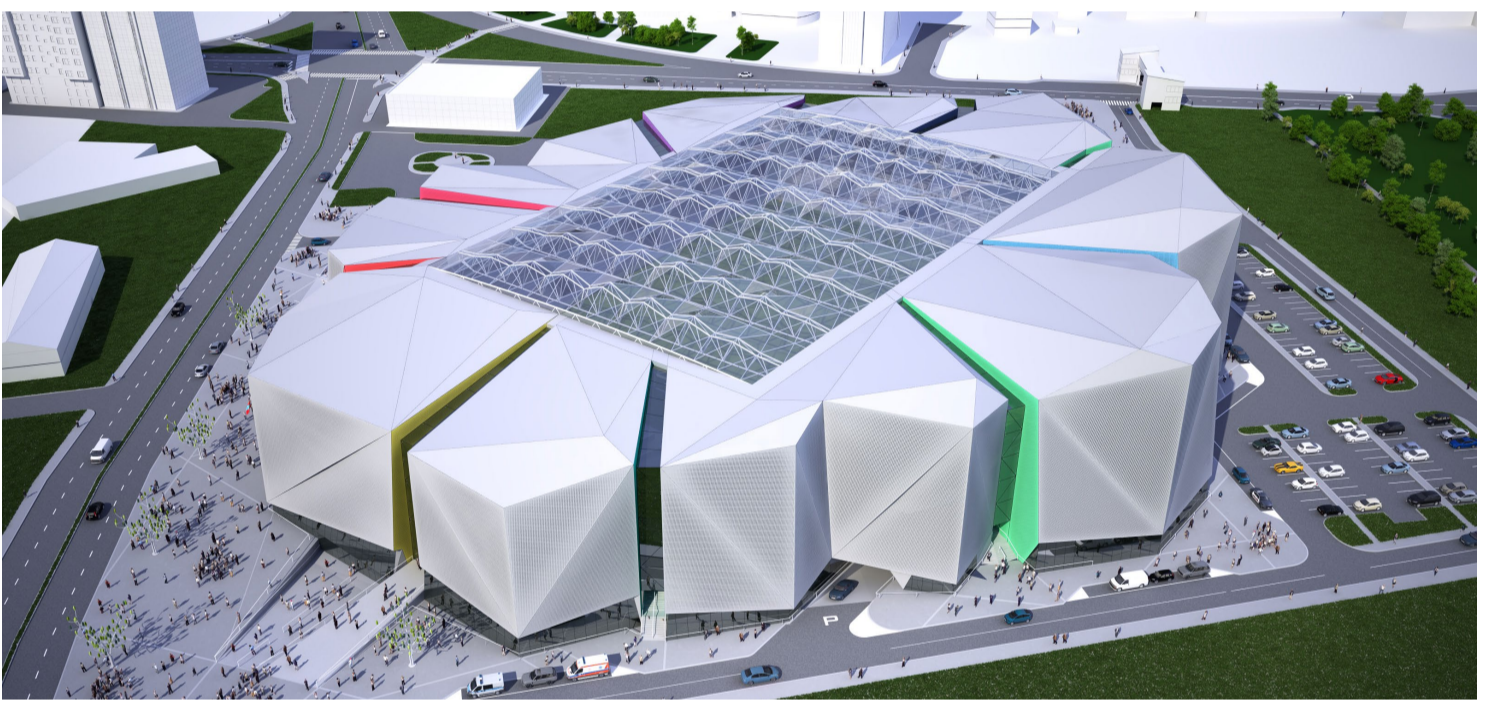


MONGOLIA: ON THE LEADING EDGE OF ARCHITECTURE

Since Archetype Group partnered with IFC's Edge last year, Archetype Mongolia has been actively promoting its use through the country. The Edge software, which is the first of its kind in the world, is an innovative tool that can be used to determine the financial viability of a green building project at the early design stage.

Marine Ros, Managing Director of Archetype Mongolia, created a plan to increase awareness of Edge to clients, developers and contractors in Ulaan Baatar. At the same time, and to further the Edge implementation in the country, Marine also set up an intensive training program for Archetype staff and insisted on applying Edge building standards to all Archetype Mongolia projects.

In early 2017, all of these efforts led to the IFC signing a Memorandum of Understanding with the Ministry of Construction and Urban Development (MCUD) for Mongolia to jointly develop mandatory regulations and voluntary policies to encourage and promote green buildings in Mongolia.



VIETNAM: STRENGTHENING OUR EXPERTISE IN PHARMA

To add to our list of completing successful Pharma projects, the Nippon Chemiphar factory in Binh Duong, Vietnam held its Grand Opening on 14 September.

Mathieu Chardain, Archetype's Regional Director – Project Management and Cost Management and based in the Ho Chi Minh City office, attended the opening on behalf of the company. He says, "Archetype provided C&S engineering, architecture and project management on this project and the client was very happy with our services. We are confident that we will continue working with Nippon Chemiphar in the future on some of their other pharmaceutical projects in South East Asia".



CHINA: SERVICING THE COUNTRY'S GROWING INTEREST IN THE LUXURY MARKET

Archetype Group is happy to announce that Archetype China has been awarded the contract for a Winery for Moët Hennessy (LVMH) - Estates and Wines Division. This new winery will produce the luxury red wine, Ao Yun (which means "flying above the clouds"), in the mountains of China's Yunnan province, which is near to Tibet, in Shangri-La, at an altitude of 3,300m.

Ao Yun vineyards are located in Adong, at the foothills of the Himalayas, below the sacred Meili Mountain at altitudes ranging from 2200 to 2600 meters.

Archetype is providing turn-key services through Architecture, Engineering and Project Management and has been selected to take the challenge of blending premium Architectural Design with state-of-the-art industrial functionality.

MYANMAR: BRIDGING THE GAP BETWEEN OLD AND NEW

Earlier this year, the Mandalay City Development Committee awarded Archetype Myanmar to design a new public park along the Royal Palace. The purpose of the new space is to save the time of cleansing the spaces by removing the bushes and shrubs along the space between the Palace and Moat, to build a community recreation park without entrance fee and to help to preserve cultural heritage of the Palace Wall.

Like several prestigious ancient cities, Mandalay was built and organized around its royal palace. As a result, its distinctive orthogonal grid spreads over the entire urban area giving a sense of structure, order and harmony of forms throughout the entire city. Archetype's concept is an extension of this historical perspective. The park is designed as a symbolic link between Mandalay's past and future. Contemporary and user-friendly, the design coexists with the heritage elements by using exclusively natural and traditional materials. The objective is to create a timeless public space in reflection of the century-old dialog between the city and its palaces. Our projects include landscape design (planted areas, planters and water features), hardscape design (pedestrian circulation, internal roads and outdoor facilities) and a conceptual approach for lighting design.

