

## SEONG PICK CHOONG



### Designation

Director – UIG Architects Sdn Bhd

### Year of Birth

1966

### Employment History

DP Architects (1995 -2011)

### Nationality

Malaysian

### Qualifications

MSc (Construction Mgmt)  
University Technology Malaysia  
2003

Bachelor of Architecture  
University Of Sydney, 1992

Bachelor of Science (Arch)  
University Of Sydney, 1990

### Professional Associations

Registered Architect,  
Lembaga Akitek Malaysia (LAM)

Corporate Member,  
Pertubuhan Akitek Malaysia (PAM)

### KEY DATA

Seong Pick Choong graduated with a Bachelor of Architecture from the University of Sydney in 1992, and subsequently obtained a Master of Science (Construction Management) from the University Technology Malaysia in 2003.

Seong joined DP Architects in 1995 and was appointed Director in 2008, where he remained until 2011.

Seong has extensive experience in Project Management. He successfully completed Parkview Square, a prestigious high-rise office development near Bugis Junction, Singapore for DP Architects Pte Ltd and was the Project Director and Manager for the Menara Standard Chartered Project, (the retrofitting of Menara Shahzan, a 40-storey Office Tower in Kuala Lumpur's Golden Triangle).

More recently, Seong has completed Menara HSC, a 23-storey Medical Centre/ Serviced Apartments at Jalan Ampang, Kuala Lumpur.

Towards the end of 2011, Seong together with fellow DP Architects Sdn Bhd Director, Reno Lee, formed a new architectural practice, UIG Architects Sdn Bhd to further develop their common interest in a Global Identity for their architectural works. Their shared concerns for Place, Identity, Branding and an Excellent Built Environment remain important aspects of their work.

He is a Registered Architect with the Board of Architects Malaysia (LAM) and a Corporate Member of PAM.

### CURRENT PROJECTS

- Summer Suites, Jalan Sultan Ismail, Kuala Lumpur
- Ph1B Condominium, Damansara Avenue
- MK 22 Condominium, Mont' Kiara
- Damansara Avenue Parcel 2 Masterplan
- Garden Villas Ha Noi
- Pulau Melaka Serviced Apartments
- Jalan Tandok Serviced Apartments
- Mixed Development, Kota Kinabalu

### PROJECTS

#### Malaysia

- Klang Valley MRT – Tender Bid
- Impiana Resort Apartments, Nusajaya
- HSC Medical Centre/ Serviced Suites, Kuala Lumpur
- Menara Standard Chartered - Retrofitting of Menara Prime, formerly Menara Shahzan Insas, Kuala Lumpur (FIABCI Award)
- Madge Luxury Residences , Jalan U-Thant, Kuala Lumpur
- Sutera Bukit Tunku, Luxury Condominium, Kenny Hill
- Celebration Mall Shop-Offices, Bandar Country Homes, Rawang
- Casablanca Terrace Homes, Bandar Country Homes, Rawang
- Lick Hung School Extension, Subang Jaya
- Private Residence, Jalan Lai Tet Loke, Kuala Lumpur

#### Overseas

- Vietnam Financial Centre, Ho Chi Minh City (Project Director- Alternate, DP Architects Sdn Bhd)
- NorthGate Resort Apartments, Jeju ( Project Director- Alternate, DP Architects Sdn Bhd)
- Parkview Square, Grade A Office Development, Singapore ( in collaboration with DP Architects Pte Ltd)
- KL Monorail Proposal for Gangnam Monorail, Seoul, South Korea

### DUE DILIGENCE STUDY AND ASSET ENHANCEMENT

- Mixed Development, Chaoyang District Beijing for Tianjin Vista City Real Estate Co. Ltd
- Duta Grand Development, Jalan Ampang, Kuala Lumpur for Pacific Star Asset
- MUI Plaza, Jalan P Ramlee, Kuala Lumpur for Hap Seng Group

## SEONG PICK CHOONG

---

### MASTER PLANNING PROJECTS

#### Malaysia

- Lot 76 Jalan Ampang Masterplan, Kuala Lumpur
- IMR Masterplan, Kuala Lumpur
- Revised Masterplan for UOA Bangsar South, Kuala Lumpur
- Sungai Pulai Eco Masterplan

#### Overseas

- Pazhou Guangzhou Masterplan, Guangzhou, China
- Jeju Yerae Resort Masterplan - Jeju Island, South Korea

### DESIGN PROPOSALS

#### Malaysia

- Commercial Annexe Building Pertama Complex
- Private Residence, Tropicana, Petaling Jaya
- Bungalows at Templer Park
- Astral Suites Kuala Lumpur - Conversion of BB Plaza Office Tower to Serviced Suites
- Redevelopment of Atria Shopping Centre @ Damansara Jaya
- Private Residence, Jalan Gelenggang, Damansara Heights
- Glomac Office Tower, Jalan P.Ramlee, Kuala Lumpur

#### Overseas

- Saigon Waterfront @ Binh Thanh District, Ho Chi Minh City, Vietnam
- Tian Da Dao Mixed Development, Tianjin, China
- Ha Noi Financial Towers, Vietnam
- Onna Beach Resort, Okinawa
- Shunde People's Hospital Guangdong, China