

PURSUIT

In the lap of LUXURY

Fans of the house of Versace's unabashed love of loud and proud Italian style, sex appeal and glamour would be pleased to know they can now live enveloped in a cocoon of its inimitable brand of Italian luxury.

TEXT DIANA KHOO PHOTOS MILANO RESIDENCES

If you've ever checked yourself into the Palazzo Versace along Australia's Gold Coast and basked in the reflected glory of the surroundings, from the opulent Italian décor featuring marvellous mosaics, glasswork and marble, and wanted to spend every day of your life enveloped in similar luxury, the good news is you can now. The Versace Home wing of the Italian luxury lifestyle empire has recently teamed up with Manila-based Century Properties to create The Milano Residences, soon to take shape in the Philippines' upmarket central business district of Makati. Featuring interior design and décor by the house of Versace, Manila will join the ranks of only four cities in the world to boast Versace-designed buildings. Donette speaks to Robbie Antonio, Managing Director of Century Properties, to find out more.

How did the idea of the Milano Residences come about? Century Properties' vision is to develop innovative and outstanding real estate

developments. Bringing the first residences interior-designed by Versace Home to South-East Asia through The Milano Residences is another strong statement and example of Century Properties as a pioneer in the real estate industry.

How has the response been for this project so far? To have a Versace Home interior-designed address presents a rare opportunity and an immense value to both end users and investors, for units are very few in number and are considered highly collectible real estate. The project has been an immense success and we are more than 60 percent sold since our formal model unit launch event on January 29 this year.

The Milano Residences project has been hailed as 'liveable fashion' at its best. How important or relevant do you think designercolving is today? How you live signifies your taste, status, and predispositions. It is extremely important.



The Milano Residences, conceived by Versace Home and designed by MMMA, stands tall in the heart of Makati City.

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What other living trends do you foresee in the near future? Are there plans to bring Century Properties projects to other parts of the world? We have done projects overseas in the past. We are opportunistic and evaluate deals based on their own merits.

You've also worked previously with Pei Partnership Architects and IM Pei for a project. What was that experience like and how different will The Milano Residences project be? They are completely different venues for development. Yet, the passion for design was tantamount to each other.

Is there a big market for the designer lifestyle in the Philippines market? The value proposition for the designer lifestyle in the Philippines is sound. The Milano Residences has not only attracted local end-users, but international investors as well. Our prices are 15 per cent that of ultra luxury high end units in Singapore, for example.

What elements do you think every good property or space needs to possess? The best properties feature an unbeatable location, impeccable design, world-class amenities and good access. Also, it needs to have good design... which I equate to something that lasts.

How important is the element of feng shui in your buildings? It is highly pertinent as many of our clients practice it.

Is there anyone who has particularly inspired you or the way you work? My father.

Any career highlights or projects that particularly stand out? Working with IM Pei for his first ground up residential project in America called the Centurion.



PROJECT COMPLETION
2011
LINA GRACE
The 15-story Milano Residences
is set to open in the 3rd City
in Makati,
METRO
MANILA
The 150-room condominium.



"How you live signifies your taste, status and predispositions."

Robbie Antonio
Antonio, Managing
Director of Century
Properties



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How does it feel seeing your visions come to life, in the shape of beautiful projects and buildings? It is extremely fulfilling, to say the least.

Which buildings or monuments around the world do you have a soft spot for and why? The Guggenheim Museum in Bilbao. The Libeskind-designed Jewish Museum Berlin, OMA's CCTV (New headquarters and cultural center for China Central Television), Frank Gehry's Walt Disney Concert Hall, among many others. There are too many I love architecture.

When did you realize you wanted to work in property development? It was inevitable that I would end up in real estate. Century Properties was founded 25 years ago by my father, Jose E.P. Antonio, its chairman and CEO. I grew up having dinner conversations about real estate issues and I ultimately gravitated toward the field because I was passionate about it.

What was your childhood ambition? My childhood ambition was to do something impactful in life.

What are your main sources of inspiration? I am inspired by architecture, art, fashion and design.

You've worked with IM Pei and are now working with Versace. But what would be your ultimate collaboration(s) and why? We are launching some significant branded projects in the next few months. They will leave an indelible impact on the way people live. I am enthralled.

You are also incredibly young yet have achieved so much. What are your thoughts on that? I am an overachiever. I try to think big and stay focused on my goals. ☺