

Thailand



When Prism Estates launched its now iconic estate, Istana, overlooking the pristine Naithon Beach in Phuket, Thailand, it coined the phrase 'FOO – Feeling of Opulence'. This expression sums up the company's obsessive attention to detail and the standard of excellence it insists upon during the construction of Istana's 19 uniquely designed architectural masterpieces.

This feeling of opulence is the guiding principle Prism Estates has applied to every facet when creating this fabulous lifestyle development in Phuket. Its individually designed palatial residences have been created by the world-renowned architect, Gary Fell, and offer sophisticated, timeless architecture based on intelligent bespoke design, ultimate quality and environmental harmony.

Prominently located on a hillside on the northwest coast of the island, the 24-acre estate is only a 10-minute drive from Phuket International Airport and 40 minutes from the shopping, dining and

nightlife scene of Patong. The internationally renowned resorts of Amanpuri, Trisara and Laguna Phuket are also conveniently close by.

Right from the very first sighting, the hilly location suggested that it required something special from its developers. The title of the project holds the key: Istana is the Sanskrit word for palace and Prism Estates sought to create nothing less than a series of contemporary palaces. This was not merely a formal exercise for the company but rather it sought to generate the same level of emotion one might expect to find in a palace.

Istana features huge plots ranging from 1,300m² to 3,500m². From the very beginning, every member of team involved with the development went out of their way to consider every aspect of the design, down to the very smallest detail. In order to create something that is truly exceptional, to maximise the potential of each plot no two villas are



the same. Layouts are intimately linked to the topography and seek to leave as many of the site's natural features intact as possible. This allows the occupants to live as part of the nature around them. Indeed, throughout the development of Istana there has been a relentless pursuit of designs that reflect the ultimate in eco-sensitivity so that owners can live a totally sustainable, opulent lifestyle now and in the future.

The villas are entered from the top down, affording views of the ocean across landscaped roofs which contain either reflecting pools or greenery. This blurs the distinction between the roof, floor, ground and landscape while also helping to cool the spaces below.

Every aspect of the Antonio Lupi designed bathrooms were considered by the company's interior design team to ensure they offered the ultimate in comfort, hygiene and functionality. Prism Estates even visited Italy to personally select the bathroom fittings and stone

work and oversee their packing for shipment. To ensure even the smallest detail is exactly as required.

While the villas are finished with the most luxurious materials, fittings and fixtures, the real luxury has to be the space provided. Prism Estates set out to offer generous sites and spaces and to ensure that the passage through these areas should be a progression through a series of gardens and water features, revealing new and unexpected vistas of the surrounding environment.

Istana is a gated, 24-hour secured estate managed and operated by the Elite Havens Group which is synonymous with luxury managed villas and the art and science behind their management. Prism Estates believes that the true management of opulence means providing a six-star hotel operational and service delivery within a luxury villa environment. To this end, Elite Havens were intimately involved in the design of each villa to ensure that they are ideal





vacation and residential homes for their owners.

The primary target market for Istana Phuket is Hong Kong with other Asian markets such as mainland China and Singapore following close behind. Although existing owners come from as far afield as Australia and Canada. Prism Estate's marketing efforts also extend into the European, Middle East and American markets. The development is ideally suited to this target market because it offers sophisticated, timeless architecture based on intelligent bespoke design, ultimate quality and environmental harmony – in fact, everything the ultra-exclusive tropical property buyer is seeking.

Istana's initial launch campaign and the second marketing and communications campaign resulted in around half of the project being sold off plan prior to the world economic crisis. Subsequent marketing and PR efforts have focused on sustaining the development's visibility and credibility through the global recession.

The integrated marketing approach combined traditional marketing strategies like quality, western-style, creative design and copywriting and international public relations programs with a new media mix that includes award-winning websites, online social media management and email marketing campaigns.

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Become part of Asia's most exclusive, tropical villa estate overlooking Naiton Beach on Phuket's sunny Northwest coast. Our nineteen palatial residences feature sophisticated, timeless architecture based on intelligent bespoke design, ultimate quality and sensitive environmental harmony.

Villas are currently under construction and available for viewing.

