MQDC unveils success of WHIZDOM 101 as it prepares to launch Whizdom Inspire condominium

MQDC's WHIZDOM 101 has received a warm welcome from the market, with 90% of the development already sold

• At WHIZDOM 101's retail space, within its Innovative Lifestyle Complex, 80% of space has been taken by leading restaurants, lifestyle retail brands, and a supermarket for giving all people a better quality of life

• WHIZDOM 101's office space has been entirely occupied by the True Digital Park, in which the development has joined to develop Southeast Asia's largest innovative hub

• WHIZDOM 101 is poised to launch the Whizdom Inspire condominium targeting new-generation consumers concerned about their health, the environment, and society and conscious about lifestyles. The project will inspire them and give them a perfect community through its Innovative Lifestyle Complex.

• WHIZDOM 101 maintains its status as the best mixed-use development in Southeast Asia and Thailand, promoting the 'sustainnovation' approach. The project commits to developing a 'third place' that fosters a mindset of creating shared value (CSV).

Bangkok-22 February 2018- WHIZDOM 101, one of Thailand's leading mixed-use property projects, by Magnolia Quality Development Corporation Limited (MQDC), unveiled its success story as it prepares to launch the Whizdom Inspire condominium project.

MQDC, a property arm of DTGO Corporation Limited, is dedicated to advancing Southeast Asia's property sector with its pioneering mixed-use development WHIZDOM 101, a perfect integration of nature and technology.

Mr Visit Malaisirirat, CEO of MQDC, said WHIZDOM 101's design has focused on developing a 'smart city', offering advances in technology for people to enjoy good living experiences in a natural setting, giving great value to society through its 'third place' concept.

Conceptualized as the 'third place', WHIZDOM 101 is part of a creating shared value (CSV) plan as its design nurtures activities and lifestyles beyond home and office.

Under its CSV plan, WHIZDOM 101 has developed the 'third place' to foster activities for good causes while also organizing social contribution activities. CSV activities include the Klong Bang Aor Yai sustainable development project, the Green Street project, and a stray animal rescue app, GetStray, an initiative aimed at providing great value for all beings.

Mr Malaisirirat added that since WHIZDOM 101's residential units, retail complex, and digital office space are nearly sold out, MQDC is preparing to launch the project's new residential component, Whizdom Inspire.

Whizcom Inspire is targeted at new-generation consumers who care about health, the environment, and social responsibility.

WHIZDOM 101 will also gather a high-quality living community with its Innovative Lifestyle Complex, where the retail space will provide a one-stop service for everyday living, said Mr Malaisirirat.

“Its innovative design and natural setting aim to inspire residents to live a life beyond conventional boundaries,” he said.

He noted that WHIZDOM 101 is one of MQDC’s significant achievements in spearheading mixed-use development in the region.

WHIZDOM 101 has won global recognition, receiving first place in mixed-use development in Thailand and Southeast Asia at the Asia Pacific Property Awards 2016-17 as well as a Smart Cities – Clean Energy award from Thailand’s Energy Ministry. In its latest achievement, the project was placed third in Sustainability out of 145 entries from 32 countries across the globe in the annual AEC Excellence Awards, making it the first Southeast Asian development to win one of the awards.

MQDC is dedicated to advancing property development with a ‘sustainnovation’ approach to enhance the quality of life for residents and surrounding communities. It is highly active in research and innovation to benefit consumers and society and to create welcoming environments for all beings.

“By applying the ‘sustainnovation’ approach, our project has experienced such a warm welcome from our customers and partners,” said Mr Malaisirirat.

WHIZDOM 101 is a mixed-use project over 43 rai (17 acres) on Sukhumvit Road. It features three condominium projects – Whizdom Connect, Whizdom Essence, and the soon-to-launch Whizdom Inspire – as well as the one-stop Innovative Lifestyle Complex and digital office space.

Whizdom Connect is now 90% sold and Whizdom Essence 80%. Space at the Innovative Lifestyle Complex’s retail section is more than 80% leased by leading restaurants, lifestyle stores, and a supermarket.

WHIZDOM 101’s office space is sold out to the True Digital Park, in which the project has joined with True to create Southeast Asia’s leading digital office space development. True Digital Park is an open innovation platform that promotes collaboration between multinationals, startups, SMEs, investors, universities, and the public sector to build an innovation-focused community under one roof.

Construction of the 30-billion-baht project (USD1bn) is more than 80% complete.

Whizdom Connect will be ready to hand over to customers by early March this year. Retail space in the Innovative Lifestyle Complex will be ready to serve shoppers in the fourth quarter of this year.

Mr Suttha Ruengchaipaiboon, President of MQDC, said that MQDC was holding the event to thank customers and partners for their full support and to share updates on the project’s successful development.

“We believe that once the WHIZDOM 101 opens, it will be the best mixed-use property project in the region with our ‘integrated smart city systems’ and a ‘third place’ concept, making it achieving a goal of ‘The Great Good Place’,” he said.

He added that MQDC's 'The Great Good Place' concept has attracted interest among international property developers.

"We will be pleased to see anyone adopting our approaches in their developments. It's good to share our great value in improving others' quality of living," said Mr Ruengchaipaiboon.

###

About Magnolia Quality Development Corporation Limited (MQDC)

Magnolia Quality Development Corporation (MQDC) is a business unit of DTGO Corporation Limited (DTGO) that develops, invests in, and manages villa, condominium, and mixed-use projects with a corporate commitment 'For all well-being'.

MQDC develops residential and mixed-use projects under the luxury Magnolias brand and the youthful, urban Whizdom brand. The company has also set up The Aspen Tree to provide eldercare residences and full-spectrum services, enabling 'aging in place', and recently launched the mixed-use The Forestias project.

The MQDC portfolio includes global and national landmarks such as ICONSIAM and groundbreaking applications of energy-saving technology such as WHIZDOM 101 'smart city'. The company provides an industry-leading 30-year warranty on its residential units in line with its exceptional construction standards.

Applying its philosophy of 'sustainnovation' MQDC aims to lead its sector in sustainability.

The company supports the Bangkok-based Research & Innovation for Sustainability Center (RISC), Asia's first research base for sustainable building with a focus on well-being.

MQDC also pursues innovation in energy-efficient technologies such as district cooling and onsite power through the EEC DT joint venture between EEC Engineering Network and DTGO.

MQDC is determined to operate with concern for all life on Earth, advancing this agenda through sustainable development for the wider benefit of society.

For more information, visit www.mqdc.com | Facebook: www.facebook.com/MQDC.For.All.Well.Being | IG: mqdc.official

About WHIZDOM 101

As Thailand's most complete lifestyle complex, WHIZDOM 101 offers busy urban professionals a 'third place' beyond home and the office with a seamless 'one-stop shop' for living, working, relaxing, dining, socializing, exercising, and shopping.

The development on Sukhumvit near Punnawithi BTS station, with a floor area of 350,000 sq m, is designed as 'The Great Good Place' delivering the finest moments of life.

Three high-rise condominiums provide the ultimate in modern quality living, with tech-forward amenities such as one-touch Home Automation Systems.

The complex dedicates almost a third of its area to green spaces, including a roof garden and a large, campus-style lawn.

Visitors and residents can shop and dine in a village setting at the Hillside Town or relax and work at

any time at the 24-Hour Street.

Fitness facilities include a sports club, a beach-resort-style sky swimming pool, and the 1.3km multi-level Whizdom Track for cycling and jogging.

Along with office facilities, the project has a Digital Park to support and incubate startups.

Energy-saving technologies include a system to harvest power from footsteps on the walkway to the BTS skywalk. These high-tech solutions helped WHIZDOM 101 secure a Ministry of Energy ‘Smart Cities – Clean Energy’ award.

Media contact:
Ms. Voradanu Nimmit (Timmie/Tubtim)
VP, Project Communications
Corporate Marketing & Communications Department
E: Voradanu_Ni@dtgsiam.com