



- Client:** 98 WIRELESS, at the time Thailand's most expensive and luxurious condominium project by leading Thai real-estate developer Sansiri.
- Project:** Content writing of an advertorial campaign with source material for the articles derived from the project's brochure, also written by... yours truly. (2-pages complete)

### **98 WIRELESS where the ultimate design and the best come as standard**

Inspired by Beaux Arts Architecture, the style of New York can now be experienced in Bangkok.

Amidst the hustle and bustle of a hectic city that never sleeps like New York, there are soaring landmarks that have withstood the test of time. These buildings, designed in the French-inspired Beaux Arts style, exude classical Roman symmetry and utilise the highest quality materials, which have been meticulously crafted to create architecture that remains timelessly admired.

A supreme example of this style of architecture is one of the world's most beautiful train stations, The Grand Central Terminal in New York, which has remained an influential structure since the 19th century. The building was designed by Reed & Stem and Warren & Wetmore, the teams behind the façade of The Old New York Yacht Club Building that is still admired to this day for its masterful craftsmanship.

98 Wireless radiates the inspiration of Beaux-Arts architecture through world-class design that brings it into the modern era, creating the most prominent residential project in South-East Asia.

### **Combining every element to perfection**

Located on the unrivalled Whithayu Road, where your imagination can take you to Fifth Avenue in New York's Manhattan, home to a multitude of tycoons and the epicentre of one of the world's most important cities, is the Beaux Arts-inspired building known as 98 Wireless - where every internal detail has been exquisitely thought through to be beyond expectations.

### **The highest levels of craftsmanship**

Plaster mouldings have been created by the team at Hyde Park Mouldings, that have been chosen for palaces in England, and the Baldwin doorknobs and locks can be found in the White House.



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### **A unique American identity**

Public spaces have been gracefully designed in a classic style with the luxury typical of Ralph Lauren Home and Anne Carson Interiors.

### **Created from the best materials in the world**

98 Wireless has been created using one of the world's rarest marbles, the Statuario from a quarry in Italy, in addition to Carrara White Volakas and pure white marble, and walls are covered in limestone from Portugal. Doors have been crafted from genuine Mahogany Crotch wood and floors are laid out in Herringbone patterned oak, specially imported from the United States.

### **THE BEST COMES AS STANDARD**

From the very first step into 98 Wireless, the majestic lobby will indicate the perfect lifestyle you will not want to miss out on within the hallowed walls for, no matter what changes may come with the vagaries of fashion, this masterpiece will continue to radiate classic appeal.