

property news

ASA fly upmarket



THE ASA Group will now be providing aviation and VIP security for the Jumeirah Private Island Phuket in conjunction with TGR Group Asia.

The island can be reached by helicopter or a four minute boat ride from Phuket and ASA will be providing visitors with private charter flights, VIP travel and security services.

ASA's chief executive, Simon Wagstaff, said "Our extensive experience taking care of VIPs means that we can offer visitors the service they will naturally expect." And that they are privileged to be taking part of this elite project.

The Jumeirah Private Island Phuket is situated on the entire island of Koh Raet, which is 70 acres (177 rai) and lies just 600m of the north east coast of Phuket.

The island will have 72 villas, each equipped with infinity pools and Jacuzzis, 38 Jumeirah Private Residences, a spa, gym, a large free form pool, a 400m beach and four restaurants and bars. Not only this but, the resort will have a tennis court, boutiques, a business centre and a well stocked library.

The resort is due to be completed by 2011.

WITH the finals touches to the site infrastructure now in place the Gary Fell-designed Istana Phuket, at Naithon Beach, is now breaking ground on the first of its 19 opulent, individually designed, villas – nine of which have already sold. The remaining ten 4- to 6-bedroom estates are for sale starting at 111 million baht (US\$3.25 Million).

What makes Istana Phuket interesting is that the villas have been designed to deliver a total "Feeling of Opulence" – FOO. Mr Fell's GFAB Architects have sought to create FOO through exclusivity, ultimate quality, contemporary design and environmental harmony.

Still several hundred thousand shovels of sand away from completion, the development's FOO factor has already won plaudits as one of Asia's top luxury villa projects from top real estate industry publications, including the summer issue of The

Robb Report's Vacation Homes and Asia's leading real estate industry publication, Property Report, which named the project one of Thailand's "Top Ten Luxury Properties" in the July 2009 issue.

FOO, as Istana defines it, starts with villa plot sizes ranging from 1,589 to 3,527sqm, living spaces from 971 to 1,960sqm, and harmonious integration with 27.5 acre site's unique topography. This latter aspect allows each villa a sea view and ensuring each benefit from the most important facet of FOO: total privacy.

Istana's 10-month infrastructure building process involved intensive planning to save the land's old growth trees, while improving the site by building two magnificent lakes and a river that flows from the top of the site all the way to the bottom. Innovative Geo-Textile materials were also used to allow for the villas to be built using the

Will the FOO Factor replace Feng Shui in Phuket?



Two views of FOO

natural contours of the land.

When completed the villas will include luxury features such as

home cinemas, Italian Poliform kitchens and wardrobes, Lutron home automation systems, massive kitchen areas for catering to parties of up to a hundred guests, gymnasiums, fully-fitted Antonio Lupi bathrooms, finely wrought stone and timber floors, Italian cabinetry and joinery, polished terrazzo wall surfaces, exquisite

artworks, quality contemporary furniture, southern Italian Travertine marble finishing, separate au pair and staff quarters and walk-in wine cellars.

And that should be quite enough FOO for anyone.

For all the FOO you could ever need, visit: www.istanaphuket.com, or contact Tom Travers at tom@indigore.com