

P.T. AGUNG PODOMORO

Villa Serpong Resort

VIDEO DOCUMENTARY SCRIPT

DRAFT #4 (AND FINAL)

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VISION	NARRATION
<p>1 Reflection on the river of a boatman, poling his bamboo raft. A herd of cattle swim in his path. Followed by general Indonesia images, some taken from the Sunter development and others in and around the city.</p>	<p>There are still quiet and serene landscapes quite close to downtown Jakarta which seem to have been untouched by time. But as Indonesia rushes towards the 21st Century, its biggest and most exciting challenges for developers will be to amalgamate tradition and modern - to provide peace and security in a vibrant and growing economy.</p>
<p>2 Montage of housing styles - taken from Gold Coast footage of Robina, Sanctuary Cove.</p>	<p>The success of residential estates will be measured not so much by how many houses can be built to meet the expected demand - but by the diversity of housing styles which can be provided within a range of budgets.</p>
<p>3</p>	<p>More than that -- people throughout the Asia-Pacific basin are demanding lifestyle options which are part of new wealth and economic independence.</p>
<p>4 Golf in close-up on Asian course. Boating and water sports.</p>	<p>The world is spending more time at recreation and leisure. Today's home buyers - in all sections of the market - are looking for a lot more than four walls and a place to park the car.</p>

5 High walls around luxury homes	In Jakarta, the trend has been to live "internally" - locking high quality houses behind high security walls.
6	Living in isolation often brings more problems than solutions.
7 Gatehouse at The Sovereign Islands	The challenge is to provide a quality external living environment and back it up with effective security.
8 It can be done. Integrated resort developers in Australia and other parts of Asia, have perfected high quality community housing, offering a wide range of living options - without compromising security or quality of life.
9	In fact, those development groups which pay close attention to proper planning, combined with environmental sensitivity, are creating communities which are not only attractive to buyers, but offer long term security of investment and far higher resale value.
10	This unique combination of residential housing in a resort atmosphere is being master planned for the Villa Serpong Resort, 20 kilometres to the west from central Jakarta, in the centre of championship golf courses, new shopping centres and business precincts.
11	Covering more than 500 hectares containing six lakes and bordered by Sungai Cisadane at Serpong, this major concept marks a new developmental milestone for the Agung Podomoro Group.
12	The Group is a real estate pioneer in Indonesia, recognised for its innovative planning for residential and industrial expansion.

13	In the 70's, the Group converted more than 300 hectares of marshlands into a modern community at Sunter.
14	With its luxury housing and modern sporting and community facilities - all built and made available to the public by Agung Podomoro Group, the Sunter experience is a prime example of integrated development.
15	At Villa Serpong Resort, the Group has brought in world experts in planning, design and security to develop a master concept of stylish country living.
16	The existing land forms of lakes, valleys and river banks provide a varied landscape and natural views.
17	The site has its own natural water feature, Lake Cihuni, and five other lakes are the result of sand mining.
18	These waterways will be expanded and used to create spectacular vistas for the residents as well as passive recreation opportunities.
19	The challenge which has been accepted by the Agung Podomoro Group is to offer residents high quality internal and external living environments by doing away with the need for massive security walls around each property.
20	To compensate, they have introduced state-of-the-art security and monitoring systems even more advanced than those which have achieved safe communities in major estates in Australia and America.

ALTERED

21 DELETED	By using a high-tech fibre-optic network, residents and business operators will enjoy interactive communication services ranging from satellite television for world events to video monitoring for family and business safety.
22 ALTERED	Effective security must be a cost efficient integration of manpower and electronics without intruding on the relaxed and open lifestyle of the community.
23	Recreation, as simple as safe walking or cycling around the estate, will be possible through creation of landscape corridors and parks.
24	Since the region is well served with golf courses, Villa Serpong will concentrate on encouragement of the sport through a unique Golf academy and driving range on one of the lakes - using floating golf balls.
25	Experts in Feng Shui customs have been consulted to ensure that the lifestyle offered will provide the perfect balance for life.
26 DELETED	Villa Serpong Resort will break new ground - but in doing so will be conscious of the need to adapt proven international examples of residential development to local conditions.
27	Around the edge of Lake Cihuni will be prestige housing on large, two thousand square metre allotments.
28	The premium product for the Resort are expected to be allotments between one thousand and two thousand square metres, arranged in community clusters on the ridges and overlooking the parklands
.29	Among the innovative concepts are "Greenstreet Housing".

30	As the name suggests, Greenstreet developments reflect environmental concerns, offering a range of highly efficient homes on various block sizes.
31	Buildings are positioned on the lot boundaries, providing more useable space.
32	In other parts of the estate will be themed villas and waterfront terraces, with their own community swimming pools and entertainment areas.
33	Multi unit buildings in the ten to 12 storey range, will provide luxury apartments with magnificent views across the estate and beyond to the Bukit Golf Course.
34	A hotel and convention centre will be central to many of the developments recreational facilities including a yacht club, marina, resident's health club and the golf academy.
35	A regional shopping complex ensures self-sufficiency for the Villa Serpong Resort community, and will comprise around 38 thousand square metres of floor area, with major retailers, food court, cinemas and an exhibition court.
36	A commercial precinct for both public and private sector enterprises will be strategically located.
37	A pleasant mix of shophouses, a traditional market place and open-air cafes and restaurants are planned.
38	Education plays a significant role in Villa Serpong. A public school is planned and a private international school will offer language studies, music, drama and commerce.

39	A hospital and retirement village, a residents health club, vocational training centre and places of worship are major contributions to community welfare by the developers.
40	Special attention is being given to the landscaping, designed to set Villa Serpong Resort apart from its competitors.
41	The aim is to create a rich balance of built environment and natural landscape to provide peace, serenity and security.
42	Villa Serpong Resort will set new benchmarks for residential variety and community safety in Indonesia.
43	Its landforms provide the perfect pallet on which to paint a dynamic vision of country living.
44	Villa Serpong Resort could be called the City of Views - providing a new outlook on life and new opportunities for homeowners and investors at all levels of the market.
Graphic - Villa Serpong Resort	
Graphic - An Integrated Project of the Agung Podomoro Group (Logo)	
Graphic - "Real life images and dimensionally correct computer generated images shown in this presentation are representative only of the planning intentions for the Villa Serpong Resort project. (Logo) Burchill and Partners Consulting Group	
(Logo) Made by Newton's	ENDS