

Mori

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1. PROJECT USP_s

LOCATIONAL USPS

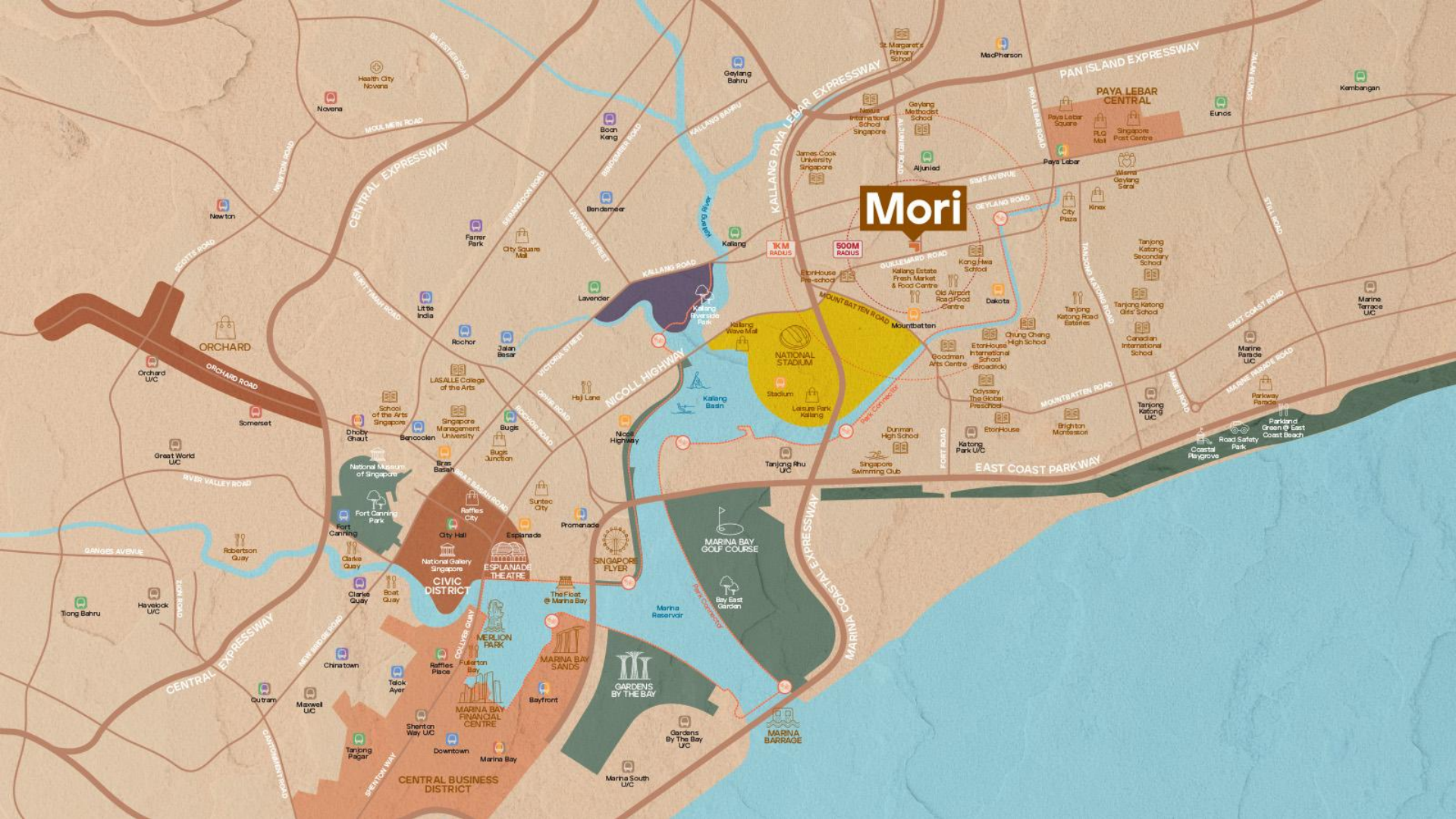
Freehold

Prime District 14

137 Crafted Residences

**Vibrant city fringe retreat, an escape
from hustle and bustle of the city**

Near good schools



Mori

NATIONAL STADIUM

CIVIC DISTRICT

CENTRAL BUSINESS DISTRICT

GARDENS BY THE BAY

MARINA BAY GOLF COURSE

EAST COAST PARKWAY

MARINA CORAL ISLAND EXPRESSWAY

NICOLL HIGHWAY

KALLANG PAYA LEBAR EXPRESSWAY

CENTRAL EXPRESSWAY

PAN ISLAND EXPRESSWAY

CENTRAL EXPRESSWAY

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RIVER VALLEY ROAD

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VIBRANT CITY FRINGE



BRAWNS & BRAINS

LIFESTYLE



EAST COAST PARK

NATURE



KONG HWA SCHOOL

EDUCATION



GOODMAN ARTS CENTRE

HOBBIES



SINGAPORE SPORTS HUB

SPORTS



GARDENS BY THE BAY

RECREATION



CBD

PLQ

WORK



OLD AIRPORT ROAD HAWKER

FOOD

LOCATION

**Strategically located between 2 key business hub
— the well-established CBD and the growing
Paya Lebar Central Commercial Hub**

**Near trendy cafes, world-class sports amenities & beautiful parks
Well-connected by major expressways & MRT stations**

**Near an 89-hectare mixed-use lifestyle hub
(known as Kallang Alive)**

A photograph of a branch with green leaves against a light gray background. The branch is dark brown and curves from the bottom right towards the top left. The leaves are small, oval-shaped, and have a vibrant green color. The background is a plain, light gray wall.

DEVELOPMENT CONCEPT

Wabi-Sabi

DEVELOPMENT CONCEPT

Originating in Taoism during China's Song dynasty (960–1279) before being passed onto Zen Buddhism, wabi-sabi was originally seen as an austere, restrained form of appreciation.

*Wabi, which roughly means 'the elegant beauty of humble simplicity', and
sabi, which means 'the passing of time and subsequent deterioration',
form a sense unique to Japan and pivotal to Japanese culture.*

*Today it encapsulates a more relaxed acceptance of transience,
nature and melancholy, favouring the imperfect and incomplete in everything,
from architecture to pottery to flower arranging.*

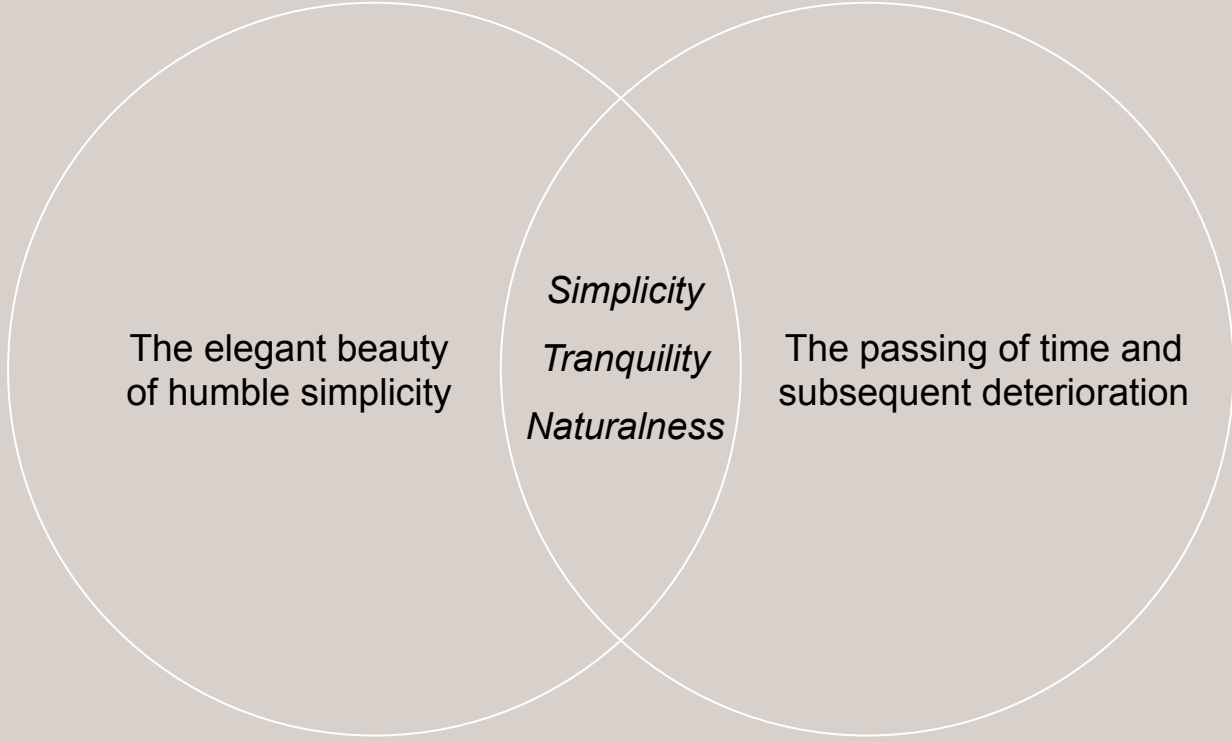
Wabi


Sabi

The elegant beauty
of humble simplicity

Simplicity
Tranquility
Naturalness

The passing of time and
subsequent deterioration





DEVELOPMENT CONCEPT

Wabi-Sabi
[wa:bi səbi] Japanese 侘寂

*(n.) "Wisdom in a natural simplicity".
Finding beauty in imperfections;
the acceptance of transience.*

DEVELOPMENT CONCEPT

Modern Wabi-Sabi Living

Mori is a rare collection of 137 freehold homes in Prime District 14, offering a modern wabi-sabi lifestyle to its residents. Urban, modern and natural, Mori lays the foundation for experiencing life, with all its beauty and joy, to the fullest. It is a precious sanctuary away from the hustle and bustle of the everyday. An inner sanctum where life returns to being simple, relaxed and authentic. 20 facilities curated into 3 exciting zones — MoreSerene, MoreActive, and MoreSocial – let residents enjoy a chic urban lifestyle.

While Mori is a modern sanctuary endowed with calm and tranquility, beyond the home is a vibrant city fringe neighbourhood surrounded by everyday amenities, nature and schools. The area is also extremely well-connected and primed for future growth.

MODERN WABI-SABI LIVING

Elegant

Graceful

Exquisite

Sophisticated

Authentic

Character

Understated

Revealing one's true nature

Imperfection

#moreoflife #timelessness # agelessness #endlessness



ARTIST'S IMPRESSION

FINISHES

Modern Wabi-Sabi – Unique provisions and finishes

Wellness & Facilities

Patina

Aging of material

Home gets more and more charming as you live in it

MATERIAL PALETTE



FACILITIES

Level 2

Onsen Hideaway
Hot Pool
Cold Pool
Ripple Bay Alcove
Serenity Pond
Floating Island
Multi-Fitness Station
Projector Lounge
Herb Garden

Level 6

Lap Pool
Wellness Pool
Sun Loungers
Social Lounge
Bubble Pool
Pool Lounge
Hammock Pool
Play Pool
Pool Cabana
Grill and Dine Pavilion
Social Dining
Kids' Creative Play

FACILITIES

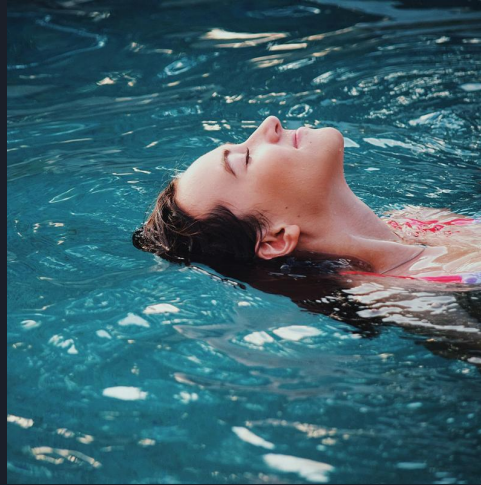
MoreSerene

MoreActive

MoreSocial



MoreSerene



**Bubble Pool • Floating Island • Hammock Pool • Herb Garden • Onsen Hideaway • Pool Cabana
Ripple Bay Alcove • Serenity Pond • Sun Loungers • Wellness Pool**

MoreActive



Multi-Fitness Station • Kids' Creative Play • Lap Pool • Play Pool

MoreSocial



Grill and Dine Pavilion • Pool Lounge • Projector Lounge • Social Dining • Social Lounge

DEVELOPMENT USPS

3 Exciting Lifestyle Zones

20 Curated Facilities

Hot and Cold Onsen Pools

6 Assorted Pools

Rooftop Facilities

137 Crafted Residences

Generous Open Circulation Spaces

Outdoor Terraces

2. TARGET AUDIENCE

1BR – 30 units (4 types)

2BR – 67 units (5 types)

3BR – 38 units (6 types)

4BR – 2 units (1 type)

Investors

Young families

First time homeowners

Upgraders from HDB

Yuppies

Empty Nesters



3. BRAND POSITIONING

MAIN BRAND POSITIONING

Freehold

Prime District 14

**Vibrant city fringe retreat, an escape from hustle
and bustle of the city**

one.

A Neighbourhood with More

[Locational USP]

two.

MoreSerene. *Beautiful pools and gardens, the therapeutic qualities of nature.*

[Landscape & Facilities]

three.

MoreActive. *Swim, work out, run or cycle.*

[Landscape & Facilities]

four.

MoreSocial. *Host memorable dinners and parties.*

[Landscape & Facilities]

five.

More tactile. *Curated 2 interior palettes, showcasing beautiful characteristics tactility of the materials.*

[Material Palette, Interiors & Floor Plans]



ARTIST'S IMPRESSION
Artist's Impression

MoreSerene



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION



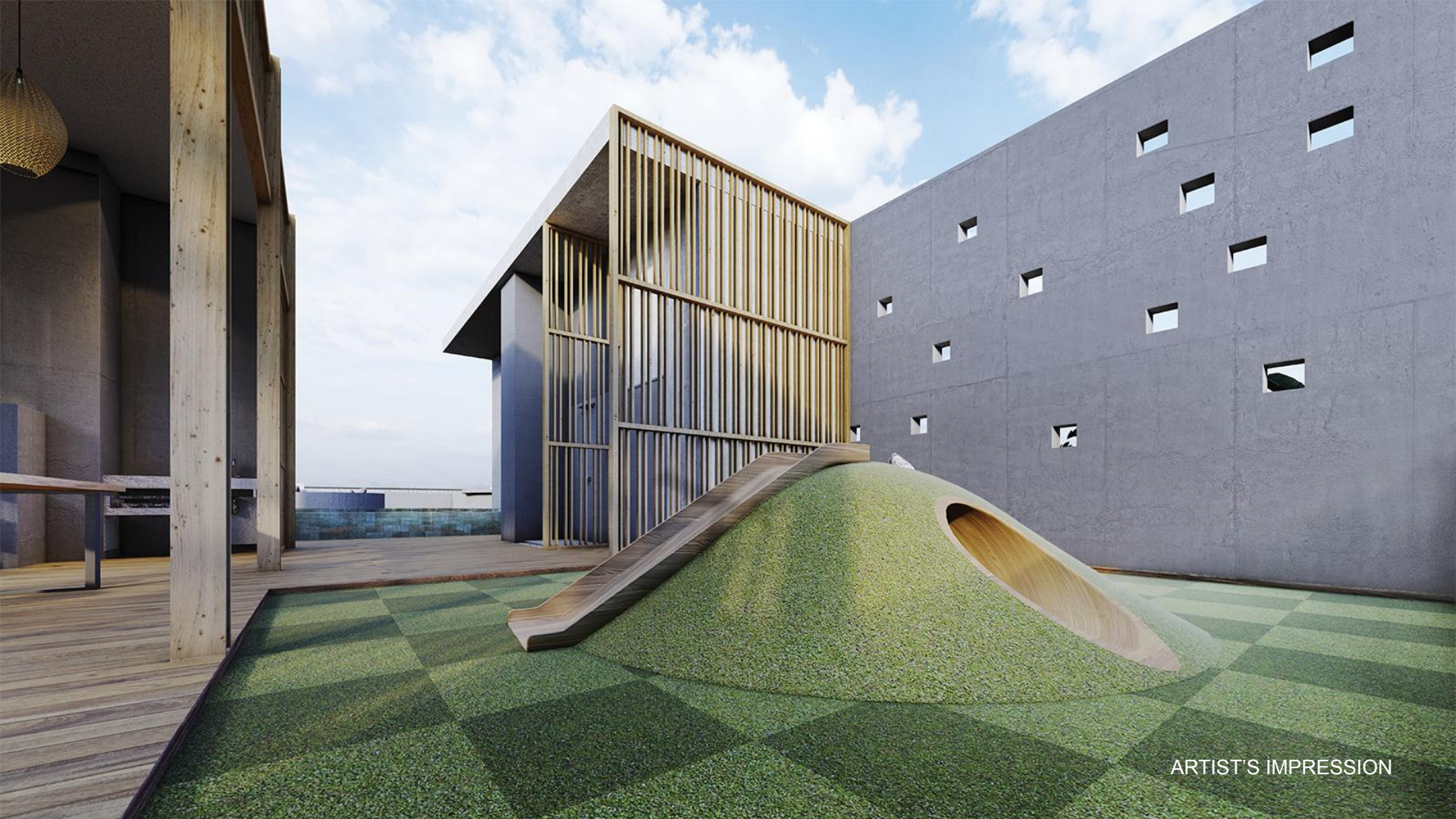
ARTIST'S IMPRESSION

Artist's Impression

MoreActive



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION
Artist's Impression

MoreSocial



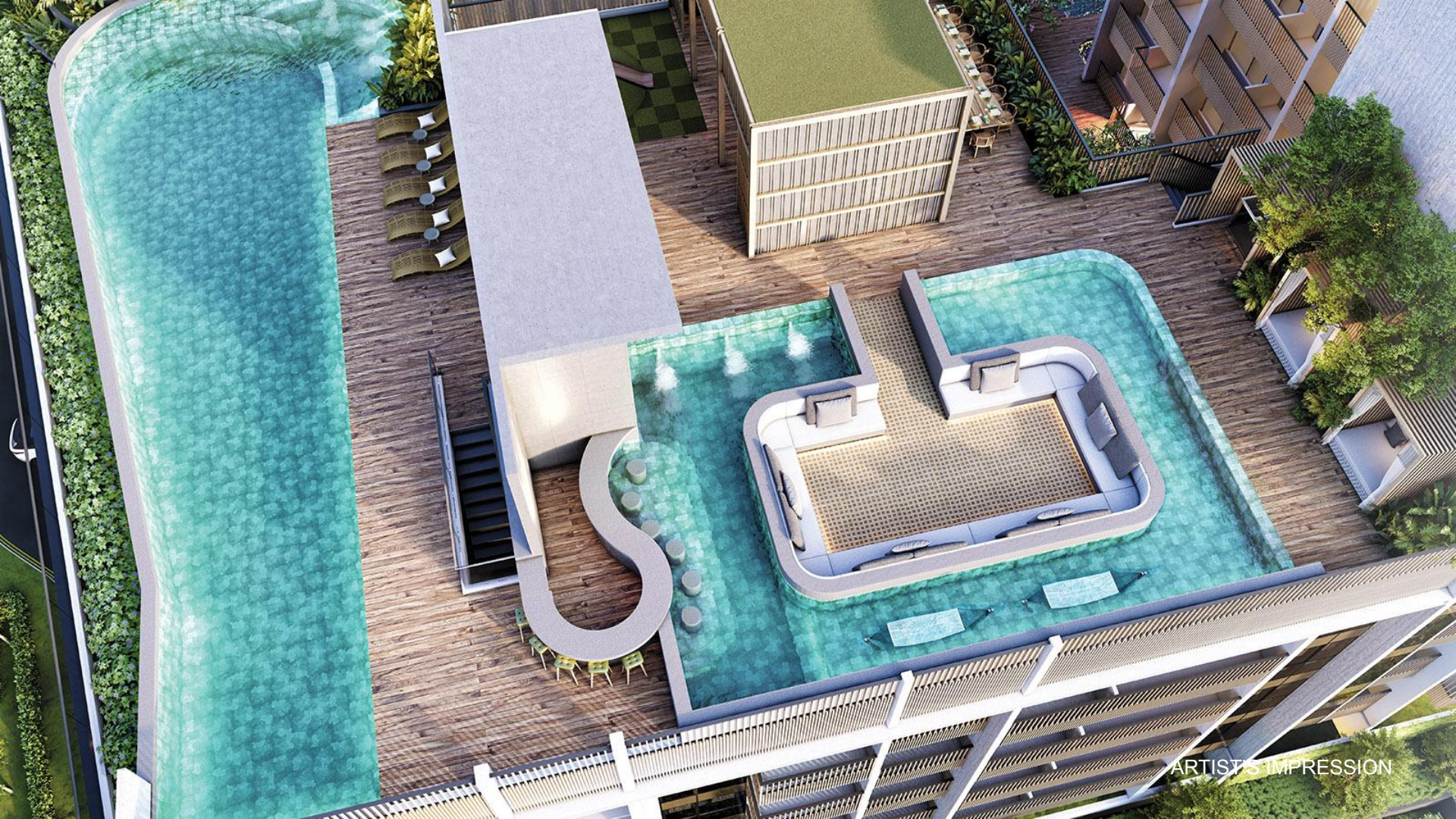
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ARTIST'S IMPRESSION

MAIN POSITIONING LINE

Freehold Prime District 14

Vibrant city fringe retreat, an escape from hustle and bustle of the city

Thoughtful, mindful living

A calm home, where life is simple and relaxed

Pleasures of life

Timelessness, agelessness, endlessness

Be your true self

Living a rich life in a beautiful, meaningful home

4. NAME FORMULATION

Mori

It means woods/forest in Japanese and this resonates with the modern wabi-sabi theme of using a lot of natural materials with wood being a main element.

Being partly located on Jalan Molek, 'Mo' is also for Molek, which means beautiful in Malay.

Mo also reminds us that at Mori, you get "more" - more peace and tranquility thru the embracing of a modern wabi-sabi lifestyle; Mori is a place where you get more spaces for relaxation and rejuvenation. The beauty in simplicity also means you get to have more time for mindfulness, living in the moment and focus more on the important things in life.

NAME FORMULATION

*Meaning forest in Japanese, **Mori** is inspired by the modern wabi-sabi philosophy. The art of finding perfection in imperfection, a timeless creation of beauty.*

5. BRAND LOGO

LOGO

Mori

LOGO

Mori

6. BRAND TAGLINE



Mori

Urban. Modern. Natural.

7. VISUAL BRANDING

COLOUR PALETTE

**Pantone
723C**

**Pantone
7530C**

**Pantone
5625C**

**Pantone
7546C**

MAIN BROCHURE

