

HOT PROPERTY



# Saisawan

the ultimate in high-end property for Phuket

Phuket recorded its highest number of private jet flight arrivals last year. With mega-yacht marinas already under construction and more in the planning stage, this island paradise is quickly finding itself on the “must have” shopping list of the internationally famous and wealthy. Even Mr. Bill Gates has expressed interest in the creation of a billionaire’s only island development/marina.

That’s where Saisawan, a project of exquisite rarity and uniqueness, comes into play. Located on Phuket’s beautiful west coast, Saisawan’s absolute beachfront location provides superb views and direct access to the unspoiled beach and clear blue waters of Bang Tao. It is nestled beside the 5 star Laguna resorts.

Saisawan is composed of a number of private, professionally managed, high-end villas with a focus on privacy, exclusivity and privileged beach living.

The villa style is a uniquely impressive and practical contemporary design that embraces the tropical climate and the beach proximity. The emphasis is luxury indoor/outdoor living with unique spatial dynamics that create areas of exceptional interest and privacy within each villa.

To complete this fantastic lifestyle, the developer is providing complimentary sporting, boating and spa privileges. Many first-class restaurants and golf courses are just a short drive away and the international airport is only 20 minutes away.

“We identified early on the demand for exclusive private beachfront properties and we competed against international hotel groups

and developers to secure this last piece of prime beachfront land,” says Andy Street, Managing Director of Tawan Properties, the developer.

Andy continues “Wealthy people in the know are quick to understand the sure-fire appeal, superior lifestyle and investment upside of prime Phuket property. In a few years time it will be recognised as the equal of the more traditional tropical island retreats around the world and Saisawan will stand out as a world-class property”.

#### Location/Lay Out

Saisawan has secured the last plot of beachfront land near the Laguna area to develop incomparable villas right on Bang Tao Beach, with a beach front that extends for almost 300 metres.

Saisawan occupies 17 rai (6.6 acres) of prime beachfront land. Eight beachfront villas will each boast 100 feet of beach frontage and a level land plot of approximately 1.1 rai (just less than half an acre) and up. These are breathtakingly spacious homes — 1,200sqm of thoughtfully designed formal and informal living space. A magnificent grand living room is positioned at the beach end for picture postcard views, together with a beach sala, BBQ area and a

25m infinity pool. The villa features a distinctive “floating” dining pavilion, fitness room, wine cave, games room, two kitchens, feature staircase and many other unique features offered along with two master suites, two further bedroom suites and housekeeper accommodation for four.

The eight garden villas follow the unique design and style of the beach villas with over 700sqm of sophisticated living space. Set back just 60m from the ocean, these beautifully designed villas are located on over 0.5 rai and all have direct access to the beach along a private pathway. Being a more compact version of the beach villas, these contemporary homes provide, a stunning living area arranged around the pool, a separate outdoor dining pavilion, two kitchens, games room, feature gardens, 4 magnificent bedrooms and a dedicated housekeepers’ area.

All villas are feature-packed with every conceivable luxury made available to the owner, their friends and families. Large private pools, huge outdoor undercover areas, impressive entertaining areas and very private sleeping areas combine with a variety of set-piece outdoor areas to create different moods for different times of the day and year.

#### Concept

Subtle details and design style will ensure Saisawan’s absolute privacy. The vibrant outdoors is designed to blend seamlessly with the spacious and contemporary indoors to engender a lifestyle that is both relaxed and dynamic. Seasonal plants have the luxury of space to proliferate within the private garden. The extensive grounds accommodate two cool pools as essential accessories for enjoying the tropical climate year round. The interior is equally sumptuous. Exotic materials and finishes are used to accentuate the modern design that emphasizes comfort. The master suite is dramatic not only in the magnificent ocean view but also in its opulence. Well-appointed rooms for study, fitness and entertainment define the internal space to complement the striking living area. The modern kitchen and all living areas are comprehensively equipped with the latest gadgets, all of them work together to make life spectacular and to create an impressive and aesthetic setting for entertaining for business or pleasure.





Tucker Bishop, Architect

## Engaging the Best

In an exclusive design specifically for Saisawan, the renowned Bishop International firm of architects has been working for the past five months on the architecture, interiors, gardens and the master planning.

Says Tucker Bishop, the firm's Managing Director, "Andy is an experienced developer and he gave me a very specific brief to design a villa that would be truly different from anything yet built on the island. My company has designed many one-off private homes, luxury estate developments and high-end hotel projects to capture the essence of luxury tropical living. Personally, I am very excited to be given a free hand to design a contemporary luxury private villa that incorporates all the great things we have done before, plus some new things, all in a modern tropical style that is a far cry from the much over-used 'Thai' style that dominates Phuket's high-end property."

"A critical design goal," he says, "was to avoid the common mistake of trying to give every single room a great sea view, thereby sacrificing the opportunity to create a truly spectacular beach end of the house with picture postcard views onto the sea and to the sunset. I'm delighted to say that we

have achieved our goal — a 72sqm grand living room with curved 5.5m high ceilings and outstanding sea views and covered sun bathing decks leading down to the pool that is almost right on the beach. The rest of the house retains very respectable sea views for all principle rooms including bedrooms. It has also allowed me to create a more protected sanctuary in the middle part of the house that exudes its own mood and ambiance, featuring a dining room that floats on an illuminated pond with lots of interesting niches for art work and Asian design features."

Using modern materials and design features Tucker has created a truly stunning property that maximizes the natural features of light, breeze and ocean views. The use of local materials is blended with state-of-the-art products to create a property that is both functional and ultra stylish. The highest quality materials are used throughout and these are complemented by the use of first-class fittings and equipment.

## Successful Development Team

Developing property at this high end of the market takes experience and understanding. The Saisawan team has included as a core part of its offering, exceptional owner services and priority access to a range of privileges that will greatly contribute to the luxury tropical experience making Saisawan a very special location for its owners.

Renowned for their prime locations, design innovation and for their superior building quality, Tawan Properties delivers extraordinary dream homes and has been developing in Phuket since 2001. It has three other luxury private projects in key locations. Two projects, Maan Tawan and Chom Tawan, are located further north on Bang Tao Beach, between the Banyan Tree and the upcoming Shangri-La Spa Resort. The third is a new ultra-stylish modern contemporary top-end condominium apartment project in the rapidly developing rich man's playground in Ao Po on Phuket's stunning East Coast.





The focus on service comes from the founders and operators of the highly successful Pansea Hotel group. Pansea Group have a long association with luxury spa and high end development in and around Thailand. They developed the Chedi in Phuket, and the Pansea hotel in Koh Samui as well as exclusive villa projects. Their experience has contributed to all manner of design points, especially in the area of privacy, luxury, facilities required and techniques for comfortable indoor/outdoor living. They really understand the types of service and facilities needed by successful people. Not that Saisawan will be operated as a hotel. It won't, but the ability to access butler service will be available to those who need it.

### Searching for the Ultimate

Saisawan is a response to those seeking the ultimate private Phuket property. "We have always developed in the mid-to-high end arena and we have been constantly pestered to build one-off homes for the rich and famous,"

says Tony Henthorne, the project's Marketing Director and Developer.

"In a strange twist, it's likely that the initial sales will be to top-end buyers who already own or have stayed in existing luxury villas in the area. Until now, a luxury villa meant being on a hill-side with the house typically arranged on inconvenient multiple levels. They may have great views, but are a long way from the beach. Experienced buyers now look for the practicality of flat land, close-up sea views and the excitement and relaxation of being only a few metres from the beach.

"It is an astounding endorsement that over 40 per cent of our business comes from personal recommendation from existing buyers who recognize the unique tropical yet practical lifestyle we provide together with the superior long lasting value in all of our properties. Recommendations occur because people are happy with their homes and they have seen the tremendous increase in the value of their properties."

Ian Spurdle, the Group Sales Director, goes further describing the value of the property, "The unique tropical appeal of Phuket is particularly strong at the top-end of the Asian and international market, offering wealthy families a much higher quality of life at a very affordable comparative cost. The bonus is that the property market is still in its infancy and with the scarcity of beachfront properties, the value of these grade A+ homes will rocket over time.

"In this area exclusive area, these are the only beachfront properties that you can truly live-in all year round, furnished and designed the way you want them and treated as private homes. The Banyan Tree and Shangri-La offer facilities which are close by and although they also offer ownership options, Saisawan is truly your own private piece of paradise, as it is not part of a hotel."

### Management

Saisawan is managed by a professional, service-oriented organization with a flair for providing a high-level personalized service to our discerning buyers. More than just a company maintaining the estate, this service will break new ground in tailor-made butler services to Phuket home-owners.

The management team has plenty of 5-star hotel resort and upper-end luxury residential development experience to draw from, and it makes no mistake when it says these properties are designed as the ultimate in private residential homes for the truly privileged few.

Tawan Properties will work closely with buyers to ensure that their Saisawan home meets their aspirations and dreams. The architects will ensure that any personalization requirements are made to the highest quality and meet the project's design guidelines.

Designs are currently being finalized and the project will be officially launched through selected channels in September. Reservations are being accepted ahead of the launch, so if Saisawan appeals to you and you want to secure one beforehand you can find further information on the website, or you can call or e-mail Ian Spurdle for further details and an inspection.



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