



**NATURAL:** IDC Architects designed the 'Convertible House' showroom, featuring lots of natural lighting and ventilation. The space features many sliding doors and 'movable wall's enabling easy reconfiguration.

# La Promenade × IDC Architects × Regas BMW

Shared Brand Values,  
Quality Products

**O**VER four days last November, Hock Seng Lee (HSL) shot a video in La Promenade with IDC Architects and Regas BMW.

The architecture firm was represented by founding director Tina Lau, and Regas BMW graciously loaned the vehicles

featured in the video. The video also featured HSL's safety manager Charles Lee.



**GREEN:** A portion of La Promenade as seen from the air.



Here are excerpts from the interviews, including interesting comments that were omitted from the final video.

## IDC FOUNDING DIRECTOR

TINA LAU

### On La Promenade

"We first visited La Promenade even before the HSL HQ was finished. It was explained to us the entire development was around a lake, that it was a township very much focussed on eco-nature and sustainability. It was a lifestyle.

"We thought it was really interesting how all the houses within La Promenade's double gated and guarded residential portion had no front fences. Everything is open and sparse in density.

"That transparency was really quite interesting. It's quite new in Kuching, even now. It was very inspiring."

La Promenade



**PREMIUM:** Regas BMW loaned the cars for the film. Regas and HSL have participated in multiple joint promos at La Promenade.

### On how the lockdown, and how it changed architecture

"Everyone was just stuck at home, and then, they realised, my home is actually not that conducive an environment. When we did a showhouse for HSL, we wanted to show cross ventilation. Natural light is also very important in homes. At certain sections, we wanted to demonstrate how important a natural afternoon breeze is."

### On IDC's 'design philosophy'

"At IDC, we are very interested in the idea of not trying to emulate different styles. For example, we don't say, 'OK, we want to go for a Mediterranean or sort of classic style'. For us, it's always form following function. We are interested in the idea of using very natural materials, instead of finishing with laminates. We want to try to use as much as possible natural stone, natural timber."

"We also want to try to incorporate our local culture and make it into a language that seems global."

### On Kuching, her chosen home town

"Kuching, when I was growing up, the world felt so small. As children, my brother and I were quite sheltered. We did a lot of things on our own. We were very imaginative. But Kuching has changed quite a bit."

"Kuching is always going to be special to me, and to my kids as well, because that is the whole reason we came back, so that my kids can be closer to my parents, which I think is a very beautiful thing."



**BRANDING:** A portion of the video on HSL and Regas BMW's shared values.

## HSL HEALTH AND SAFETY MANAGER

### CHARLES LEE

#### On La Promenade's reputation and security

"When people talk about La Promenade, people associate it with high quality."

"Many residents also bought the homes for superior security."


"We have about 20 plus security guards. They serve at La Promenade's gated residences, and they also serve at the mall. If we have very good security, it means we have very good privacy."

#### On the many BMWs that La Promenade residents own

"BMW and La Promenade have very similar values. For one, we go green. I think our customers, because they

are spending huge amount, they are looking for progressive ideas and innovation, besides quality."

"It is like BMW, when you buy a BMW, you say, oh, 'BMW is a very quality car, you don't have to worry'. Same thing goes for La Promenade. La Promenade is done by HSL. HSL is a brand, especially in East Malaysia. HSL is 40-year-old company; HSL has given a lot of confidence to customers in Sarawak."

"We also have BMW home charging stations at the basement and level one carpark for customers and visitors." 



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**SCAN  
TO WATCH**

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