

SOLER TOWER
RESIDENTIAL, MANILA

1970

In 1976, Federal Land (then known as Federal Homes) launched its first projects, the Tytana Plaza and Mandarin Mansion in Binondo, Manila., Federal Land continued to develop high-rise residential and office projects around Metro Manila.

1950

In 1957. Nomura Real Estate Development (NRE) was established as a spin-off from Nomura Securities Co., Ltd. Since then, it has been running as one of the largest property developers in Japan.

1960

NRE develops its first residential project in Kamakura. Kanagawa and introduces the first condominium development in Yokohama. Japan, the CO-OP TAKE-NO-MARU.



NRE establishes its Head Office in Shinjuku, Tokyo.



2000's

In 2002. Federal Homes changed its name to Federal Land. Inc and in 2009. the Company opened its flagship office building. the 47-story GT Tower International in Makati City and the Marco Polo Plaza Cebu in Cebu City.







Federal Land continued to develop residential high-rise buildings with The Grand Midori Makati in 2008 and the first tower of the Marco Polo Residences (Cebu) in 2010.



2000's

In 2002. NRE launches their residential brand "PROUD", a testament to NRE providing high-quality living environments with a continuous focus on quality homes.









2006 marks an incredible milestone for NRE as it is listed on the First Section of the Tokyo Stock Exchange.



2008 NRE introduces PMO - medium-sized office buildings with high-quality function equivalent to a smart building; and LANDPORT, its Logistics Facilities Department.





2010's

2011 Federal Land introduces its first house & lot development in General Trias. Cavite - Florida Sun Estate.



2017 the first Grand Hyatt Residences brand in Southeast Asia launches with the Grand Hyatt Manila



2010's

2011 NRE launches its suburban residential brand **OHANA**.



2012 GEMS, urban commercial facilities specialized for train stations



***OHANA**

2017 NRE starts a housing brand for senior citizens. **OUKAS**.

2018



The first joint venture between Federal Land and Nomura Real Estate together with Isetan Mitsukoshi Holdings Co. introduced the first Japanese-inspired residential development and MITSUKOSHI in the country.







NNN H

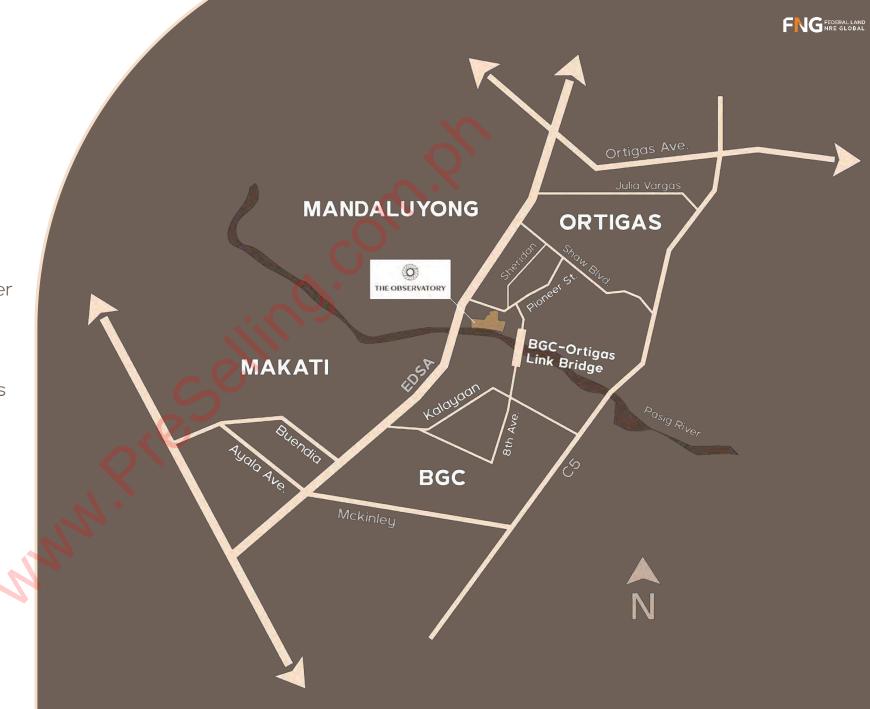


Strategically located at the true center of Metro Manila. THE OBSERVATORY project will rise within the Mandaluyong-Pioneer Central Business District Zone and at the middle of three major Central Business Districts.

MAKATI 4.3km

BGC 3.4km

ORTIGAS 2.5km



MAKATI

A premier financial hub with iconic landmarks and modern office skyscrapers. Makati Central Business District has long been home to renowned multinational companies and the country's biggest businesses, world-class shopping malls, refreshing green spaces, and a variety of upscale and affordable residential developments.



NEARBY ESTABLISHMENTS

OFFICES / HEADQUARTERS





5.1 KM

5.4 KM



AXA

5.1 KM





5.0 KM

2.3 KM



MEDICAL FACILITIES



5.2 KM

LEISURE







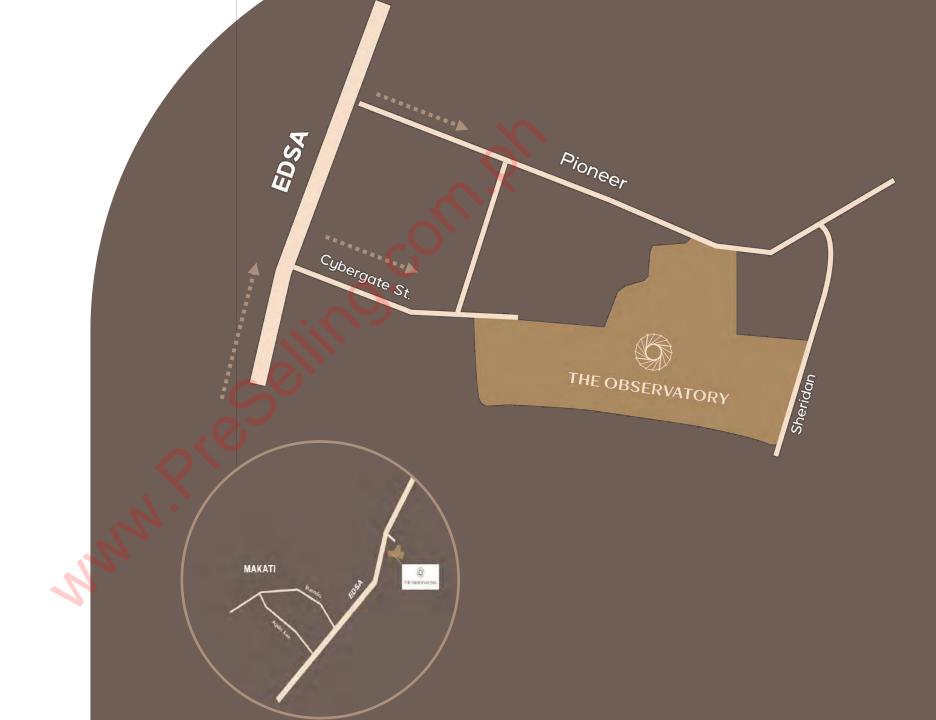
ATENEO PROFESSIONAL 5.0 KM

EDUCATIONAL INSTITUTIONS

COLEGIO DE SAN AGUSTIN 4.6 KM

FROM MAKATI TO THE OBSERVATORY

- ↑ EDSA
- CYBERGATE ST.
- PIONEER ST.



FROM

THE OBSERVATORY TO MAKATI







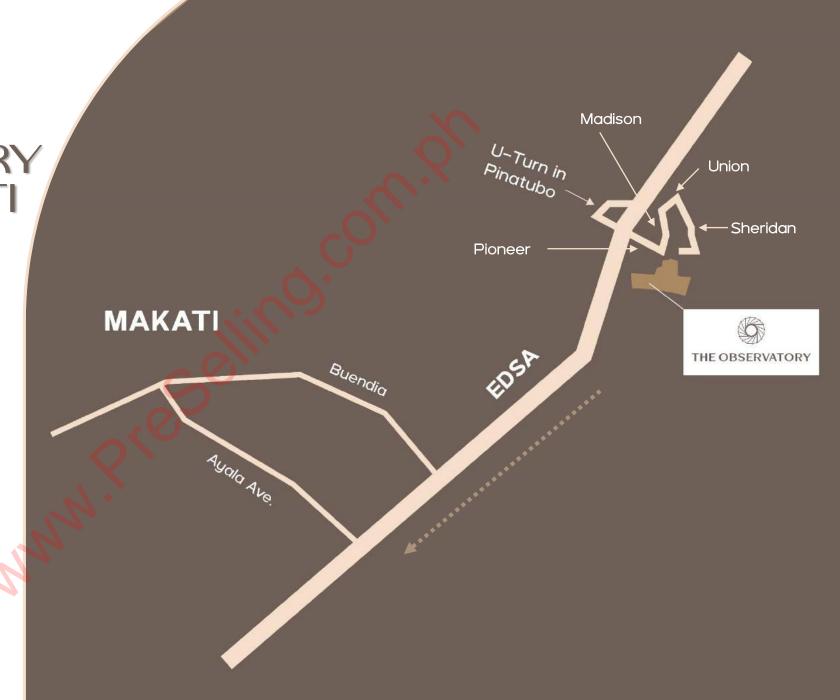


† BONI-PIONEER TUNNEL



PINATUBO

↑ EDSA



BGC BONIFACIO GLOBAL CITY

The second largest financial district in Metro Manila. Bonifacio Global City (BGC) has become the address of choice for the most recognizable companies. luxury hotels, premier residences, global retail brands, prestigious international schools, and world-class health institutions.



NEARBY ESTABLISHMENTS

OFFICES / HEADQUARTERS





The Philippine Stock Exchange, Inc.

PHILIPPINE STOCK EXCHANGE. INC. 3.7 KM



3.5 KM

5.4 KM

JPMORGAN CHASE & CO.

2.4 KM







39 KM

4.4 KM

4.3 KM







3.6 KM

3.5 KM



MEDICAL FACILITIES



ST. LUKE'S MEDICAL **CENTER** 1.7 KM

LEISURE



MITSUKOSHI 2.4 KM



2.6 KM





3.4 KM

4.7 KM





39 KM

EDUCATIONAL INSTITUTIONS







UP BGC CAMPUS 2.5 KM

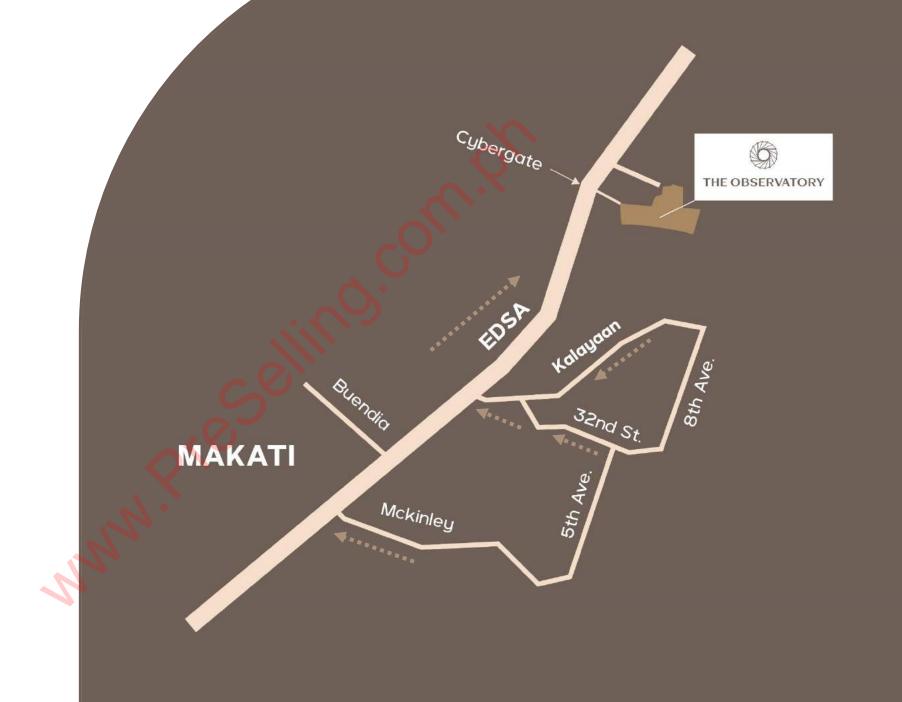
BGC TO THE OBSERVATORY

- 1 8TH AVE
- T BGC-ORTIGAS LINK BRIDGE
- BRIXTON
- T RELIANCE
- PIONEER
- T WILLIAMS & SHERIDAN
- PINES
- TUNION & MADISON
- PIONEER 1



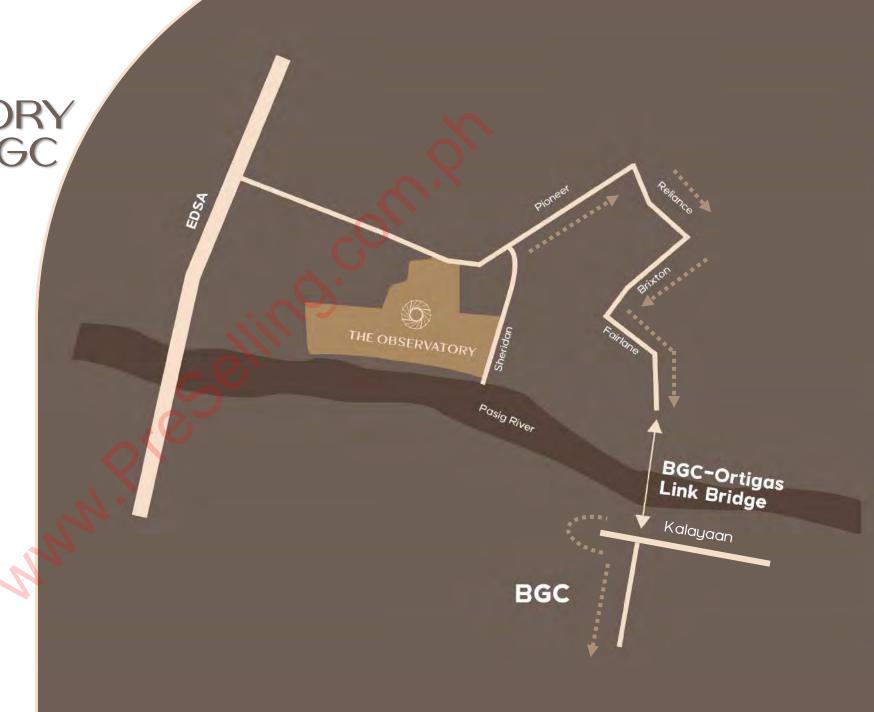
BGC TO THE OBSERVATORY

- ↑ MCKINLEY
- **EDSA**
- CYBERGATE ST.
- PIONEER ST.
- 1 KALAYAAN
- **EDSA**
- CYBERGATE ST.
- PIONEER ST.



THE OBSERVATORY TO BGC

- 1 PIONEER
- RELIANCE
- BRIXTON
- **FAIRLANE**
- BGC-ORTIGAS LINK BRIDGE NARRA EXTENSION
- KALAYAAN A
- 8TH AVE.



ORTIGAS CENTER

One of Metro Manila's two original central business districts. Ortigas

Center mirrors the development history of the Makati CBD: from a virtual wasteland to one of Metro Manila's most important real estate markets.

Ortigas Center is a thriving community where its residents fully enjoy a livework-play-learn lifestyle.



NEARBY ESTABLISHMENTS

OFFICES / HEADQUARTERS



ASIAN DEVELOPMENT BANK 2.3 KM



2.4 KM

MERALCO

2.6 KM





3.2 KM

2.9 KM



MEDICAL FACILITIES



LEISURE





2.3 KM

1.6 KM



701/

1.9 KM

3.2 KM

ROBINSONSGalleria

EDUCATIONAL INSTITUTIONS





ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH



ORTIGAS TO THE OBSERVATORY

- SAN MIGUEL AVE.
- PINES
- TUNION & MADISON
- PIONEER 1

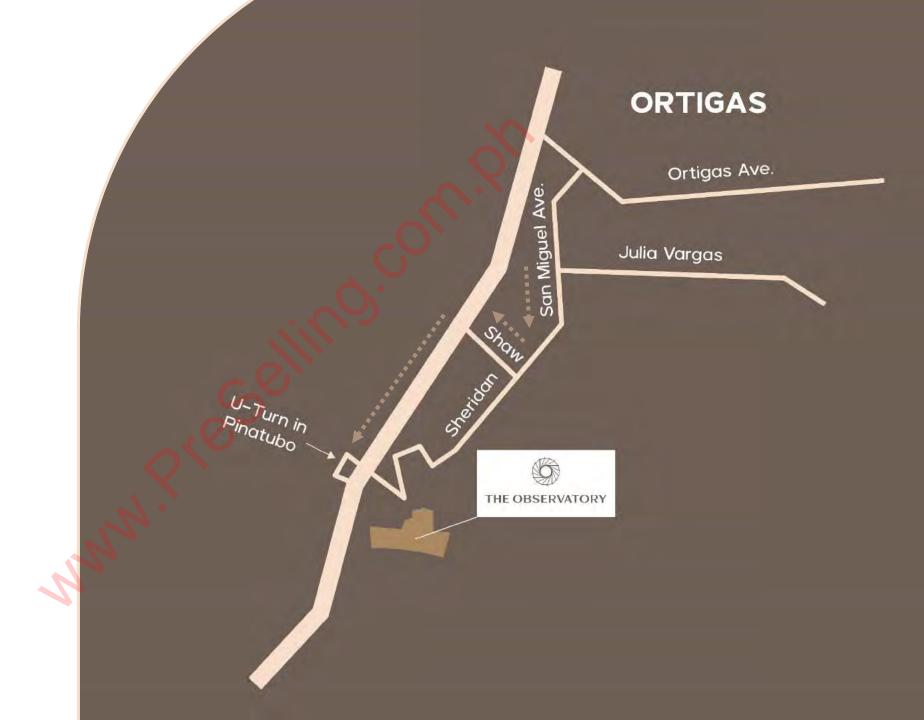


ORTIGAS TO THE OBSERVATORY

- J SAN MIGUEL AVE.
- SHAW BLVD.
- T EDSA
- PAPO & PINATUBO
- BONI PIONEER



1 PIONEER



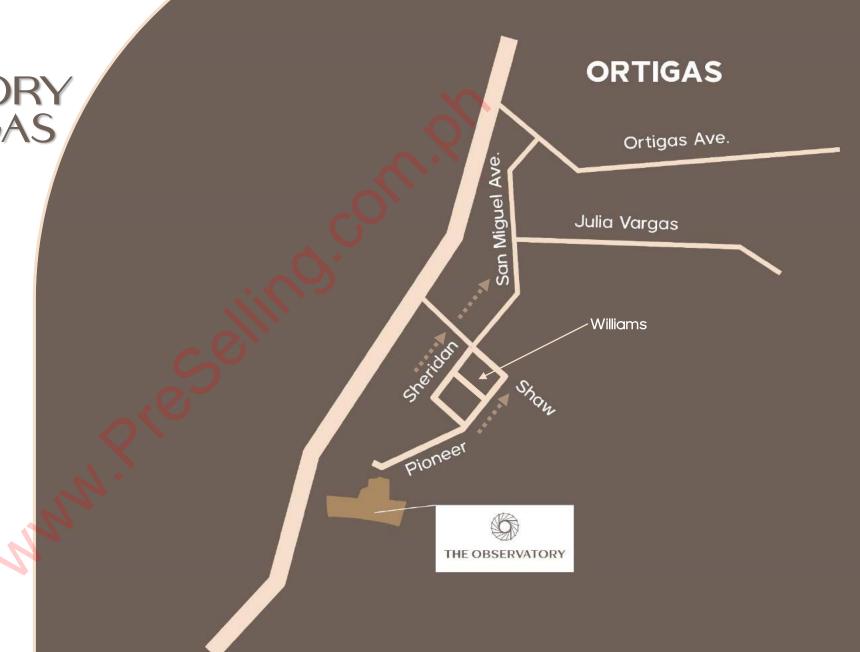
THE OBSERVATORY TO ORTIGAS



♥ WILLIAMS

SHERIDAN

* SAN MIGUEL AVE.



MANDALUYONG -PIONEER CENTRAL BUSINESS DISTRICT

Mandaluyong's central business district is concentrated on the EDSA-Shaw-Pioneer area which includes:

ROBINSONS CYBERGATE PLAZA (ACCENTURE HQ) 0.5 KM

GREENFIELD DISTRICT 1.3 KM

UNILAB HQ 1.1 KM

ROCKWELL BUSINESS CENTER (SHERIDAN) 1.1 KM





MASTERPLAN

NNN





NIKKEN

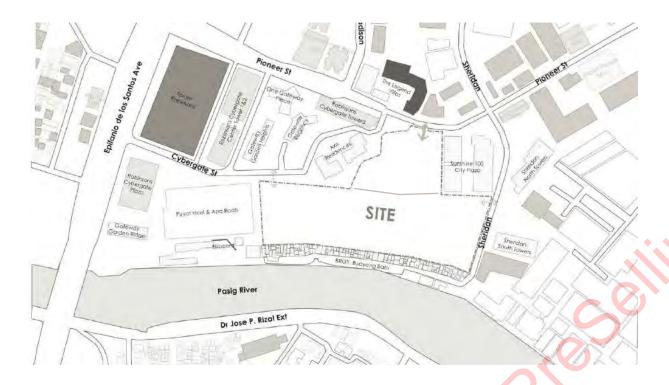
EXPERIENCE, INTEGRATED

An architectural, planning and engineering firm from Japan established in 1900, It has completed more than 25,000 projects, in over 250 cities, across 50 countries, making it one of the largest architectural practices in the world.

TOKYO SKYTREE

At 634 meters. TOKYO SKYTREESM is the world's tallest free-standing broadcasting tower. With Japan's traditional formative arts. cutting-edge materials and technology, it has become a new landmark for Tokyo. In addition to observation facilities at 450 and 350 meters high, commercial facilities run for up to 400 meters, all of which comprise TOKYO SKYTREE TOWNSM, a mixed-use complex.

SOURCE: https://www.nikken.co.jp/en/projects/highrise/tokyo_sky_tree.html



PROJECT SITE

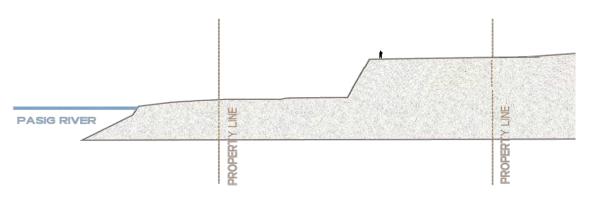
The **4.5has** site is located in the city of Mandaluyong along the Pasig river. The topography of the site has a large level difference. Bringing a portion of the site above the neighboring houses.

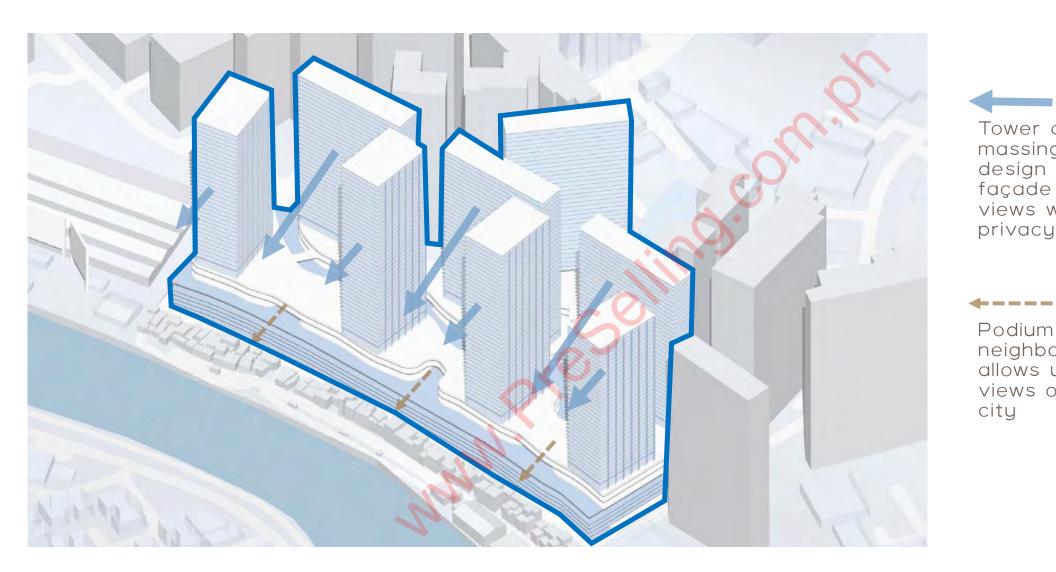
This in addition to the river to the south ensures that any project built here will have amazing views in perpetuity.



ACTUAL NIGHT VIEW

Unobstructed views of BGC from the south, across the Pasig river.





Tower allocation, massing and façade design with tilted façade gives extensive views while protecting privacy.

Podium raised above neighboring houses allows unobstructed views of the river and city



DESIGN CONCEPT

The Philippine eagle is the national bird of the Philippines. It is a symbol of elegance. a healthy environment and strong social and family engagement. It symbolizes values that are dear to the Philippine people.

Like the eagle. the building is engineered to capture breezes and provide residents with a superb vantage point from which they can enjoy the vibrancy of the city.

DESIGN PROPOSITION

Family Health

Raise their young



Hunts in groups

Environmental Health

The presence of the Philippine eagle means a healthy ecosystem





DESIGN TRANSLATION

Promote a healthy and safe living

Promote interaction and establish strong community

From industrial to a cleaner environment thru

Greens and open spaces











GFRDE

A leading Japanese design company founded in 1985. Garde has been providing retail design branding and consulting services throughout the globe. Their clients include luxury fashion stores, hotels, department stores, shopping centers, corporate offices and high-end residences.

MITSUKOSHI GINZA

The interiors of MITSUKOSHI GINZA by GARDE won the "Best Retail Interior Japan" Award in the Asia Pacific Property Awards 2011.



3 MAJOR SHOPPING ZONES



STREETSIDE

A full open street mall to create an open and seamless shopping and dining experience

GARDEN AND SHOPS

A fully functional, all-weather retail space and lush garden

RIVERSIDE AND SKYLINE

A connective space to create a seamless connection with the BGC skyline view offering a unique dining experience













MENITIES

WWW.





TOWER 1 SHIBUYA

Mostly known for its crossing. Shibuya is on of Tokyo's most colorful and busy districts with several shopping. dining. and entertainment establishments to match its swarms of visitors.

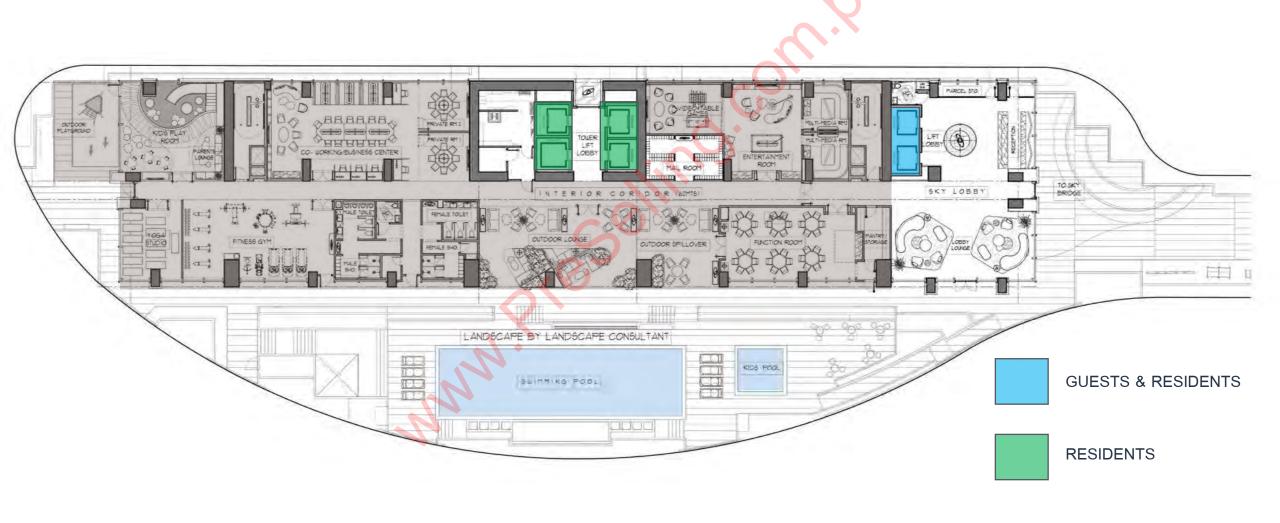
It is a center for youth fashion and culture with its streets being the birthplace of many Japan's fashion and entertainment trends.

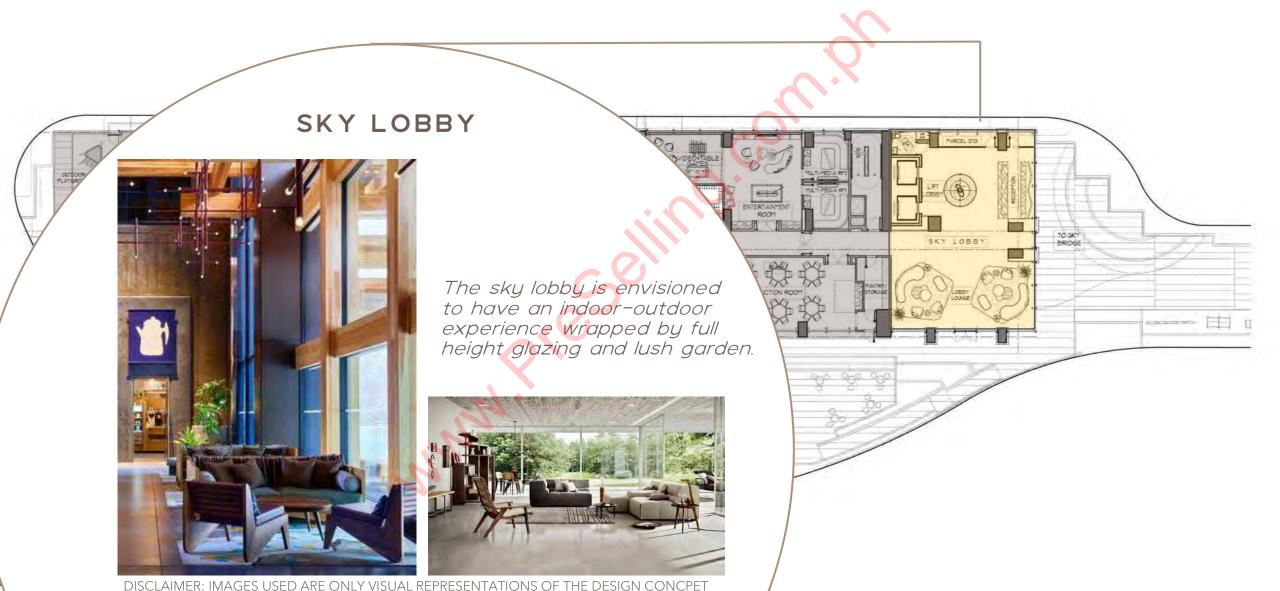


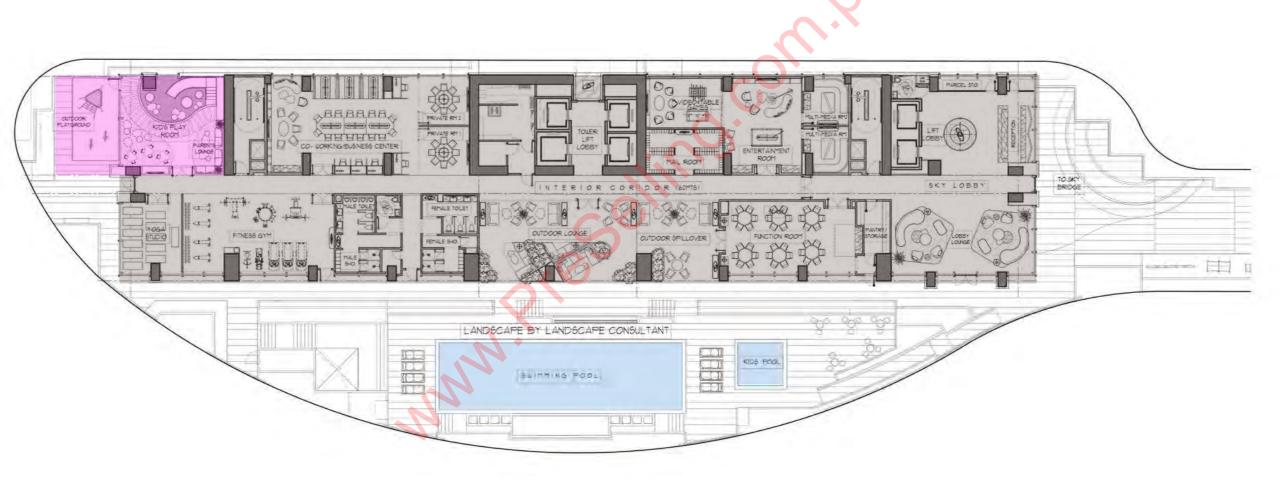


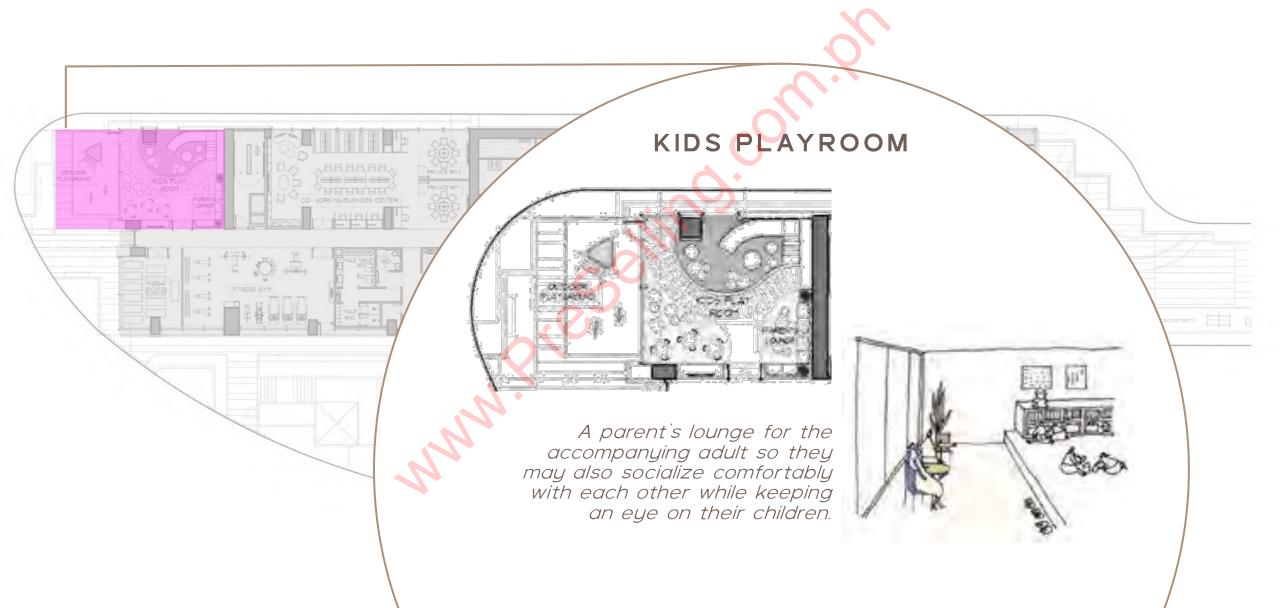
INDOOR AMENITIES

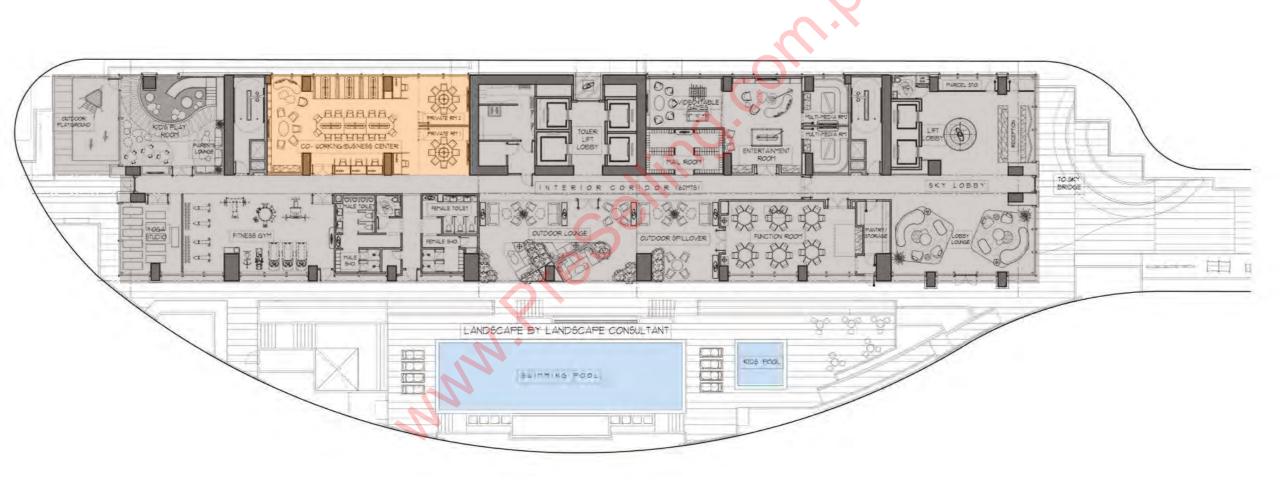
Carefully curated amenities that cater to the lifestyle and needs of the young target market

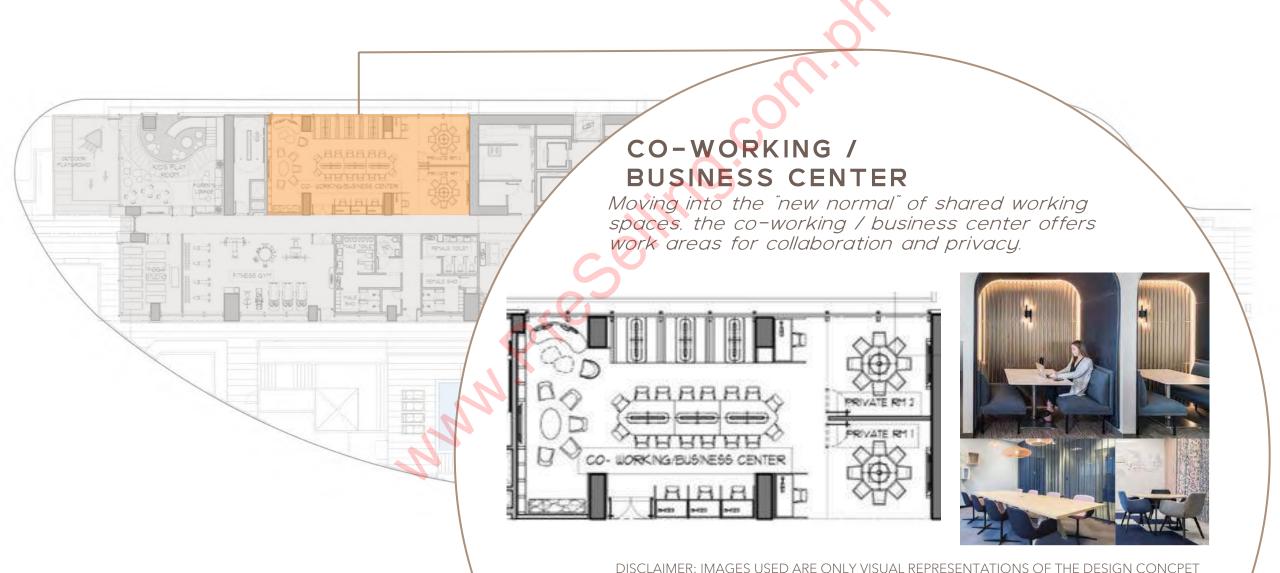


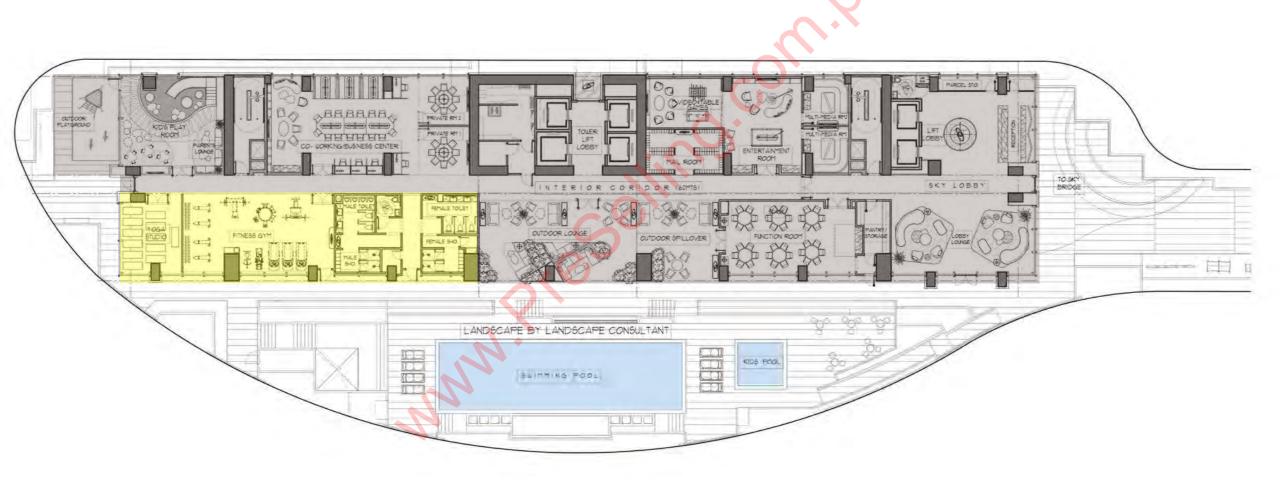




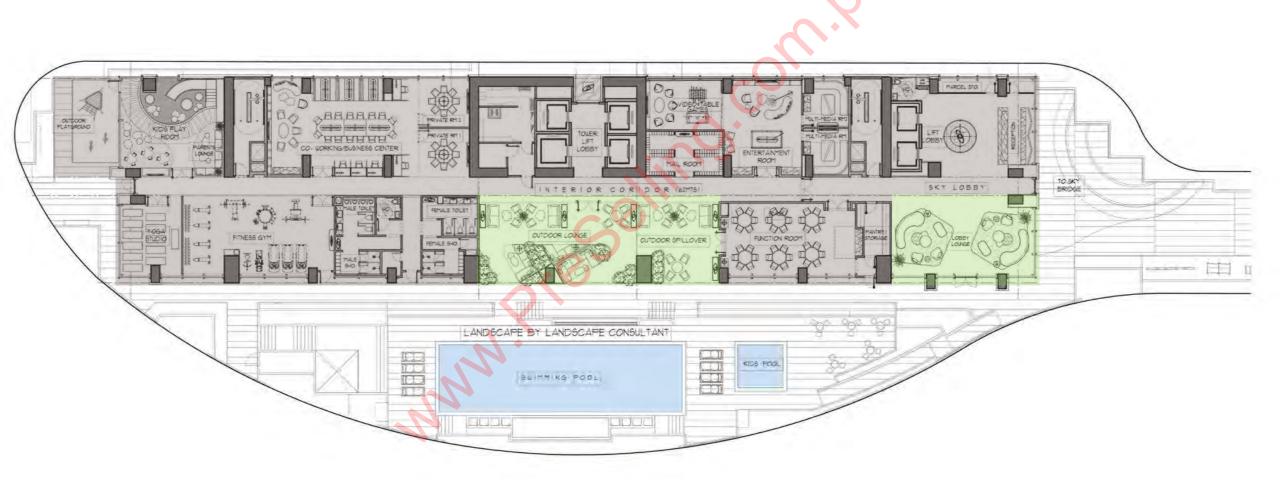


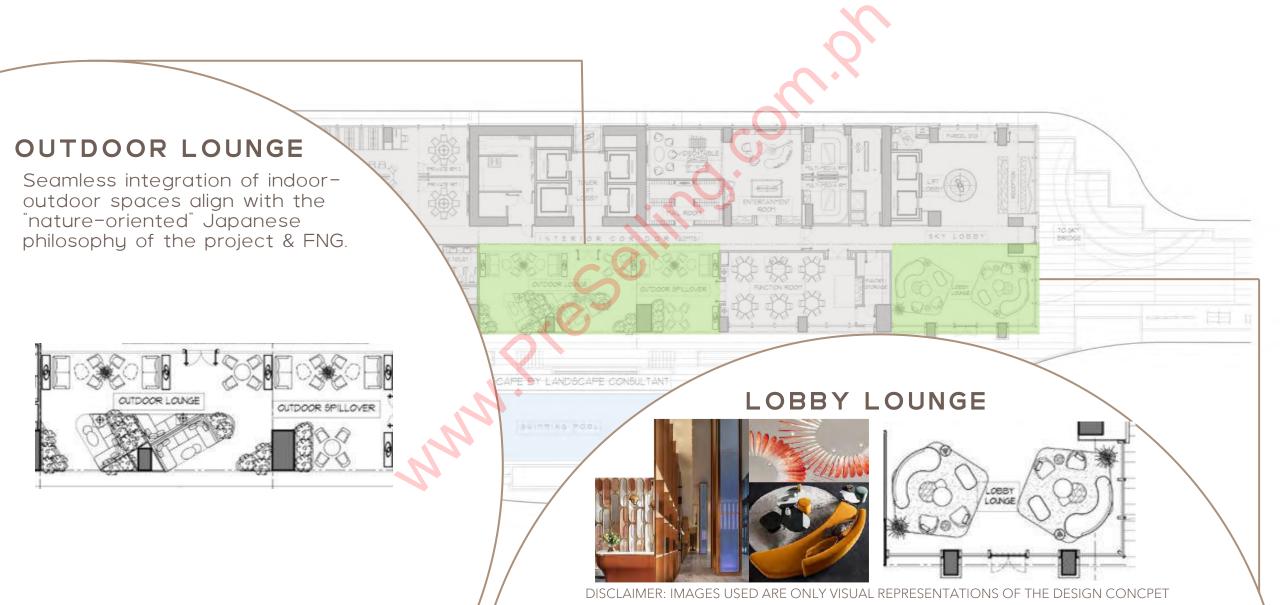


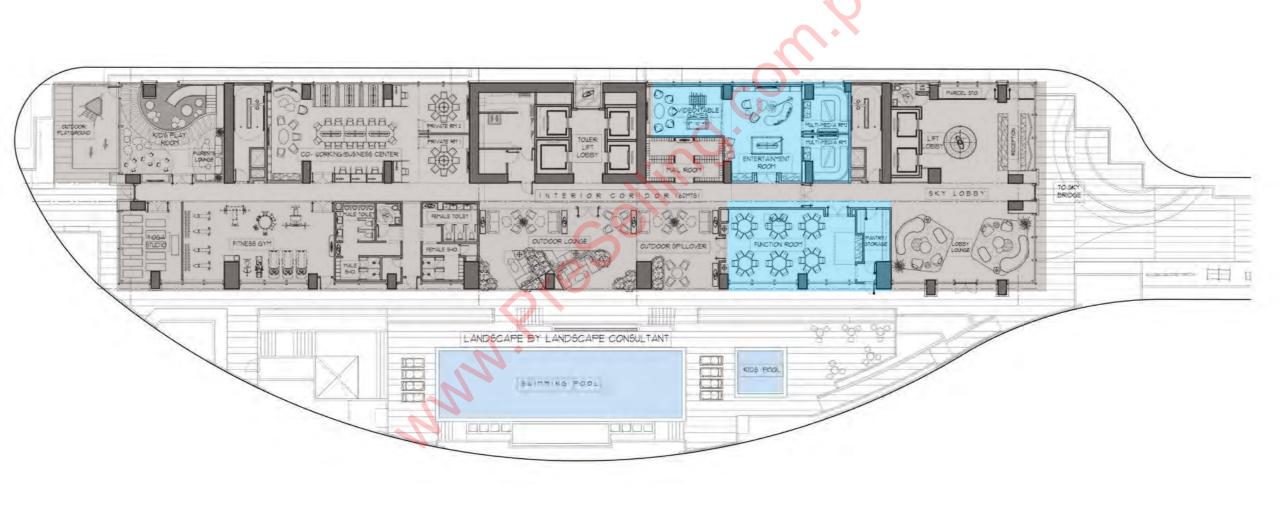






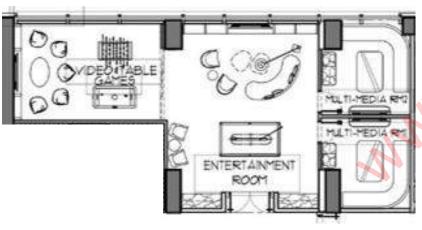






ENTERTAINMENT ROOM

Work-Life Balance is essential to the younger generation and spaces where they can unwind with friends & family is a must.





FUNCTION ROOM



DISCLAIMER: IMAGES USED ARE ONLY VISUAL REPRESENTATIONS OF THE DESIGN CONCPET





OUTDOOR AMENITIES

















FNG FEDERAL LAND

What is the "FNG" feature?

We are not trying to just bring in Japanese features in our units.

We are providing a better lifestyle, adapting to the new normal, with Japanese ingenuity that is part of brand value.

Storage Solutions

User-friendliness

Flexibility



STORAGE SOLUTIONS GENKAN

A *Genkan* is traditional Japanese entryway area for a house, apartment, or building, a combination of a porch and a doormat. The flooring of a *Genkan* is normally of a different material than the rest of the home as it is meant to house items for the outdoors.

The concept of a *Genkan* is also very cultural as it reflects deeply held Japanese views and attitudes on cleanliness – an important part of their religious practice of Shintoism.

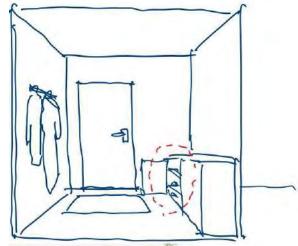


Exposed shoes leaves for a messy & unsightly entrance





A clean & organized entrance gives a very welcoming feeling to a home





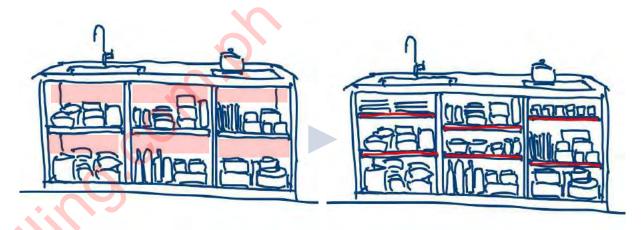
Adjustable dividers in the shoe cabinet allows for all kinds of footwear to be properly & neatly stored

STORAGE SOLUTIONS KITCHEN

Kitchen space is basically separated into three zones: (1) Wash (2) Prepare (3) Cook.

Shelves are adjustable so residents can customize for their best.





Typical kitchen cabinets are just one size with a lot of wasted space. Adding adjustable shelves for the inside allows the user to maximize the cabinet space and store more items.



Different storage sizes for the different kitchen items that usually we don't think about until later. Adjustable shelves provides flexibility for the user.

MOBILE COUNTER & PULL-OUT PANEL

The kitchen mobile counter provides additional space that could be moved by residents to different areas in the unit for various uses.

The pull-out panel also provides additional space management options in the kitchen area.













The pull-out panel can be used to store items that may be pulled out when needed and stored when not in use.

STORAGE SOLUTIONS CLOSET

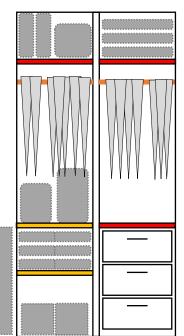


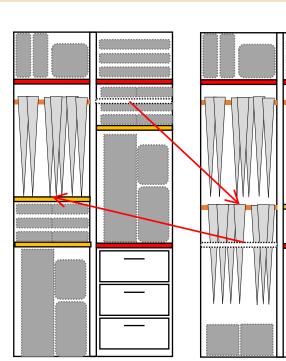




In modular closets, shelves can be easily rearranged by residents to accommodate needs for storing more clothes. large objects, or additional storage compartments.

To accommodate the various lifestyles of residents at different life stages, modular closets feature adjustable shelves that can be relocated according to residents needs.







RESIDENCES





PENTHOUSE 36F | 6 UNITS

HIGH ZONE 27F - 35F | 13 UNITS

MID ZONE 20F - 26F | 27 UNITS

LOW ZONE 3F - 19F | 27 UNITS

AMENITIES 2F

RETAIL P1 - 2F PARKIN

P1 - P6



NO. OF UNITS

UNIT TYPE	UNIT COUNT	%
STUDIO	336	52%
ONE-BEDROOM	228	35%
TWO-BEDROOM	48	7%
THREE-BEDROOM	32	5%
PENTHOUSE	6	1%
TOTAL	650	100%

PENTHOUSE

HIGH ZONE

MID ZONE

LOW ZONE

AMENITIES

RETAIL

PARKING

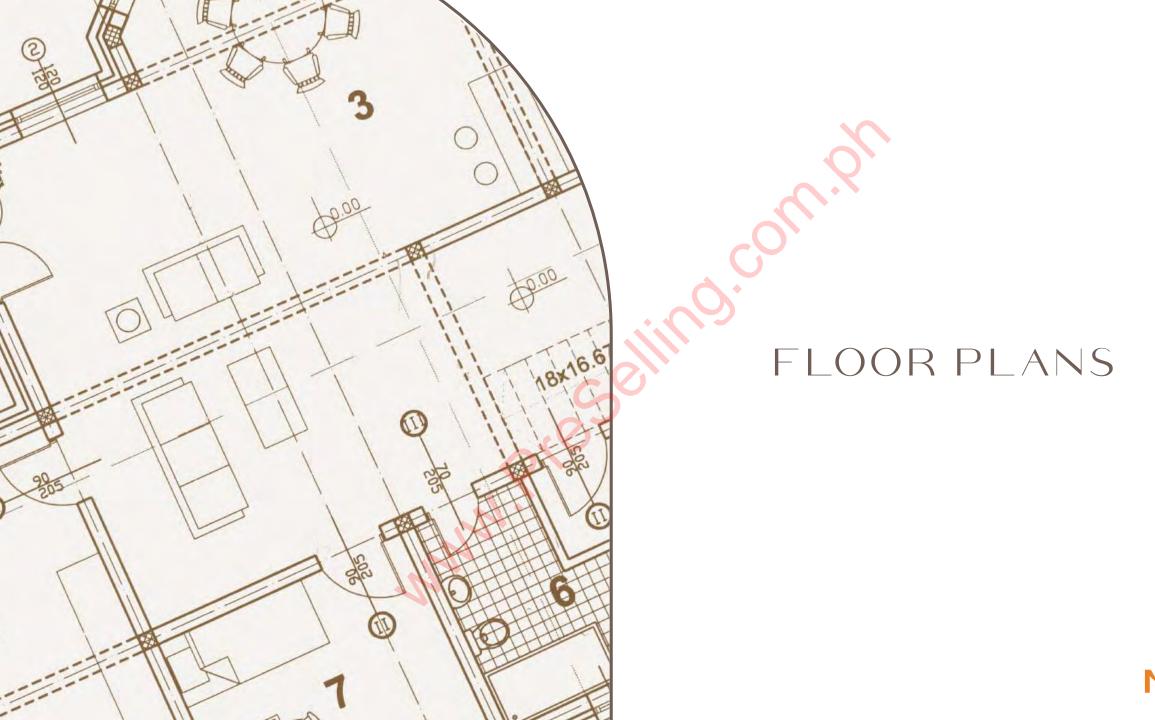


UNIT MIX

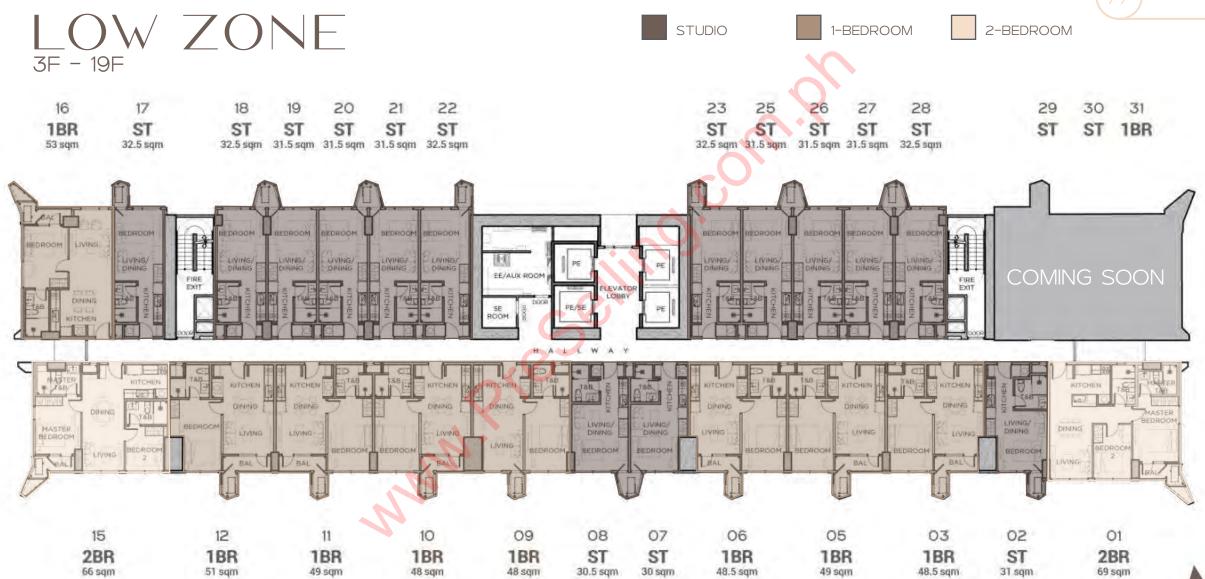
The first residential building at The Observatory will offer a range of residential units fit for the dynamic city life in the heart of the metro.

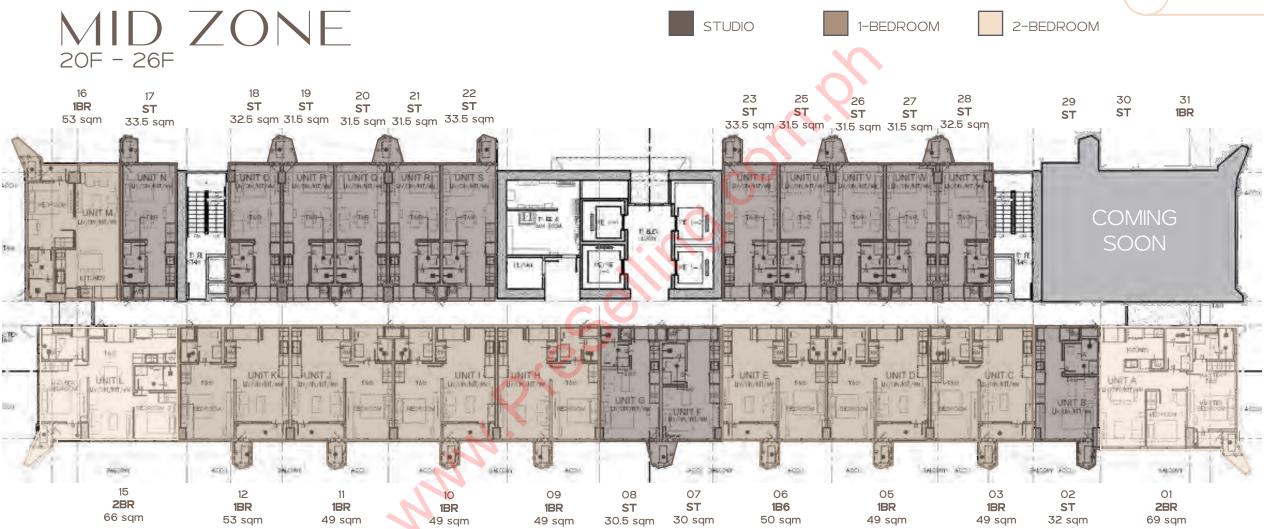
UNIT TYPE	AVE. SIZE (approx.)
STUDIO	28 - 33.5 sqm
ONE-BEDROOM	45.5 - 61.5 sqm
TWO-BEDROOM	65 - 87 sqm
THREE-BEDROOM	137 - 148 sqm
PENTHOUSE	155.5 - 202 sqm

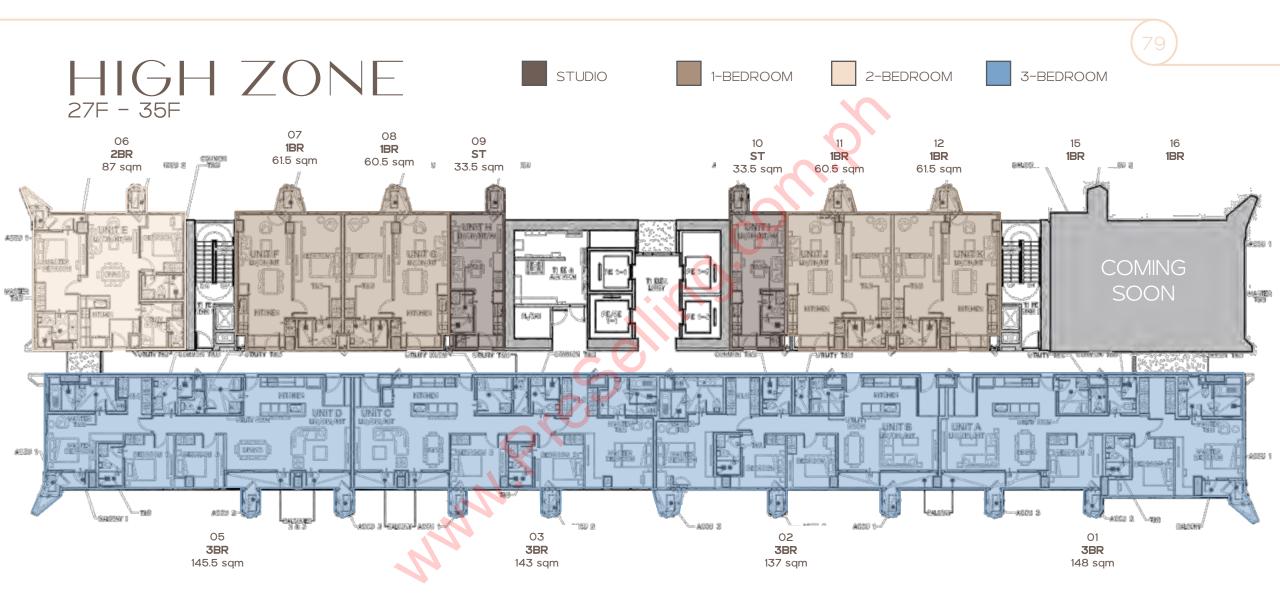










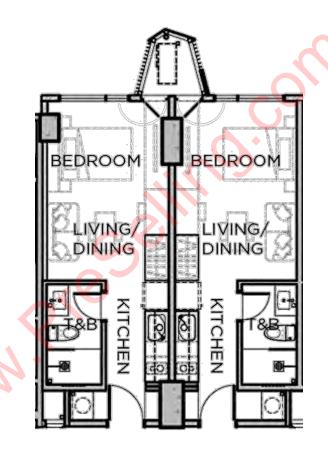


UNIT LAYOUTS

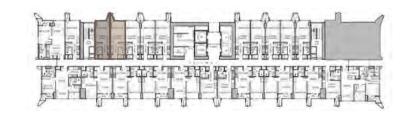


TYPICAL STUDIO LOW ZONE | 3F - 19F

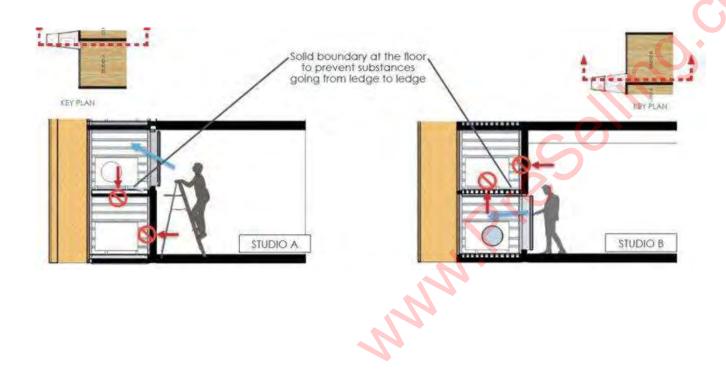
AREA	APPROX SIZE (SQM)
GENKAN/WASH	<u>+</u> 3.00
KITCHEN	<u>+</u> 5.50
DINING/LIVING/BEDROOM	<u>+</u> 17.00
T&B	<u>+</u> 4.50
ACCU	<u>+</u> 2.00
CHASE @ T&B	<u>+</u> 0.50
TOTAL	<u>+</u> 32.50

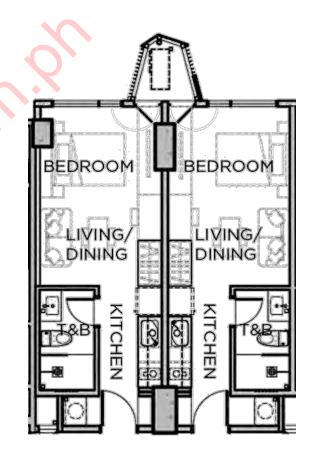


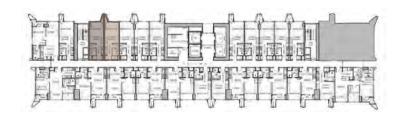
AREA	APPROX SIZE (SQM)
GENKAN/WASH	<u>+</u> 3.00
KITCHEN	<u>+</u> 5.00
DINING/LIVING/BEDROOM	<u>+</u> 16.50
T&B	<u>+</u> 4.50
ACCU	<u>+</u> 2.00
CHASE @ T&B	<u>+</u> 0.50
TOTAL	<u>+</u> 31.50



TYPICAL STUDIO LOW ZONE | 3F - 19F

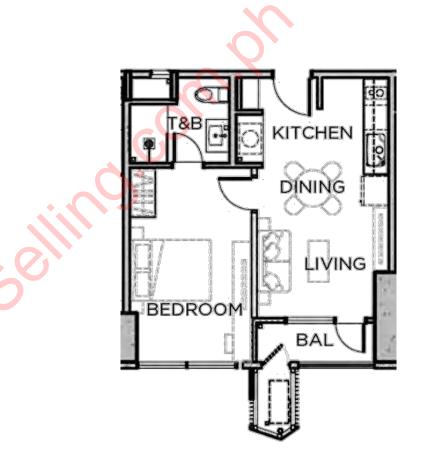


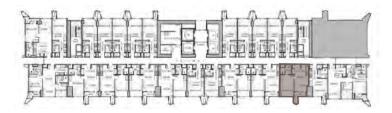




ONE-BEDROOM LOW ZONE | 3F - 12F

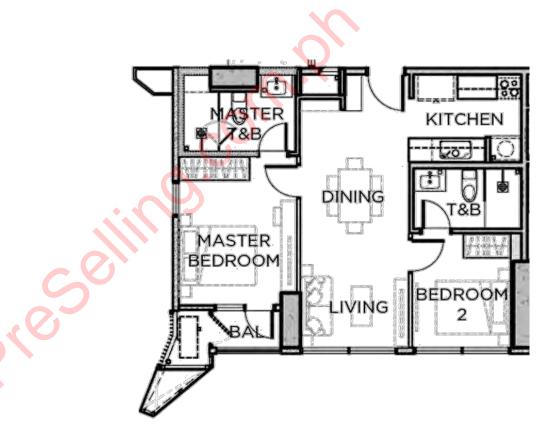
AREA	APPROX SIZE (SQM)
GENKAN	<u>+</u> 2.00
KITCHEN/DINING/LIVING	<u>+</u> 20.00
BEDROOM	±15.50
T&B	<u>+</u> 5.00
BALCONY	<u>+</u> 3.50
ACCU	<u>±</u> 1.50
CHASE @ T&B	<u>+</u> 1.00
TOTAL	±48.50

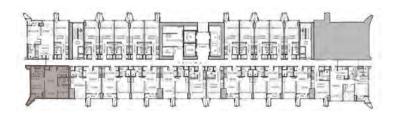




TYPICAL TWO-BEDROOM LOW ZONE | 3F - 19F

AREA	APPROX SIZE (SQM)
GENKAN	±1.50
KITCHEN	±7.50
LIVING/DINING	±17.50
MASTER BEDROOM	±13.00
MASTER T&B	±7.00
BEDROOM 2	<u>+</u> 9.00
BEDROOM 2 T&B	<u>+</u> 5.00
BALCONY	<u>+</u> 2.00
ACCU	±1.50
CHASE @ T&B	±1.00
TOTAL	±65.00











UNIT FINISHES & BUILDING FEATURES

UNIT FINISHES

ROOM	FLOOR	WALL	CEILING
GENKAN	HOMOGENOUS TILES	PAINTED	PAINTED CEMENT
LIVING/DINING	HOMOGENOUS TILES	PAINTED	PAINTED CEMENT
KITCHEN	HOMOGENOUS TILES	PAINTED	PAINTED GYPSUM BOARD
MASTER BEDROOM	LAMINATED WOOD FLOORING	PAINTED	PAINTED CEMENT
SECONDARY BEDROOM	LAMINATED WOOD FLOORING	PAINTED	PAINTED CEMENT
MASTER T&B	HOMOGENOUS TILES	HOMOGENOUS TILES	PAINTED MOISTURE-RESISTANT GYPSUM BOARD
COMMON T&B	HOMOGENOUS TILES	HOMOGENOUS TILES	PAINTED MOISTURE-RESISTANT GYPSUM BOARD
UTILITY ROOM	CERAMIC TILES	PAINTED	PAINTED CEMENT
BALCONY	CERAMIC TILES	PAINTED	PAINTED CEMENT

SAFETY & SECURITY

Fire Detection Alarm System
Automatic Fire Suppression System
100% Back-up Power for Common Areas
60% Back-up Power for Residential Units
Integrated CCTV security system in strategic
locations in the common areas
24-hour security
Pressurized fire escape stairs

CONVENIENCE & SERVICES

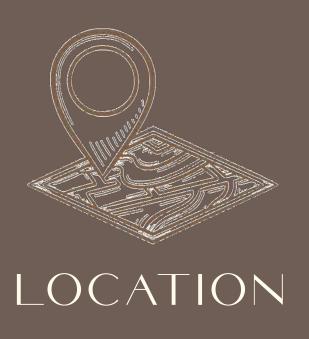
Three (3) passenger elevators
One (1) passenger/service elevator
Six (6) levels of parking
Direct access to Retail through shuttle elevators
Lobbies located at the Ground and Amenity Floor
Drop-off at Ground Floor and Parking Level 1

BUILDING FEATURES

KEY PROJECT POINTS



KEY PROJECT POINTS







CITY VIEWS





LOCATION

STRATEGICALLY LOCATED AT THE CENTER OF THREE MAJOR CENTRAL BUSINESS DISTRICTS - MAKATI, BGC. & ORTIGAS.



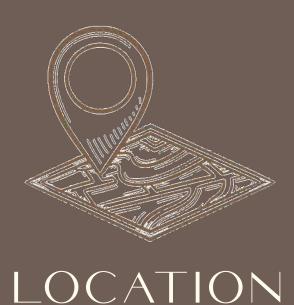
MIXED-USE

A MIXED-USE COMMUNITY IN AN AREA SURROUNDED BY STAND-ALONE RESIDENTIAL & OFFICE BUILDINGS

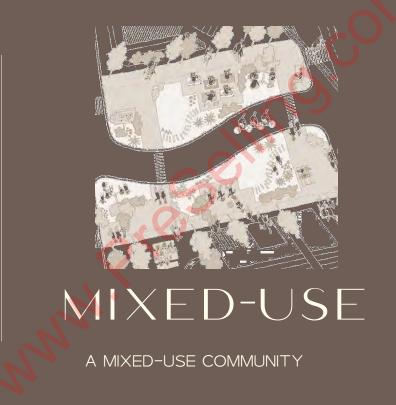




KEY PROJECT POINTS



STRATEGICALLY LOCATED IN THE MIDDLE OF CBDs





CITY VIEWS

UNOBSTRUCTED VIEWS OF THE BGC SKYLINE AT THE SOUTH



