

VOL 2 . ISSUE 1 | JANUARY - FEBRUARY 2022

TAKE ME!

FREE

living MOMENTS

Rebirth

Sarawak Is Art,
Past & Present

Our First Xmas

Eco Celebration With
The Community

Home Improvement

A New Home
@ Mall L3

Cheap Eats

18 Under
RM18

Job Done

Julau Highway
Completed



Festive Issue

Double Happiness Of Christmas
& Chinese New Year

EDITOR'S *letter*

Dear readers,

This issue brings together the twin festive seasons of Christmas and Chinese New Year.

December was our first Christmas at La Promenade Mall. It was a festive one.

We turned 59 of our Norfolk Pine Trees into real Christmas Trees. (*We have grown 1,500++ pine trees inside La Promenade. The first tree was planted almost a decade ago. We're adding roughly 100 trees a year.*)

Keeping with our mall's Green Building Index certification, we used solar powered fairy lights. They turn on from sunset until just after midnight.

Over December, we had a popular photo contest, a kids' colouring contest on Christmas Day, and a month-long Christmas bazaar.

We thoroughly enjoyed Christmas at La Promenade. It was our first ever, with many more exciting ones to come.

Coming up, it will be our second Chinese New Year at La Promenade. (*Our mall opened in early Jan 2021.*)

For 2022's CNY, we're lining up a range of exciting activities. There'll be superb decorations inside and outside the

mall, photo contest, a CNY bazaar, Bonsai competition, and famous mural artist Leonard Siaw is staging his first-ever solo show at our mall's lobby.


All restaurants will also offer special CNY new items and promos. We cannot wait.

Looking further ahead, we'll continue to bring La Promenade shoppers many value-added activities. We'll continue to apply our "Support Sarawak" tenancy mix, we'll continue to run the mall as a "community centre", we'll continue to support the six charities on level four's 10,000sqft community space.

We'll also continue to bring in exciting new tenants throughout the year. We'll continue to carefully select the shops that open for the best possible experience at La Promenade.

And because La Promenade Mall is part of Hock Seng Lee's 10-storey headquarters, we'll also continue to emphasise on long-term maintenance, security and landscaping.

The year 2021 has been a great learning experience for us at the mall, and we are thankful for the trust and opportunities we've received.

The new year can only bring more joy and hope. La Promenade Mall will keep improving. 

Sincerely,



Velda Chang



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NOSTALGIA: A kid's birthday party at SugarBun.



YOUTH: Zoro Kuching has been a hit with young and trendy diners.

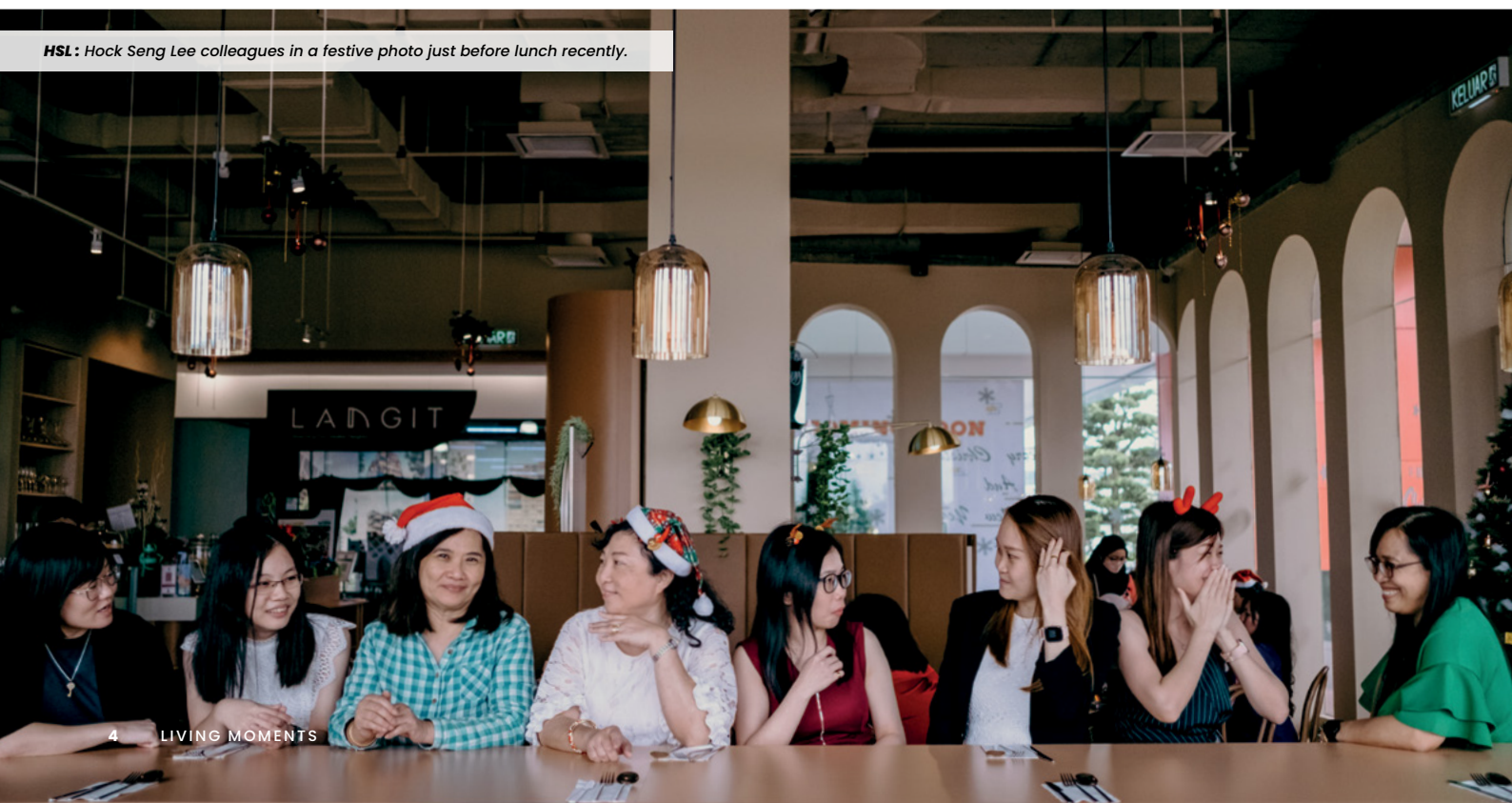
“

Really rich flavours in each dish — be it the fried snapper, eggplant pizza or chicken karaage baos. Reminds me a bit of Chin Chin in Melbourne. Definitely worth the visit.

”

Lunnie Gan

— ‘Kuching Food Heaven’ Facebook Admin



HSL: Hock Seng Lee colleagues in a festive photo just before lunch recently.



FAMILY: The booths are great family spots.



DESIGN: The lighting at Zoro is meant to evoke dusk.

Zoro Hits The Bull's Eye

Three Months After Opening, The International Restaurant Is Still Gaining Fans

ZORO's winning over Kuching. Young fans are fans of the interior, foodies are in love with the food, and big families are finding Zoro's big menu has something for everyone.

The Facebook page 'Kuching Food Heaven', with 152,000 followers, says Zoro is "super Instagrammable" and the food's "legit good".

"Haven't had really really good fusion dishes in Kuching but dishes here did impress me," raved one of the page's admin Lunnie Gan.

"Really rich flavours in each dish — be it the fried snapper, eggplant pizza or chicken karaage baos. Reminds me a bit of Chin Chin in Melbourne. Definitely worth the visit."

Since opening, Zoro has played host to a number of media events and personalities. RTM's Vanessa Mering is often at the restaurant for dinner.

Astro Awani's Melisa Idris and Sharaad Kuttan, presenters of the hard-hitting 'Consider This' show, came specially to La Promenade Mall to

eat at Zoro while they were here covering the Sarawak Election.

Zoro's also gained the approval of those in the food and beverage business. Come to Zoro, lunch or dinner, and you'll bump into the founders of Black Bean Coffee & Tea (*they love Zoro's vegetarian dishes*), Bing! Coffee (*he's been a fan since Mr Domus first opened*), and JP Mart influencers doing livestreams.

"What's really impressed us at Hock Seng Lee about Zoro is the owner Nathan Ngu and the team he has built up. His executive chef Arias Rade and head chef Nazmi Afiq are creative and hard workers. Zoro's front of house headed by Sarah Kong is also superb," said digital marketing manager Sophia Ong.

Zoro is open daily, **9.30am-9.30pm**. Reservations, **+60 82 367 175**, is recommended for busy lunch hours and weekend nights. The restaurant has a private room.

Zoro has three distinct menus — brunch, all-day and dinner. **LM**

“

Time may pass away but pictures will still retain their stories fresh and beautiful just as they were first painted.

”

The Sarawak Tribune, 1949



Hoan Opens With 'Rebirth'

Gallery Features Sarawakian Artists, Past And Present

O

In January 7, Hoan Gallery at La Promenade Mall launched its opening exhibit: Rebirth — Sarawak Is Art, Past & Present.

The new gallery, which is on level three, opened with some 40 artworks from 10 artists. Almost all the works are for sale. Prices range from RM3,000 to over

RM30,000. About half-a-dozen works in the opening show are either pre-sold or loaned from private collectors.

“Our first exhibit features artists young to old. We have Leonard Siaw and Nia Latif from the younger generation. We have master batik artist, Stephanie Eng. We have amazing water colours by Lam Siong Onn. We even have new pieces by Lee Hock Kia, who is 85 years old, and painted three new pieces over MCO,” gallery owner Hoan Kee Huang said.

“We’re also paying tribute to artists who have passed. In our opening exhibit, we have works by the late Micheal Chong (1948–2021), Chee Hong King (1920–1992), Chong Liew Syn (1949–1999) and Foo Syn Choon (1933–2012).”

Hoan Gallery is taking a historical and well-researched approach to its first show. The owner, who is a painter of repute himself, has created an “art history wall” detailing the Kuching Art Club, which was founded in 1949 by the then Governor’s secretary Lucy Morison.



INSTA: A highly photogenic corner of Hoan Gallery featuring real antiques.



OOA: New architecture firm Objects Of Affection designed the gallery. The layout is a circular display space within a larger square space.

The club's activities are the best record of Western style art development in Sarawak, according to Hoan.

"Although earliest records have been lost in a fire but we know many of the club's activities through newspaper reports. Morison departed Kuching in 1962, leaving behind a fine art scene," he said.

The Kuching Art Club's goal was to organise the burgeoning art scene. It operated alongside other groups — like the Music Societies and Floricultural Improvement Society (both formed in 1947) — in the optimistic air that was post World War Two.

Newspapers from the mid 1940s report of twice-a-year art exhibitions, weekly classes and even reviews of solo shows.

"I've always felt incredibly moved whenever I researched the art club. The club did so much to spur and record the development of Sarawak art almost a century ago. Today, we wish to pay tribute to these artists, look back at Sarawak art, and to find ways forward," Hoan said.

Hoan likes referring to a 1949 The Sarawak Tribune news clipping, in which a critic wrote:


"Just as poets put their feelings into words and musicians express theirs through music, so an artist illustrates



DIRECTOR: Gallery owner Hoan Kee Huang next to his own work — Journey.

his or her feelings in pictures. Every picture tells a story, and an adept artist is able to put into effect a story in more vivid details than it could ever be written in words.

"Time may pass away but pictures will still retain their stories fresh and beautiful just as they were first painted."

Hoan Gallery, +60 17 854 5651, is open daily at the mall. Visit hoangallery.com or search [@hoanartgallery](https://www.instagram.com/hoanartgallery) on social media. 



CELEBS: RTM's presenter Vanessa Mering (left) taking a photo with veteran artist Lee Hock Kia on Jan 7 during the launch of the Rebirth exhibit.



NATURAL: IDC Architects designed the 'Convertible House' showroom, featuring lots of natural lighting and ventilation. The space features many sliding doors and 'movable wall's enabling easy reconfiguration.

La Promenade

×

IDC Architects

×

Regas BMW

**Shared Brand Values,
Quality Products**

OVER four days last November, Hock Seng Lee (HSL) shot a video in La Promenade with IDC Architects and Regas BMW.

The architecture firm was represented by founding director Tina Lau, and Regas BMW graciously loaned the vehicles featured in the video. The video also featured HSL's safety manager Charles Lee.



GREEN: A portion of La Promenade as seen from the air.



Here are excerpts from the interviews, including interesting comments that were omitted from the final video.

IDC FOUNDING DIRECTOR

TINA LAU

On La Promenade

"We first visited La Promenade even before the HSL HQ was finished. It was explained to us the entire development was around a lake, that it was a township very much focussed on eco-nature and sustainability. It was a lifestyle.

"We thought it was really interesting how all the houses within La Promenade's double gated and guarded residential portion had no front fences. Everything is open and sparse in density.

"That transparency was really quite interesting. It's quite new in Kuching, even now. It was very inspiring."

La Promenade



PREMIUM: Regas BMW loaned the cars for the film. Regas and HSL have participated in multiple joint promos at La Promenade.

On how the lockdown, and how it changed architecture

"Everyone was just stuck at home, and then, they realised, my home is actually not that conducive an environment. When we did a showhouse for HSL, we wanted to show cross ventilation. Natural light is also very important in homes. At certain sections, we wanted to demonstrate how important a natural afternoon breeze is."

On IDC's 'design philosophy'

"At IDC, we are very interested in the idea of not trying to emulate different styles. For example, we don't say, 'OK, we want to go for a Mediterranean or sort of classic style'. For us, it's always form following function. We are interested in the idea of using very natural materials, instead of finishing with laminates. We want to try to use as much as possible natural stone, natural timber."

"We also want to try to incorporate our local culture and make it into a language that seems global."

On Kuching, her chosen home town

"Kuching, when I was growing up, the world felt so small. As children, my brother and I were quite sheltered. We did a lot of things on our own. We were very imaginative. But Kuching has changed quite a bit."

"Kuching is always going to be special to me, and to my kids as well, because that is the whole reason we came back, so that my kids can be closer to my parents, which I think is a very beautiful thing."



BRANDING: A portion of the video on HSL and Regas BMW's shared values.

HSL HEALTH AND SAFETY MANAGER

CHARLES LEE

On La Promenade's reputation and security

"When people talk about La Promenade, people associate it with high quality."

"Many residents also bought the homes for superior security."


"We have about 20 plus security guards. They serve at La Promenade's gated residences, and they also serve at the mall. If we have very good security, it means we have very good privacy."

On the many BMWs that La Promenade residents own

"BMW and La Promenade have very similar values. For one, we go green. I think our customers, because they

are spending huge amount, they are looking for progressive ideas and innovation, besides quality."

"It is like BMW, when you buy a BMW, you say, oh, 'BMW is a very quality car, you don't have to worry'. Same thing goes for La Promenade. La Promenade is done by HSL. HSL is a brand, especially in East Malaysia. HSL is 40-year-old company; HSL has given a lot of confidence to customers in Sarawak."

"We also have BMW home charging stations at the basement and level one carpark for customers and visitors." 



—
**SCAN
TO WATCH**

”



SOLAR: HSL turned 59 Norfolk Pine Trees into real Christmas trees along Jalan La Promenade. The lights are all solar powered.



CHRISTMAS: HSL staff enjoying a light moment at Black Bean Coffee & Tea.



SALES: The property team took their annual Christmas photos outdoors this year, inline with SOPs.

A Beautiful First Christmas With The Community

We Turned 59 Pine Trees Into Real Christmas Trees With Solar Powered Lights

THERE are over 1,500 Norfolk Pine Trees along La Promenade's main boulevard, 1.8km long. In November, Hock Seng Lee's landscape dept hung fairy lights on 59 of these trees for Christmas.

"We turned the busiest part of Jalan La Promenade in front of the mall into a 'festive street'. We turned our signature pine trees into real Christmas trees," dept head Leslie Lim said.

"Inline with La Promenade's Green Building Index status, all the lights we used were solar powered. They charge

during the day and come on automatically once the sun sets. They stay on until midnight."

Lim said the lights will be kept on throughout January, and will be recycled for Christmas 2022.

"The landscape team felt very proud to see so many people taking photographs along the boulevard and posting them online. It motivates us to keep up La Promenade's high landscape standards."

Next, Lim's team is turning their attention to planting 160 trees at a new public area just behind the mall. **LM**



Colours Of Christmas And Bazaar

#SapotLokal & Fun For Young Families

A

COLOURING contest was held at La Promenade Mall on Christmas Day.

"We held two sessions, one primary school going kids, and another for secondary school teenagers," said Hock Seng Lee's digital marketing manager Sophia Ong.



COMPETE: The colouring contest attracted about 20 participants during Christmas Day.

"It was so good to see the participants express their creativity. It's been a while since HSL had last held a colouring contest in late 2019. Colouring contests are always nice community events we like to organise."




FESTIVE: The Christmas Bazaar consist of 16 stalls.



PENAN: Helping Hands Penan's booth was among the most colourful and popular.

Meanwhile, the Christmas Bazaar was held every weekend in December. A total of 16 booths signed up. Vendors like Cloud 99 sold their unique nitrogen ice creams. Helping Hands Penan showcased amazing fashion items.

"For the bazaar, all are local entrepreneurs. It gives us great pride to 'sapot lokal'."

The mall is considering to make such bazaars a permanent feature. 



SOP: Safe distancing in a well ventilated hall.



RESULTS: Judges included artists Leonard Siaw (standing, second left), Hoan Kee Huang (standing, third left), HSL executive director Simon Lau (standing, second right) and HSL's graphic designer Velda Chang (standing, right).

Winners Of Christmas Photo Contest

#Xcape2Promenade Contest Entries
Were Genuinely Amazing



1st

This beautiful family's winning entry is expertly taken with blurred backgrounds and natural poses. It highlighted almost all of the 59 Norfolk Pine Trees that we turned into real Christmas Trees along Jalan La Promenade. We love the Christmas colours, red and green, coordination too!

3rd

The model's costume is first rate. Nicely posed.



2nd

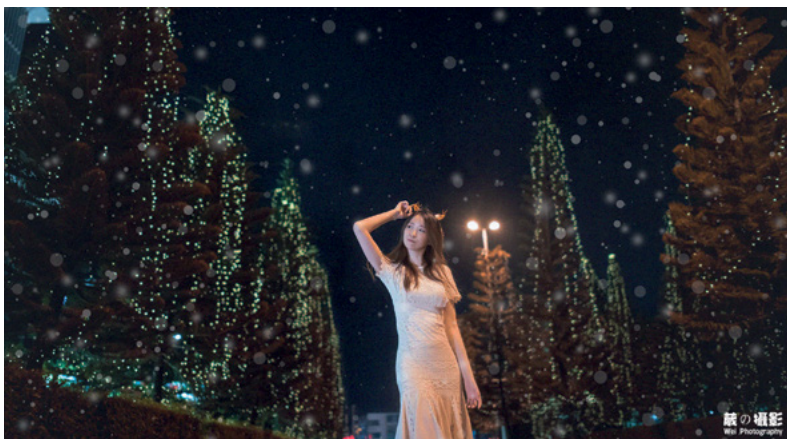
The girl is so cute. We absolutely find this photo so adorable. It brings us great joy to see photos like this taken at La Promenade.





Honourable Mention

Almost all the honourable prize winners here could have been in the top three. These photos shows off La Promenade's signature dish — lush landscaping. From the photos submitted, we are glad La Promenade is a healthy and fun environment for families. We're always happy to see people photo shooting around #LaPromenadeMall & #HSLTower.



Shortlisted



Next up **#HuatsUpLaPromenade**

Check HSL's social media for CNY photo contest. 

Leonard Siaw Attempts National Record

The Artist Is Painting A Giant Piece At La Promenade



STUDY: Leonard photographing models under the hot sun as a study of light and shadows.



L EONARD Siaw, the mural painter best known for 'Ring Ladies' at Padawan and 'Coolie Keng' at Kuching Old Bazaar, is attempting a record-breaking piece at La Promenade Mall.

The artist has begun work on a giant canvas that is 14.5m wide and 4.5m tall. It's wider than two terraced houses combined, and taller than a one-storey building

"I'm as nervous as I am excited. I want to do something truly special and out-of-the-ordinary for my first solo exhibit," Siaw said.

Siaw's solo show at the mall was originally slated for December. "The more I spoke to Hock Seng Lee (HSL) and Hoan Gallery, the more ambitious the project all became.

This could end up becoming Malaysia's largest canvas painting."

Siaw has postponed other commitments to focus on the La Promenade project. He estimates the canvas painting would only be done in April.

Hoan Gallery proprietor Kee Huang said: "It's going to be a great achievement for Siaw and something that will be an important piece for Sarawak's art scene."

Siaw and Hoan are working hand-in-hand on the project. The duo have photographed about 30 members of the public at the mall and workers at construction sites as references.

At this point, Siaw is not revealing the artwork's details like subject matter other than the size.

HSL property admin manager Shirley Loo said the art piece's frame and canvas had to be custom designed and built.


"No canvas is 14.5m wide in Kuching. It's so big. We even called up suppliers as far as Penang, but, in the end, it had to be custom build-to-order," Loo said.

Siaw's art is found across Kuching, including 'Symphony of the Tinsmith' at Carpenter Street, 'Sampan, the River Taxi' at Jawa Street and 'The Lane Hawkers' at Kai Joo Lane.

In 2019, Siaw, who is largely self-taught, was invited to paint a mural at Boston's Franklin Park Zoo, and also painted murals at Melbourne's Wall to Wall Festival.

La Promenade Mall is celebrating its first year anniversary this January.

For more info, visit lapromenademall.com, my.hoangallery.com or search @LaPromenadeMall on social media.

Siaw's social media is at [@leonardsiawart_](https://www.instagram.com/leonardsiawart_) 



SITE: Leonard spent time at a smallholder's palm oil estate for more research.



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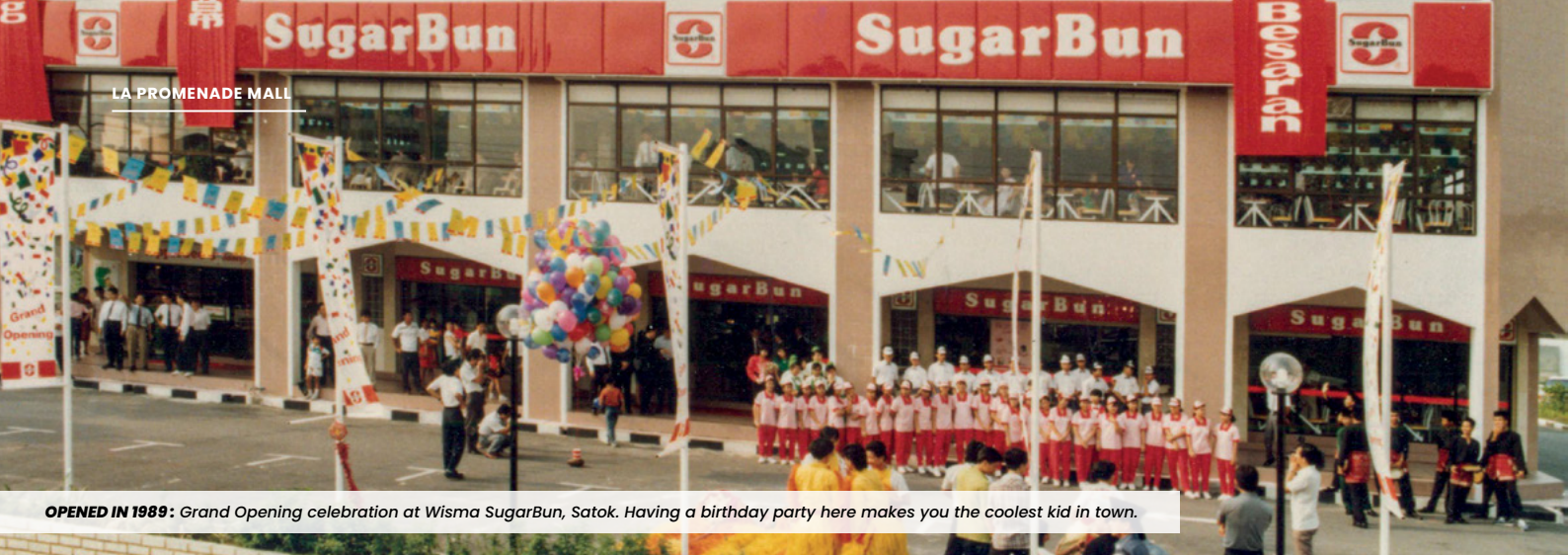
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OPENED IN 1989: Grand Opening celebration at Wisma SugarBun, Satok. Having a birthday party here makes you the coolest kid in town.

SugarBun Latest To Open

Our Top Five Must-Haves From The Iconic Sarawak Brand

W

When this magazine's editorial team found out SugarBun was going to open at La Promenade Mall, we all started reminiscing about our childhood favourites.

For many of us, going to SugarBun was a reward for good behaviour and exam results.

Most Sarawakians grew up with this fast-food chain and we're enormously proud of the brand. Here, we list the must-haves from SugarBun.



01

BROASTED CHICKEN

Many would say that broasted chicken seems to be just like fried chicken, so what is the difference? While the process is similar, broasted chicken is fried inside a pressure fryer. SugarBun takes it a step further by removing excess fat, resulting in crispier and juicier chicken than its deep-fried counterpart.



02

FISH BURGER

The fish fillet is deep-fried with controlled temperature to preserve taste and nutrition. The fillet is served in a lightly toasted long bun with cucumbers for that extra crunch. Finished off with Sugarbun's special mayonnaise sauce that cuts through the oiliness, giving you a crunchy, crispy, soft chewy burger that is an old-time favourite.



03

MIXED RICE

We Asians cannot go long without rice and SugarBun's savoury rice makes it even harder to resist. The Mixed Rice combines both of our must-haves: one piece of Broasted chicken and one piece of fish fillet served with Savoury Rice. Who says you can't have it all?



04

MUSHROOM CHICKEN

SugarBun's menu expanded over the years and Asian Cuisine was one of the major additions. These dishes are served in claypots for flavour and to retain heat. Mushroom Chicken is one of the most popular items from the Asian Cuisine selection. It's become one of the comfort foods for many, especially during cold, rainy days.



05

SAMBAL ECO-FISH

The Borneo Eco Fish Meal is one of SugarBun's most eye-catching treats, placing a whole Sarawak-raised tilapia on your plate. The deep-fried tilapia is so crispy, you can eat the tail and fins as well. The fish is farm raised sustainably at Batang Ai. **TM**

WHAT WE DO



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PREPARING: Mr DIY opened its 796th store at La Promenade Mall on Jan 16, 2022.

Home Improvement On Level Three

New Shops Include Mr DIY, The Bath Shop, Parallel Design & Oppein

LLEVEL three of La Promenade Mall is becoming a 'Home Improvement' level. Late last year, we opened Hoan Gallery, a beautiful art gallery featuring Sarawakian art, past and present.

On Jan 16, 2022, Mr DIY opened. It was the 796th Mr DIY to open nationwide. The store at La Promenade Mall is big, occupying one-third of the entire floor.

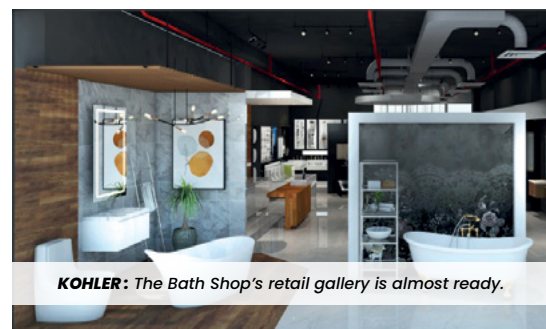
Mr DIY sells everything, from Chinese New Year decor to pressure pumps, from LED bulbs to cookware and safety equipment.

Since opening, Mr DIY at La Promenade has been a big hit. It's well-received by HSL Tower's staff, gated community residents and many shoppers are detouring from the Kuching-Samarahan Expressway on their way home.

No doubt Mr DIY is popular due to its wide range of items at always low prices.

In early February, the office of a new architecture firm, Parallel Design, is expected to open, also on level three.

Parallel is by architects Ivan Chang and Steven Yap. The young duo have



KOHLER: The Bath Shop's retail gallery is almost ready.

collaborated with Hock Seng Lee twice, first, on a pair of charity retail stores on level four of the mall, and an upcoming showhouse at Samariang Aman 3.

Parallel's office, which is next to Hoan Gallery, looks amazing. It's a statement of intent. Parallel Design is an architecture company on the rise.

By mid-Feb, The Bath Shop, the exclusive distributor of Kohler products, will also open. It carries a high-end range of toilets, faucets, lavatories, bathroom cabinets and kitchen accessories.

Stay tune for more exciting news about level three. The next home improvement announcement will be house sized. **LM**



ARCHITECTURE: Parallel Design's office resembles a gallery.



SPECIAL NEEDS SOCIETY KUCHING

SNSK

Non-Governmental Organization (NGO)

Who we are

Providing job opportunities for members with intellectual special needs, under a Sheltered Work Programme, so that they can achieve financial independence.



La Promenade
MALL



WADD!
MEDIA

18 Items Under RM18

Our Fav Cheap Eats & Things To Do

LA Promenade Mall's food tenants comprises all Sarawakian brands. This is inline with Hock Seng Lee's "Support Sarawak" tenancy selection. When we wanted coffee, we got in Black Bean; when we wanted burgers, we got in NOMS.

All our eateries offer value-for-money meals and customer service is emphasised. Good taste, good service, a safe environment offering peace-of-mind dining — What more could you ask for?

P.S. Photo taking is completely free. La Promenade's "signature dish" is our 1,500 Norfolk Pine Trees. Sunsets are especially beautiful here. 📸

NOMS |

Grilled Mac & Cheese with Chicken or Beef Slice	RM16
Sticky Wings	RM17
The Double	RM18



DINGTEA |

Honey Fruit Series with longan honey and aloe vera topping **RM9.9**



ZORO BY MR DOMUS |

Chilli & Salt Chicken Wing, six pieces **RM18**



FUN HUT |

Red Bean Matcha	RM7.9
Giant Sausage	RM5.5





YOGURTTO |

Yoghurt Drinks with Limited Edition Reusable Bottles **RM14.3**



AUTHENTIC CHICKEN RICE |

Steamed or Roasted Chicken Rice	RM6.9
Bean Sprout	RM4.2



RICE KING |

Sugar Cane Lemon	RM6.0
Egg Fried Rice	RM8.8
Braised Pork Belly	RM13.8
Dry Noodle	



BLACK BEAN COFFEE & TEA |

Latte	RM12
Americano	RM8
Lemon Cold Brew	RM11.8



Nasi Lemak with Ayam Masak Merah	RM15.99
----------------------------------	----------------



SWEAT FACTORY |

First class is **FREE OF CHARGE**, monthly membership is **RM148**, normal price is **RM178**.



What Is Functional Training?

An Introduction By Sweat Factory @ Mall L4

O

OVER the years, we have observed a shift towards making training becoming more functional.

But what exactly is it? Functional training exercises mimic everyday movement patterns like push, pull, squat, hinge, and rotations that can help make daily activities easier to perform – like lifting heavy grocery bags, getting in and out of a chair, climbing a flight of stairs, reaching for a highly placed object, or carrying a child.

Most fitness facilities or conventional gyms have a variety of weight training machines that target and isolate specific muscles.

As a result, the movements do not necessarily bear any relationship to the movements people engage in their regular activities or sports.

But at a functional training facility, each session involves exercises or movement patterns that strengthen the body in a way that directly transfers over to your daily activities.



COOL: Sweat Factory looks unlike any other fitness centre in Kuching.



BENEFITS OF FUNCTIONAL TRAINING:

- ✦ Better muscular balance and joint stability.
- ✦ Improve strength, coordination, agility, flexibility, mobility, speed, power.
- ✦ Reduce the risk of injuries (*in daily activities or sports*).
- ✦ Improve overall health.



SESSION: Beginners, intermediate and advanced levels are all available. Instructor Chai Kian Yew is an expert in functional fitness.



PAIN: The only way to gain is to challenge.

DOS AND DON'TS OF FUNCTIONAL TRAINING:


- ✓ Do train your whole body in each workout session.
- ✓ Do use resistance bands and free weights (*barbell, dumbbells, kettlebells, or even filled water bottles if you don't have access to weight equipment*).
- ✓ Do modify workouts to current fitness level (*reduce repetitions, go slower, increase load, etc.*).
- ✗ Don't copy others. Seek advice from a fitness trainer on how to use the equipment and have your movement assessed to find your level and what is right for you.



COACHING: This new fitness centre is all about group classes and personalised tutorials.

No matter your objectives or fitness level, anyone can benefit from functional training.

Come on over to Sweat Factory and give functional training a go. You can find us on Level Four of La Promenade Mall.

We also offer a free trial of our Lite Class for corporate groups on weekends. For enquiries, contact us at **+6012 890 1909** or **spherefitness.sport@gmail.com**. 



enge yourself.



CLASS: Cafe manager Clinton Jawa (standing, right) and shift supervisor Hadzif Seruji (standing, second right) during a coffee class in December.

Black Bean Is Ever Growing

New Drinks, New Classes, New Food & Beverage

LA Promenade Mall's Black Bean Coffee & Tea is ever improving. The core team of baristas — Clinton, Hadzif and Sylvia — is full of ideas.

The knowledgeable Clinton and Hadzif have been conducting well-attended monthly classes since end of 2021. The duo have alternated between coffee appreciation (*flavour profiles, simple home preparation techniques*) and lessons on the much requested pour-over method.

Hadzif's also been hard at work creating new drinks at work and at home. Black Bean's Gula Apong Latte is his creation.

Next up, in various stages of experimentation, are nitro cold brew, matcha espressos and mocha mandarin drinks. Some of these will be for special occasions only (*Chinese New Year, Hari Raya*) while others will become permanent additions.

The lovely Sylvia has been busy decorating the cafe, creating festive hampers, and ensuring new food like new recipe Nasi Lemak and new cakes meet high standards.

Over the coming months, frequent customers will notice new additions to the team. Black Bean is adding more baristas to meet its increasing number of customers.

"Over 2021, the local community has given so much support to Black Bean. We're proud to be a local business. It really brings us a lot of job satisfaction to see more and more customers at this neighbourhood cafe," Clinton said.

For the latest, search **@LaPromenadeBlackBean** on social media. 



HSL Tower & La Promenade Mall

The Twin Green Buildings As Explained
By The Architect

JURUBINA UNIREKA'S STATEMENT

BRIEF DESCRIPTION OF PROJECT

HSL TOWER, home for Hock Seng Lee (HSL) Group of Companies Corporate Headquarters, is a 10-Storey commercial-cum-office building at the 200-acre La Promenade mixed development. Being part of the La-Promenade mixed development, a meticulously planned and landscaped Master plan, the HSL Tower is the first component in La Promenade's commercial zone as well as the flagship building of the whole development. The building is sited on a 3.25 ac. (1.315 ha.) plot of land; strategically located between the major urban centres of Kuching and Samarahan Division.



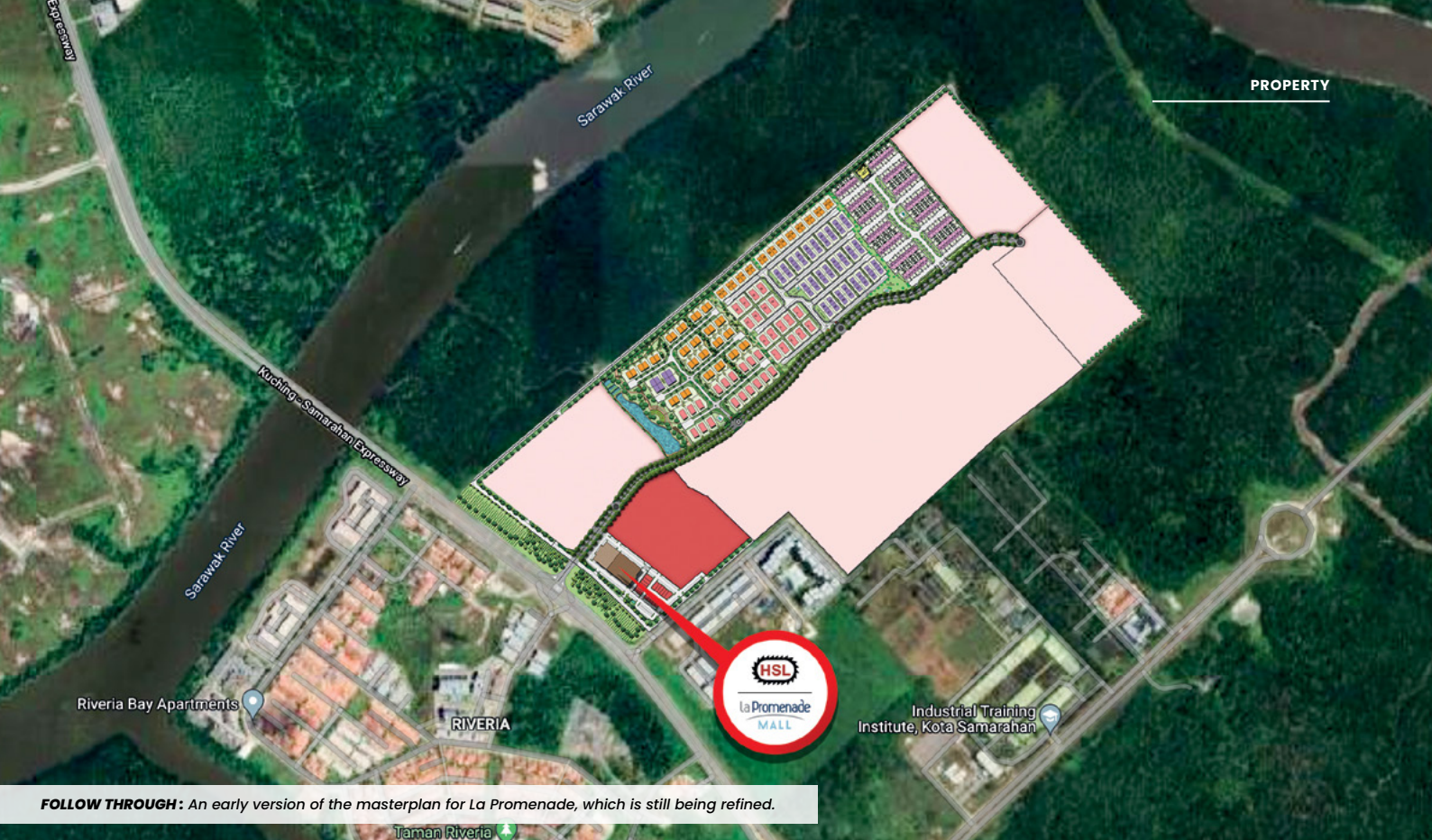
GREEN: The 10-storey HSL Tower and La Promenade Mall are both Green Building Index certified. Both are at least 25% more energy efficient.



SIGNATURE: La Promenade's calling card is its 1,800 Norfolk Pine Trees.

200 ACRE: La Promenade is one of the largest premium developments with gated residences in east Malaysia.





FOLLOW THROUGH: An early version of the masterplan for La Promenade, which is still being refined.

LA PROMENADE MASTER PLAN

A 200-acre gated development organised along a main green spine and waterway, which unifies the commercial and residential precincts, while serving as a green buffer of considerable depth and scale.

The complex incorporates a sub basement, a commercial podium (*La Promenade Mall*) from Level 1 to Level 4 and the Office Tower block (*HSL Tower*) from Level 5 to Level 10.

The Office Tower block was designed to consist of 3 vertical zones with wrap-around terraces:

ZONE 1

LEVEL 5

Level 5 provides in-house common facilities for the social, recreational and educational needs of the staff. It is also at the floor where the corporate meets the general public and patrons. The roof top of the commercial podium also provides external spaces for mechanical and electrical tanks, cooling towers and pumps which can be interspersed among landscape elements so that their unsightly presence can be taken care of. The plants provide a pleasing external green environment to the office users (*even at this elevated position*), which softens the hard edges of the building.



TERRACE: Wraparound sky gardens on levels five, nine and 10.

ZONE 2

LEVEL 6 TO LEVEL 8

These are typically open-plan general floors confined by glass cubicles interspersed at the building edge as is necessarily required. Glass is used for transparency to transmit light into the depth of the office space while at the same time providing visual connection with the surroundings.

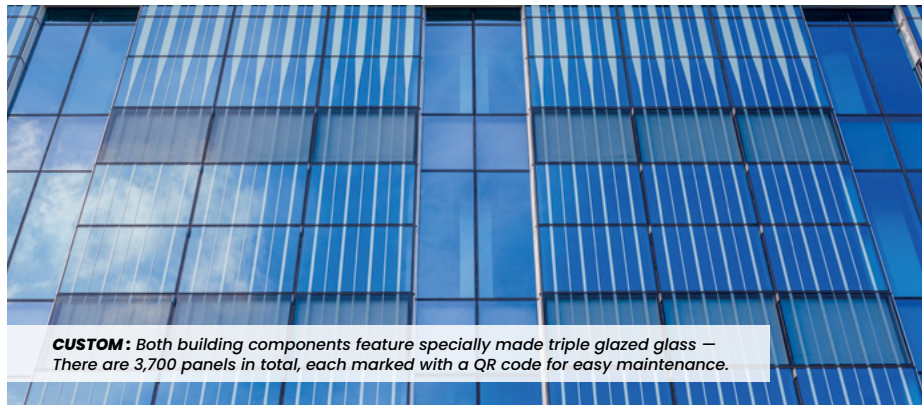
ZONE 3

LEVEL 9 TO LEVEL 10

Level 9 and Level 10 are in essence the executive, board meeting and entertainment floors which demand more privacy than the rest. This exclusivity is achieved by placing them at the top of the building, with connectivity between these 2 floors afforded by an internal void. Both floors have terraces that set the building back, and are landscaped.



SUNSCREEN: Fins are placed strategically where sunlight is the harshest.



CUSTOM: Both building components feature specially made triple glazed glass — There are 3,700 panels in total, each marked with a QR code for easy maintenance.



PLANTS: HSL's landscape team has planted and maintains 50 species of plants in the building.



WORK: A pleasant work environment with wonderful views.



SKY LOBBY: Level nine's reception is elegantly designed for visitors' comfort.

WRAP-AROUND TERRACES

LEVEL 5, 9 & 10

Sky terraces wrap around the building at level 5, 9 & 10. These terraces not only provide beautiful landscaped roof gardens, they are also viewing platforms overlooking the whole La Promenade site and the distant mountain ranges in a panoramic view.

The building is conceived as a modern building using quality glass as a main walling element that helps to insulate against heat gain, at the same time giving transparency that is needed to transmit natural light into the building and to afford views to its external surroundings.

MAJOR GBI DESIGN FEATURES

The building was completed in 2020. It was awarded the Certified Green Building Index (GBI) rating (DA) for both the Mall and the Tower. The tower aims to deliver a power consumption of 120 Kwh/m² annually with office facilities to accommodate approx. 300 populations.

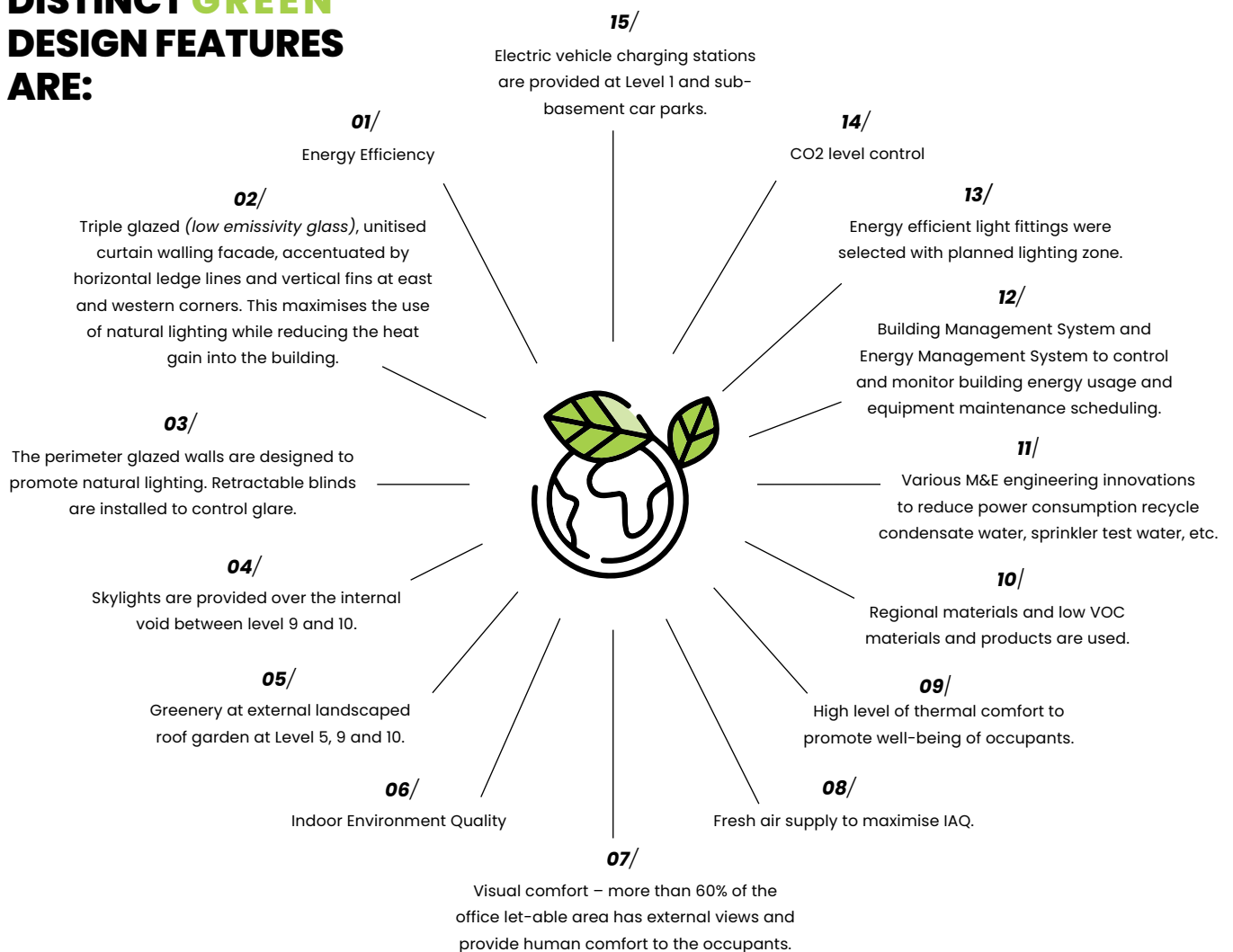



SUNLIGHT: Natural lighting is everywhere in the office and in the mall.



MEETING: Semi public discussion areas have landscaped views.

SOME OF THE KEY DISTINCT GREEN DESIGN FEATURES ARE:



The **HSL TOWER** is the flagship development of the masterplan and aims to set the theme of this sophisticated and forward looking residential and commercial township in Kuching. 



SEAMLESS: Providing comfortable and efficient land access, especially to residents in Sarikei and Bintangor to Kanowit and Sibü.

Julau Portion Of Pan Borneo Highway Completed

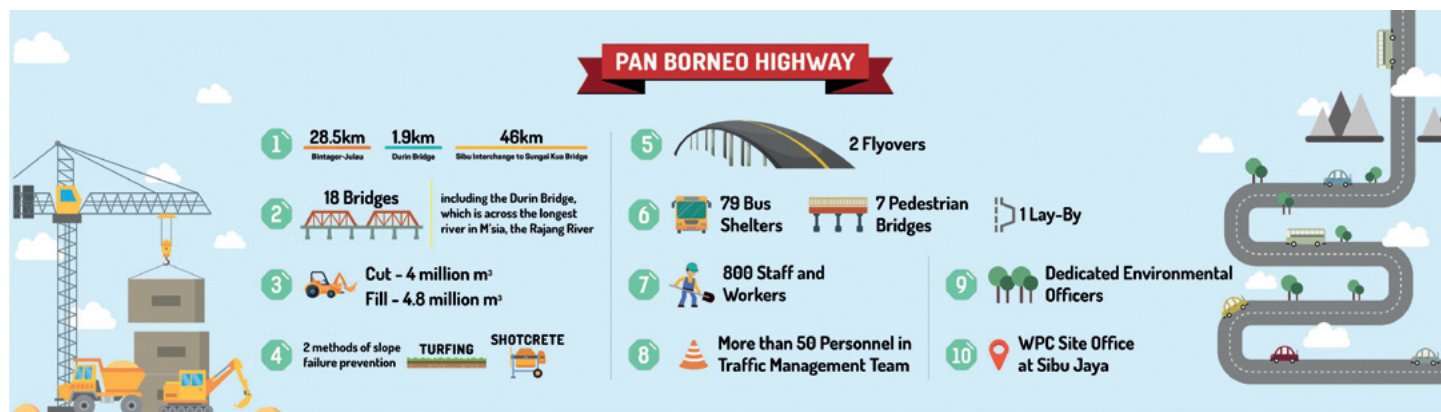
Another Major Portion of The Highway's Package Seven Is Done

HOCK Seng Lee (HSL) and Dhaya Maju Infrastructure (Asia) Sdn Bhd completed a major portion of its Pan Borneo Highway, Work Package Seven, recently.

The Bintangor to Julau section, which is 28.5km, was declared open on November 20, 2021. It came almost exactly a year after the Durin Bridge portion of the highway was declared open on Dec 6, 2020.



FLYOVER: Traffic light system at the Julau Junction to facilitate and boost the safety of users of the highway.



The Julau portion started in Sept 2016. It was a compressed construction schedule. This stretch had one flyover and six bridges.

"One of the greatest challenges of building this highway has been the shortage of workers, especially in the last two years, since Covid-19. You could say, until today, we have not fully recovered yet (*on productivity rate*)," senior project manager Philip Lau said.

"Nonetheless, we are immensely proud. You know — any Sarawakian would know this — over the last 50 years, we have been longing for a highway. Finally, we get our highway.

"Even just 10 years ago, whenever we had Semenanjung (*peninsula Malaysia*) friends over, we felt 'malu' to say, eh, this is our Pan Borneo Trunk Road. It was single lane, if you want to overtake, you had to be so careful."

The project has been a great learning opportunity for all involved. Labour shortage aside, there has also been material shortage and much higher safety requirements to fulfil.

"Before this highway project, the industry in Sarawak was not as advanced. This has been the greatest challenge. It's the most pressure I've felt in my 25-year career in HSL.

"Things like safety requirements imposed for the highway have now become the norm for the industry. I think, it's been a good challenge. This project is like



LONGEST: Durin Bridge – 1.9km across Rajang River.



BUILDING: Upgraded to four-lane, two-way route.



OPENING: Traffic light system installation ceremony at the Julau Junction by Meluan assemblyman YB Rolland Duat Jubin.

a stepping stone to higher standards for all of us. It's a great honour to be involved."

At the opening ceremony of the Julau section, Works Minister Datuk Seri Fadillah Yusof hailed the completion as "a new chapter" in Sarawak's economic growth, connecting rural areas to industrial areas, ports and cities.

Fadillah also cited much better comfort as a major boon for travellers.

The HSL team is now hard at work on the Sibu Interchange to Sungai Kua portion of the highway.

The Sarawak portion of the highway totals 1,090km, and is divided into a dozen packages. When completed, the highway will connect Indonesia, Brunei, Sarawak and Sabah. **LM**

“

A NEW CHAPTER in Sarawak's economic growth, connecting rural areas to industrial areas, ports and cities.

”

Senior Works Minister Datuk Seri Fadillah Yusof



The Herald Before Living Moments

Throwback To HSL's Original Newsletter

EVERY issue of Living Moments, we end with a throwback to Hock Seng Lee's original newsletter.

The Herald began in 1996 and was for in-house circulation.

Edited by Sonja Gan, the then HSL corporate affairs director, the newsletter is a treasure trove of memories and milestones.

This edition's throwback is to the very first issue published in August 1996. These articles really bring back sweet memories. **LM**

FANTASTIC FACTS

HSL is the first Sarawakan company listed on the construction counter of the KLSB Main Board.

HSL is the first Main Board company to hold its Underwriting Agreement Signing Ceremony in Sarawak.

HSL's offer for sale of shares attracted RM1.6 billion in investors' funds.

HSL drew the highest over-subscription rate (77.6 times) of any recent Main Board listing.

HSL's turnover is estimated to grow 46% this year, while the company's turnover grew 75% between 1994 and 1995.

"What lies behind us and what lies before us are
they matters compared to what lies within us."
- Oliver Wendell Holmes

Photo Finish



1. Surveying supreme (l-r) Suddha with chaimen Sedin and Blase on site setting out for the job site at Sertubong.
2. The regional chemistry lab site preparation works at Sertubong are all done.

New projects starting up include the access road for Bintulu Port - a contract valued at RM12.5 million.

Your Newsletter

A newsletter for all HSL staff has arrived at last. With the HSL group expanding so fast, it can be tough keeping up with what's happening. There are a number of new faces, new companies and new projects to keep track of.

We intend this newsletter to be informal and informative so that it serves as a means of keeping you in touch with what is going on in your company. Contributions from all staff are most welcome! Write, type or scribble and send it in to Santa or Stephen. If you are not into writing, tell your ideas to someone who is.

Social Scene

HSL's social life got a boost last year with the formation of a Social Club. The inaugural event was on Saturday 2 Sept 1996. Some 40 members of the office staff laughed the night away at a BBQ party. Mai, thanks to Yew Ming for the use of her house and the team of chefs who created a delicious dinner. Also thanks to those who did the shopping and helped to clean-up! And lets not forget to thank the directors for footing the bill.

The next mega event was the HSL Annual Dinner. Thanks go to the Social Club committee who turned on the best Annual Dinner HSL has ever seen.

Despite a rowdy gang of workers, it was a special evening for the long serving staff who were awarded commemorative pewter plates and special bonuses to mark 10 and 15 years service to the Company.

The Directors had a tough job choosing the Employees of the Year from the huge number of excellent staff in HSL. The criteria were numerous: hard working, efficient, reliable, trustworthy, honest, sincere, polite, a team player, prepared to put in extra consistently, technically competent and above all being there when the Company really needs you.

Employees of the Year '96

Male: Site foreman Yoon Jiew Chin

Female: Workshop Administrator Anale Puang

The following event was on Saturday 9 March 1996 to mark the announcement that the Securities Commission had approved HSL's listing. MD Paul Yu was on hand to pop open the champagne bottle and break the exciting news to office staff over an informal tea party.

The next event will be the launch of the new office extension which is planned for August. Renovations to Lot 1005 have been completed and we are all glad to be able to spread out, while Lot 1006 renovations are still underway.

Making

Once again HSL will be making waves with the purchase of a new RM 29 million hydraulic cutter suction dredger called Mark III.

Mark III is a fully computerised dredger and is said to be the biggest of its kind in Malaysia.

It has a pumping capacity of 8,000 cubic metres per hour, extracting around 2,500 cubic metres of sand and it can transport sand directly to project sites up to six kilometres away using special steel piping.

Three specialist engineers from Holland will be in Kuching for six months training HSL staff on the use of this sophisticated



Mark III - the ultimate in

HSL THE HSL HERALD

July / August 1996

For HSL Staff Only

Issue 1

Trials of the Waterfront

HSL participated in the Junior Chamber Kuching's Trials of the Waterfront tournament officiated by North City Council Mayor, Awang Eshon on Sunday 30 June 1996.

The HSL team comprised Edward Tenley (Capt), Aaron Chew, Paw Yew Kiong, Danny Then, Lim Ek Hua, Buang bin Meni, Ting Sing Ling, Jennifer Tang, Adrienne Liaw and Ang Poh Choo.

In spite of highly questionable judging, the HSL team pulled off a respectable 7th placing out of the 10 competitors.

Ek Hua proved his talents are not limited to accounting, as he excelled in all the games. He was especially speedy at the walking with a stick between his knees.

New General Clerk, Adrienne Liaw showed the benefits of good posture as she steadily balanced a paper cup on her head filled with water.

PA Jennifer Tang, certainly got the worst of the draw. After her outstanding first placing in the 'Tench-the-tennis-ball-with-a-blindfold-of game, the judges called for a 'reglay' due to other competitors getting in a mess.



PA Jennifer Tang at the JCa Telethon, shows that HSL are always good sports

HSL's first placing was removed and in the replayed round a huge DBKU team member managed to kick the balls all around the square, leaving poor Jennifer the unlucky lost lamb (or was it calf?) searching fruitlessly for a ball.

waves

machinery.

Mark III, which will soon arrive in Kuching, will be put to work for major land reclamation projects.

Other notable purchases include two new hopper barges at around RM1.8 million each.

Hopper barges have the advantage over ordinary barges in that they can open from the bottom and directly 'drop' their load of sand at the river bank.

While only suitable for particular reclamation jobs, these special barges will reduce discharging time from around five hours (using a crane) to a mere five minutes!



in dredging technology.

Badminton for the bold

Badminton buffs are gearing up for bigger and better things after dismal defeats dating back to December last year.

The recent Interdepartment Challenge Match saw Department Heads Simon Lau (Projects) and Chiang Yew Ming (Finance and Administration) lead their teams in a hard fought clash.

F&A, though rated the underdogs, managed to clinch the 5 match tussle with new star 'Little Ting' playing a crucial role in the battle of the Dept Heads match. A last minute substitute for Chairman, Dennis Yit, Ting partnered Yew Ming to

defeat Simon and new-to-the-game Aussie Engineer, Troy Lillendal.

Projects Department hot shot, Engineer Chiang, who was imported all the way from Sarikei, was unable to save Projects' honour, when he partnered with Fredrick to draw against Augustine and Sonja.

The final result was F & A defeated Projects 4-1.

The hunt for new courts is still on and Aaron will be making a regular booking soon so you can all keep fit.

Challenge matches are planned for later in the year against other organisations, so keep in training.



TEAM HSL ... (clockwise from left) Adrienne, Danny, Ek Hua, Buang, Edward, Aaron, Paw, Little Ting, Jennifer and Poh Choo.

In spite of desperate "moo-ing" sounds from team mates (the only permitted guidance noises), the tennis ball proved elusive.

Eventually the judges stepped in to offer Jennifer some assistance.

In brain power event, HSL was of course at the forefront.

A mathematical puzzle named 'the bullock wheel' was efficiently accomplished by the HSL gang, while a certain other listed company in the tile business was left red-faced when they got the wrong result!

SEDC eventually came out on top, but HSL certainly won the prize for best cheer squad with around 20 supporters on the side lines. HH



CAPTAIN KOOL SHADES... Edward tests out his lungs at bursting balloons, one of the more 'explosive' trials at the Waterfront.

COMPUTER CORNER

Handy Win 95 Tips

If you press the Backspace key while a folder window is open the focus will jump to the parent folder. Keep pressing it to go all the way back to My Computer.

Select a file/folder and press F2 to rename it, its quicker than opening the context menu with a right mouse click.

Hold the Shift key down and click the close (the "x") button to close all windows.

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