

A Beachfront Lifestyle for the Few



An ultra-stylish luxury project is under construction 2.5 hours South of Bangkok

MODENA is the name of the current real estate project by Jon Plate, Managing Director of Sukhothai Capital. The luxury condominiums in Pranburi, just South of Hua Hin, are aimed at individuals and families who value stylish design and high-class service in natural and unspoiled surroundings.

Target customers

"MODENA is attractive for people who know Thailand well and take a long-term view of the country and its potential," Jon Plate explains.

He believes that MODENA owners will be attracted to the project for three main reasons:

- they appreciate the harmony between Stylish Design and natural unspoiled surroundings

- they feel the need for a peaceful 'Luxury Resort Lifestyle' as an antidote to the pressures of modern life

- they want their second home to be an Excellent Investment at an attractive price".

Stylish Design

MODENA represents the first time a famous international architect has

designed a residential project in the Hua Hin - Pranburi area and it shows.

Pranburi is one of Thailand's most popular getaway destinations and the BAREFOOT LUXURY™ appeal of MODENA is a perfect fit between location and design. The MODENA design creates a calming space – a refuge for the pressures of modern life. This escape may be the very definition of luxury.

Excellent Investment

The location, the developer, the construction team and the choice of architect, as well as the limited number of units in MODENA and the continued growth in property values in the area, are what makes this an excellent investment at an attractive price, he says.

"Many of those interested in becoming MODENA owners are Scandinavian, both expats from Bangkok and people based in Scandinavia who spend a part of the year in Thailand. We are also experiencing keen interest from the upper parts of Thai society as they are always looking for a nice getaway when they have some days off, and Pranburi is only 2.5 hours drive from Bangkok.", Jon Plate says.

Pranburi - An unspoiled area close to the action

One of MODENA's big assets is the location. Only 2.5 hours drive from Bangkok and next to Hua Hin where there is all you can wish for in terms of golf courses, spas, fine dining and shopping.

According to Jon Plate, who is himself the father of two children, the 2.5 hours drive from Bangkok to Pranburi is very convenient for families with small children:

"Sometimes flying with children can feel like flying with little monkeys – at least with my children – but when you drive instead they just settle in and fall asleep", he says.

MODENA's neighbours are Evason Six Senses Resort & Spa, boutique beach resorts, palm trees, and simple seafront restaurants.

"The location is perfect because in Pranburi there is no ugly mass tourism. It is a very unspoiled area combined with luxury living," says Jon Plate.

Hassle free vacation - a 5-star Concierge Service

Jon Plate emphasizes the importance of having a hassle free vacation or weekends:

"In our daily lives, we have a



busy schedule and it can be difficult to find time to relax, so when we have some days off we just want it to be perfect and without problems, and that is exactly the core of the MODENA project," he says.

The concept of MODENA is to bring the service and quality known from boutique resorts into your home.

"The people who want to live in our condominiums value luxury, privacy, high class service, authenticity and are typically quite familiar with Thailand," explains Jon Plate.

"The MODENA 5-star Concierge Service is a private and exclusive concierge service designed to solve the owners' most pressing practical needs, save them money and help them make the most of your precious time. From practical day-to-day needs such as finding a good babysitter, booking golf at one of the area's 8 world-class golf courses, booking a spa treatment at one of the many spas in the area or arranging for a private chef to cook for you on your private roof terrace to spur-of-the-moment chartered boats, steaks for your evening BBQ with friends or a limo to take friends or family to the airport."

"Our exclusive relationships

with golf courses, spas, restaurants, limo services etc. will guarantee our owners' peace of mind," he adds.

A place where you want to live

The project aims to take the best from Scandinavian design and mix it with everything Thailand has to offer. As Jon Plate puts it: "Modern Tropical means modern but still cosy and warm. A place where you want to live."

If you should be interested in buying a luxury condominium in Pranburi you shouldn't hesitate to call Jon Plate himself:

"Just call me and ask, I will be more than happy to answer questions or arrange a private viewing of our show unit at the site in Pranburi," says a smiling Jon Plate.

No. of Bed-rooms	Unit Type	Floor	Unit Size (sqm)	Price Range (Million Baht)
2	Pool Villa	Beachfront	180-215	22.6 - 24.7
1	Garden / Terrace	G / 1	50-87	3.4 - 5.4
2	Garden / Terrace	G / 1	98-161	6.6 - 10.5
2	Penthouse, Rooftop Terrace	2 - 3	140-159	11.8 - 13.8
3	Garden or Duplex Garden	G - 1	199-212	17.4 - 17.8
3	Penthouse, Rooftop Terrace	2 - 3	178-235	20.5 - 22.5

Remarks:
 - Price variety is based on the view each unit is facing
 - This price list is subject to change after the Project launch

FACTS ABOUT MODENA

Construction completion: currently under construction and est. completion by Nov. 2011
 Payment terms: Construction is fully funded so payment terms are: 25 percent when the contract is signed. Another 25 percent when the foundations are completed, and another 25 percent when the superstructures are completed. And finally the last 25 percent when the condominium is ready for moving in.
 Legal ownership: freehold
 Rental service: available and very attractive. Please ask for more information.

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