

# Sansiri's 98 Wireless

Sansiri's iconic condominium 98 Wireless sets a new bar in luxurious living in Bangkok's prime district.



Semi outdoor Jacuzzi

## The Wireless Life

Thailand's rapid shift toward modern urban condominium living has seen a boom in development, particularly in Bangkok. Not surprisingly, the competition to construct the most striking and luxurious buildings has been fierce among developers.

One development that is emerging as a top contender in the luxury condominium market is 98 Wireless, the current flagship project of Sansiri Plc.

Sansiri, Thailand's only fully integrated property developer, has established its position among the country's top three. The company conceives, builds and operates premium quality, low- and high-rise residential developments throughout the country that include standalone houses and townhouses. Services rendered include maintenance, brokerage advice and rental management.

Following the runaway success of its pilot project in Hua Hin 28 years ago, the Sansiri brand has become synonymous with quality and value. It is perceived as a solid property investment – from its more affordable developments through to the top end.

About three decades ago, Sansiri began making its mark in Bangkok and beyond. It has since completed more

than 295 projects across 17 provinces in Thailand comprising 78,720 housing units in houses, townhouses and condominiums. Beyond Thailand, there is a residential conversion project under development in central London, UK. Sansiri has won several awards along the way for design excellence.

## A Philosophy of Quality

Sansiri was founded on the concept "Constructing Life, Not Just Buildings". Recognizing that design and detail are vital to providing quality of life, the company has continued to lead in the evolution of modern housing design in Thailand, culminating in 98 Wireless.

Sansiri's newest and iconic development 98 Wireless is also seen as the pinnacle of modern urban lifestyle. When this 25-story property opens its doors in the last quarter of this year, it will challenge accepted norms and raise the bar for what is possible in luxury living.

The location is as prime as it gets in Bangkok. It is set on Wireless Road, a prestigious and unique tree-lined boulevard with Lumpini Park at one end and the Ploenchit shopping district and Skytrain at the other, both 15 minutes' walk away.

The building exterior is rendered in a timeless classic style. The architectural design runs counterpoint to steel and glass modernism with the warmth of an early 20th Century New York style – fitting nicely into Wireless Road's traditional style.

## The Best Comes as Standard

The finest natural materials and finishes are evident throughout the building. Its



Lobby Area

façade is made of Portuguese moleanos limestone, which has undergone accelerated weathering tests prior to installation.

The baths are clad in marble selected from the best slabs of the statuario quarry, about 100km northeast of Rome. Also from Italy are slabs of calacatta marble used for the kitchen countertops. The flooring is of solid American white oak in the living area and bedrooms. The US also contributes the rare crotch mahogany veneer on solid wood for the interior doors.

Even the best materials are meaningless without the proper craftsmen to put them in place. The interiors are meticulously crafted by some of the world's best artisans. This not only furnishes the residence, but it also characterizes the essence of 98 Wireless – living in artisanal luxury.

From the moment of entering the building, this artisanal style is unmistakable. The bespoke sculptural staircase is fitted with solid iron balusters and brass handrails. The plaster mouldings throughout the entire interior are traditionally hand-crafted by Hyde Park Mouldings, which has performed numerous restorations for historic and residential interiors around the world.



Hand-picked marble slabs from Carrara, Italy

The common areas of 98 Wireless will be exclusively furnished with Ralph Lauren Home. The overall design is Sansiri's own, but the timeless designs of Ralph Lauren provide a true luxury experience. Ralph Lauren may be identified with the iconic Polo shirt and fragrance, but only a few get to experience the exquisite craftsmanship and artisanal quality of Ralph Lauren Home furnishings.

### Catering to Exceptional Requirements

Management services pay attention to detail and go beyond the realm of conventional concierge. There is a dedicated butler service with one person for every two floors. And for those who wish to turn over the more tedious driving duties, there is valet parking and Bentley limousine on call.

Keeping fitness and health in mind, there is a swimming pool, jacuzzi, a spa and massage room and a technogym-equipped fitness studio. For business and pleasure, there are multiple lounges, a tea room, a manicure and

pedicure room, and even a lounge for personal drivers.

### An Exclusive Investment

98 Wireless, as Sansiri's most luxurious development to date, reflects this new level of achievement. The company is offering the units at the highest ever in Bangkok price of Bt640,000 per square metre [approx \$18,000 USD]. The biggest and most spectacular penthouse, aptly named "The One," has been sold and remaining units are seeing high demand. This property also comes with the advantage of being freehold land, not long-term leasehold, a very rare commodity in Wireless road.

Buyers are both locals and foreigners. Singapore and Hong Kong property seekers favor Bangkok's competitively-priced residences over their own country's properties for overseas residence or an investment. Condominiums are well sought-after in Thailand as under local law, foreigners are not allowed to directly own land, but are free to own condominiums. Buyers seeking quality homes in Southeast Asia are turning to established developers such as Sansiri for its bold and functional properties.

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98 Wireless will be completed in October 2016.

For more information and private viewing, please register at [www.98wireless.com](http://www.98wireless.com)



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