



BAREFOOT LUXURY in Pranburi



A summer house by the sea surely ranks among life's most desirable little luxuries. And thanks to Modena Condominiums and Pool Villas, located in chic and elite Pranburi, it's surprisingly achievable.

Just far enough for a true change of pace but near enough to scoot down on Friday evening and back on Sunday, Modena is perfect for those who like to cut loose for some peace and luxury.

Living in Bangkok, or arriving there on vacation, the goal is to have a quick escape route, out of the pressure cooker into a more serene setting. Pranburi fits the bill because the new bypass avoids the traffic snarls of Cha am and Hua Hin, making the journey time of 2.5 hrs, the same as to Pranburi's congested northern neighbour.

And the drive is well worth it. Coastal Pranburi comprises just a smattering of boutique resorts congregated around a picturesque fishing village at the mouth of a river. The province comprises quiet rural villages set amidst palm groves and unspoiled national parks with all roads leading to a long soft-sand beach. Fifteen minutes away Hua Hin offers every modern convenience but already there is a Tesco-Lotus superstore five minutes from Modena and Pranburi town itself is increasingly sophisticated.

The Modena concept

Rising no more than four storeys on over two rai of land, Modena is located just along the stunning coastline from Evason Six Senses Resort. Besides its sea vistas, other outstanding attributes include its exquisite design, excellent green credentials and comprehensive concierge services.

"The views and surrounds are completely unspoiled," emphasises Jon Plate, Managing Director of the project's developer, Sukhothai Capital.

What's more, from Modena, they are beautifully framed with Scandinavian design expertise by top-drawer international architect firm Gfab that counts Four Seasons in Ubud (Bali) and Sheraton Siem Reap on its calling card.

"Consistent with Pranburi's hip hideaway reputation, Modena has been design-driven from the get-go," says Jon.

He points to computer generated images of the



Mr. Jon Plate, Managing Director of Sukhothai Capital

project showing light-reflecting ponds and open walls opening to the sea. Tellingly, it is hard to discern differences between those images and shots of the actual show unit.

"Our overriding concept is one of barefoot luxury that captures the essence of traditional seaside living."

Thus forms are derived from sight lines while rotation of living spaces captures both mountain and sea aspects. Each unit opens up to let you switch freely between indoors and outdoors. Penthouse condos boast private roof-top gardens while underground parking ensures that views are unobstructed.

"We are creating a calming space, a refuge from the pressures of modern life, an escape that is the very definition of luxury," says Jon.

Seclusion and convenience combined

Besides build quality, Modena is also built for the future based on its impeccable "green" credentials, including the latest Gray water recycling and design features that reduce interior temperatures by 30% and more.

Also true to its eco ethic, half the project comprises common space. But of course, it still has such essentials as satellite TV and WiFi internet throughout.

For day-to-day necessities, there's a 24-hour concierge service to rely on. They'll help you

with most everything, from finding a good babysitter to booking a round of golf or spa treatment to arranging a private chef, or just shopping your groceries.

Modena's future also bodes well from an investment perspective. The project is built to last and with Plus Property, Sansiri's prestigious property management arm, running security, maintenance and maid services, it will always stay as good as new.

Moreover, the whole area is certain to develop in a sustainable way, thanks to its DASTA



(Designated Areas for Sustainable Tourism Administration) status which subjects the entire coastal stretch to strict zoning laws and careful selection of developers. Meanwhile, buying is made easy by big backers, including Bangkok Bank, Bank of Ayudhya, Kbank. Up to 90% finance is available. The rental program is also really attractive, targeting net returns of 5.5%-7.8% of the purchase price after administration and maintenance costs.

"Or if you rent out for two weeks over Christmas for instance using our rental program, you would cover the entire year's maintenance costs like that."

That is if you can bear not to be there even for a moment yourself.

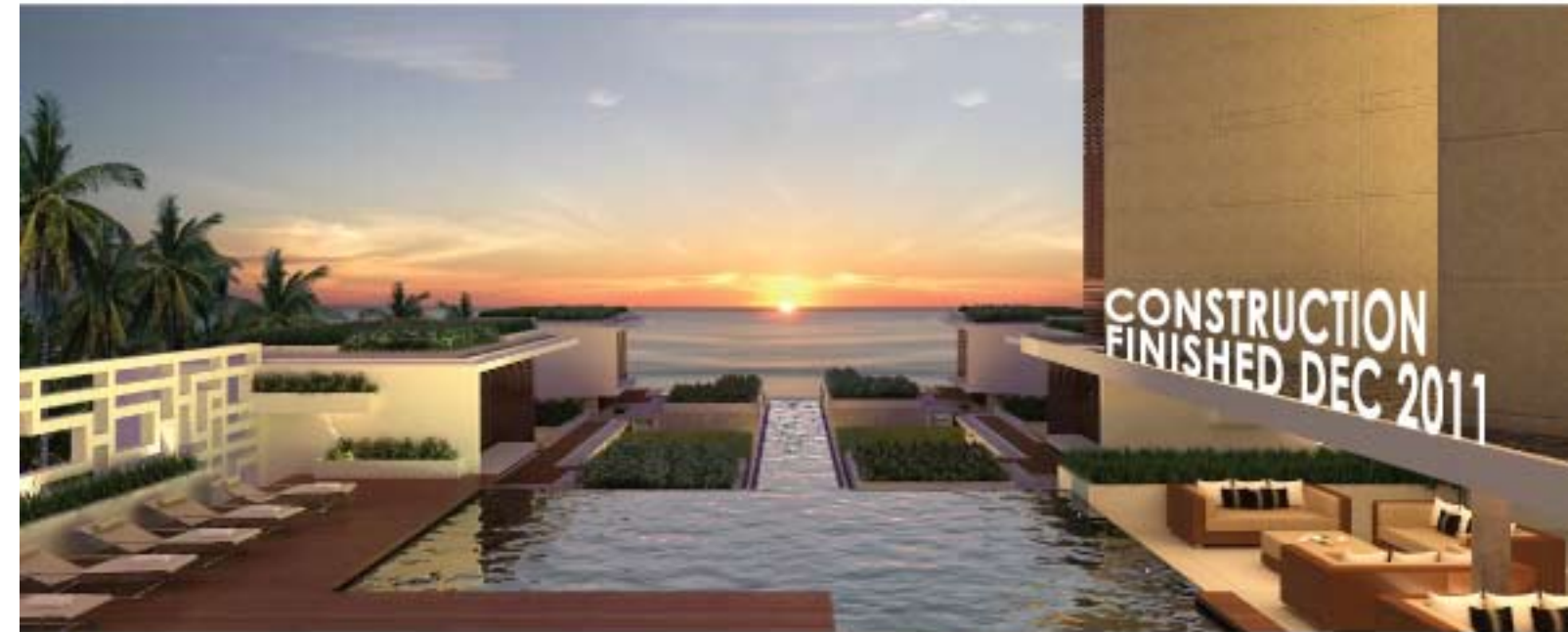
Basic facts

- 31 units
- 4 pool-villas (2BR)
- 27 condominiums (1BR, 2BR, 3BR)
- Prices from 3.7MB to 26.8MB.
- Call: tel. 089-893-3708
- www.modenacondos.com



MODENA

BEACHFRONT CONDOMINIUM & POOL VILLAS HUA HIN PRANBURI



Photos taken from the actual site

LUXURY BEACHFRONT CONDOS PRANBURI - HUA HIN, THAILAND

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For more information, please contact - email: info@modenacondos.com - Tel: +66(0) 89.893.3708

Project Owner: Sukhothai Capital Co., Ltd., Head Office Located at No. 333/13, United Tower, Unit No. 7/2, 7th Fl., Sukhumvit Rd., Soi 55, Klongton Nua, Wattana, Bangkok 10110, Registered Capital: 15,000,000.- Baht (fully paid up). Site location: on the deed no. 7409, 7410, 40452 and 40461 Plots no. 44, 43, 199 and 200, Pak Nam Pran Subdistrict, Pranburi district, Prachuabkhirat, Land Area: 2 Rai 2.1 Square Wath, currently under the title of Islamic Bank of Thailand, who is the financing bank for the project construction. MODENA is currently under construction as a residential low-rise condominium (4 storeys), 1 building, 27 condominium units and 4 pool villas. The expected completion is December, 2011. Unit owners will pay common property expenses in accordance with the Regulation of The Condominium Juristic Person.