



SEP  
2011  
394

## PARIS HAS ARRIVED AT THE AZURE

In a unique collaboration, Century Properties turns over the design reins of a key amenity space of the Azure Urban Resort Residences to the world-famous celebrity and businesswoman, Ms. Paris Hilton. As her eighteenth project and very first venture into real estate, the Paris Beach Club promises to be as fun, stylish and exhilarating for Azure residents as the experiences of its well-traveled, creative designer.

### **FORGET PARIS.** Manila is burning.

On August 14, international celebrity, fashion icon, and hotel heiress Paris Hilton touched down in Manila for an exclusive collaboration with Century Properties, the country's leading real estate firm.

After discussing the prospect of a collaboration with Century Properties Managing Director Robbie R. Antonio in the U.S. earlier this year, Hilton took the long trek to the Philippines to design the central amenity area for Century Properties' six-hectare, nine-building residential property—Azure Urban Resort Residences.

Situated in Parañaque, the establishment pushes the boundaries of what we know as urban living, with a man-made beach in the

center and the Beach Clubhouse behind it—the piece of the land Paris will lend her unique aesthetic to.

The Manila-based real estate firm announced that Hilton would personally provide creative insight and incorporate her design style into the beach club.

"We chose Ms. Hilton because of her exposure to travel and her predisposition to many aspects of design—from fashion, beauty, lifestyle to world-class service," Antonio shared. "Working with her was the logical choice as we found no other personality more suited to embody the upscale fashionable beach-goer."

John Victor Antonio, the company's Chief Operating Officer and Azure's Project

Head, made the announcement a week prior to the star's visit. Asked why Century chose Hilton as the designer, he replied: "Her unparalleled style—which has made her a successful businesswoman and a style icon—as well as her zest for living the good life are the qualities that we wanted to be incorporated into our vacation-inspired residential property."

Hilton had a series of meetings in Manila with Century's creative team to design the Beach Club amenity of Azure. "It was a pleasure visiting the Philippines, and the people there are just wonderful," she said in a statement. "Designing Azure's beach club is such a great experience for me and I like involving myself in projects that pertain to



**Designed by the award-winning master planning and architectural firm Broadway Malyan, each tower is set in a breathtaking tropical modern aesthetic and named after the world's most famous beach destinations: Rio, Santorini, St. Tropez, and Positano.**



Above: Paris Hilton, designer of the Paris Beach Club in Azure, shares her design concepts to Century Properties Managing Director Robbie Antonio in a meeting early this year in Los Angeles. Opposite page: Artist's rendition of the first four buildings rising in Azure.

a quality of lifestyle that is both aspirational and inspirational. My contribution to designing the Azure Beach Club in the Philippines was simply nature taking its course because I'm very passionate about creating designs and spaces that people can experience and enjoy."

Azure Urban Resort Residences was launched in 2010 and has since sold out four out of a total of nine proposed residential buildings. Designed by the award-winning master planning and architectural firm Broadway Malyan, each tower is set in a

breathtaking tropical modern aesthetic and named after the world's most famous beach destinations: Rio, Santorini, St. Tropez, and Positano, among others.

A kidney bean-shaped clubhouse complements an organically formed lustrous landscape that capitalizes on the uniqueness of the expansive man-made beach. This in turn asserts a sense of identity and legibility to the different character areas within the six-hectare site.

Other amenities like an open park, a Zen garden, multiple playgrounds, a lap pool with

cascading waterfalls, a kiddie water slide, a movie/THX room, a gymnasium, massage and spa facilities, a poolside bar, a beach volleyball area, and a basketball court have been incorporated into the master plan, adding rich diversity to a natural environment that supports recreation, health, and well-being.

"We put our absolute trust in Paris' abilities to fully-integrate a superior lifestyle that cannot be found elsewhere in the country," Robbie Antonio said. "This is of utmost importance to us as developers and to our clients." □

## WITH A SMILE

In the Milano Residences, Century Properties and Versace extend a helping hand to Operation Smile, a non-profit organization that aims to make sure everyone understands the meaning of “living well”

**LUXURY REAL ESTATE** developer Century Properties and world-renowned fashion-luxury brand Versace recently celebrated the success of the Milano Residences with an exclusive lifestyle exhibition and a social event that raised funds for the benefit of Operation Smile Philippines.

The event was held at the headquarters of Century Properties and the Milano Residences Showroom at the Pacific Star Building in Makati, and was highlighted by the visit of Santo Versace, President of Versace S.p.A., as guest of honor.

At the venue, guests were welcomed by the World of Versace at Milano Residences, a one-night-only lifestyle exhibit that showcased Versace furniture, home accents, timepieces, a mobile phone, fragrances, and dresses. These items were flown in from the Versace boutiques in Milan and Hong Kong and displayed exclusively to the guests at the event, together with the gallery of exquisite interior design themes created by Versace Home for Milano Residences.

A press briefing held that evening announced Century Properties' support to Operation Smile Philippines, a non-profit



### UNITED ESTATE

The team behind The Milano Residences: (from left) Versace Group's Giovanni Pizzi, Century Properties Chairman Jose E.B. Antonio, Mr. Santo Versace, Milano Project Head Robbie Antonio, and Gabriela Solisano.

SEP  
2011  
396



**LIVED IN PIECES**  
From left to right: Pieces from the Versace collection were displayed at the exclusive Milano event for only one evening. Century Properties and Operation Smile officials (from left) Ms. Patricia Arches, Mrs. Hilda Reyes Antonio, Mr. Roberto J. Manzano, Mr. Santo Versace, Mr. Jose E.B. Antonio and Mr. Robbie Antonio



**“Milano has truly become not just synonymous with true luxury, but it further elevated our standards and consciousness of the essential art of luxury living.”**

organization that spearheads medical missions for indigent children with facial deformities. Operation Smile Philippines President and Executive Director Roberto J. Manzano was present that evening to receive the initial cash donation from Century Properties.

Robbie Antonio, Century Properties Managing Director and Milano Residences Project Head, also announced that for each sale of a Milano unit made that evening, an additional donation of P50,000 would be awarded to Operation Smile Philippines. In great appreciation to Century Properties, a touching rendition of Mariah Carey’s song “Hero” was performed by one of Operation Smile’s beneficiaries, Chadleen Lacedo-o.

“We are doing this in thanksgiving for the huge success of the project. The Milano Residences since its launch last January, has exceeded 70 percent sales,” Antonio said. “This is attributed to the immense value that the project presents to both investors and end users. Milano has truly become not just synonymous with true luxury, but it further elevated our standards and consciousness of the essential art of luxury living.”

The Milano Residences event is one of

Century Properties’ highlights for 2011, its 25th anniversary. The Philippine developer, whose track record in luxury projects includes the award-winning Essensa East Forbes in Manila (by Pei Cobb Freed and Partners) is collaborating with the interior designers of Versace Home to provide an exclusive design service for the apartments and public spaces of The Milano Residences.

With 52 floors, The Milano Residences is the first project interior designed by Versace Home in Southeast Asia. It is slated for completion in 2015. The building’s architecture will complement Versace Home’s elegant interior design aesthetic, which will be evident in the grand lobby, hallways, lounge, library, pool garden, and spa. Versace Home will also create interior inspirations that residents may adopt for their own units. They will also have the option to purchase Versace Home items.

The Milano Residences is expected to have a total of 340 units with one to three-bedroom configurations. Prime units in various sizes and layouts include The Penthouses, The Townhouses, and Italian-inspired units called The Loggias that feature private plunge pools—a first for a Makati condominium. □