



EVERYDAY
VISIONARIES

“The way we live is changing – and so is Sansiri. Today we begin a new chapter of growth by collaborating with six landmark lifestyle brands at the forefront of technological development. Together, we will form an innovative and influential group unlike any other – creating new possibilities for the way we live, work and play.”

Apichart Chutrakul,
CEO, Sansiri





A welcome from Srettha Thavisin, President, Sansiri

From Sansiri's earliest days, more than three decades ago, we have pursued projects and partnerships that have the potential to change the way we live in the world – but perhaps none has been as momentous as the partnerships we are entering today with our Everyday Visionaries.

The modern world, and its young, modern citizens, are changing rapidly. Many of the highest-growing companies are using technology to innovate their sectors. Sansiri, as always, is at the vanguard. We're not waiting for the future. We're making it.

The people and brands that we're partnering with truly are visionaries. Each of them has the potential to challenge the status quo and to help Sansiri grow. Like Sansiri, they believe in the transformative power of good design. They are built upon a commitment to improve quality of life. And they have a singular ambition of improving everyday lives and even whole sectors.

These are businesses led by world-leading talent, strategically chosen for their common ambition and complementary purposes. We have cultivated relationships with these businesses, and their founders,

over many years, and these new partnerships are borne out of an affinity and admiration for each other's endeavours. Individually, each business is known for its singular take on its respective sector, visionary products and passion for innovation. But collectively, with Sansiri, they represent synergistic possibilities for creating completely new products, connecting global audiences and creating a collaborative vision to evolve the way we live.

It's a thrilling new chapter for Sansiri, and one we are looking forward to writing together with our new partners.

Sansiri's Evolution

Since its founding in 1984, Sansiri has been passionate about enhancing quality of life for its residents through sophisticated design, community service and an ambition to continually improve on what was accepted in the past.

And though Sansiri is known as a tastemaker, it has always seen design as more than just a tool for making life more beautiful. Good design is a way to pay attention to people's needs and make their worlds better.

Sansiri has been at the forefront of Thailand's premium property development for over 30 years, completing over 300 projects that comprise nearly 80,000

residential units. Its reputation for exceptional service, committed relationships and total assurance has grown quickly across Southeast Asia and around the world. Sansiri is a forward-thinking company with long-term, far-reaching goals.

The business has always been driven by an innately Thai spirit of dynamism, entrepreneurialism, collaboration and hospitality – but its ambition has always been global. More than three decades on, it continues to evolve and anticipate the ways people will want to live in the future. It has established a solid position at the heart of where design, technology, culture, business and lifestyle intersect.

Scenes from 98
Wireless, Sansiri's
latest flagship
condominium





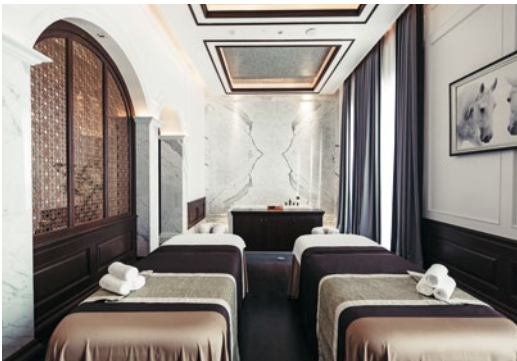


It's evolved beyond 'constructing life' to creating services, products and experiences that enhance everyday life for the people who live in Sansiri communities. As Sansiri enters a new chapter of growth, enabled by partnerships with companies that harness the power of the latest technologies, there is potential to create a new type of property – and new kind of living experience – befitting the contemporary moment.

Sansiri's innovative and positive spirit has made it a magnet for likeminded global businesses who believe that we can achieve more together than we can alone. Today, Sansiri stands poised to embark on a new journey full of possibility and promise. This journey will encompass wellbeing, hospitality and service, guided by a clear and powerful vision of enhanced everyday living. Sansiri invites you to travel to a future where you'll feel right at home.

Elegant
surroundings at
98 Wireless

Previous pages:
Interior views of
The Line Jatujak,
a high-rise project
by Sansiri





How We'll Live

The world is being shaped by the independent,
the culturally curious and the entrepreneurial.

And technology is empowering this shift.

The future generation is changing how we work,
play, travel, eat and discover.

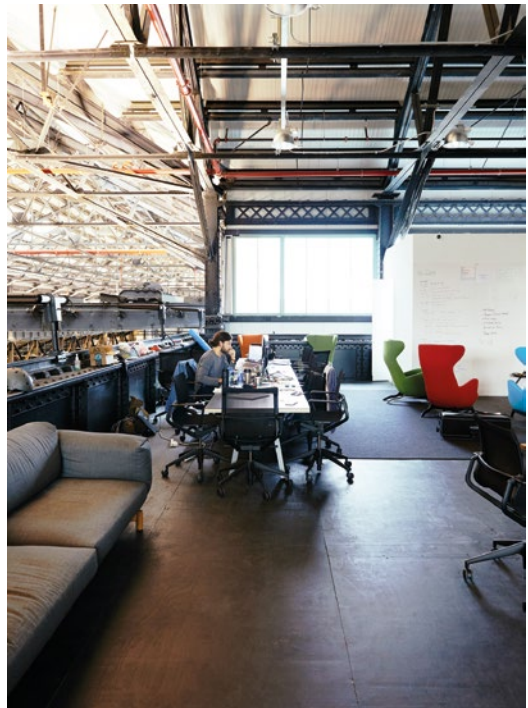
Work

By 2025, 75 per cent of the workforce will be made up of a nomadic demographic fuelled by an independent, entrepreneurial spirit and a global outlook.

They're most likely freelancers or start-up owners, and the world is their office. The model that best fits their needs is the co-working space. It's where digital businesses go to get social and ignite that creative spark.

Gone are the days of too-long leases and crippling costs to outfit new premises. Enter flexible hours, room to evolve and the chance to meet clients and collaborators in cities across the world.

The next generation needs autonomy to innovate. And the co-working environment removes constraints so that more can be invested in their ambition. It's time to get to work to bring people together.





Play

Hotel brands are changing the way they operate. It's not just about offering a place to rest your head anymore. It's about providing an entrance into the local creative community.

These days, locals and travellers dwell in the same settings – and the driving force behind this cultural fusion is the experience-seeking individual. Choosing cultural enrichment over material goods, authenticity over novelty and local spots over touristic

attractions, they're a tough crowd to impress. They're always scouting the next big thing – but are also specific about what they like.

So how are they doing it? It's all about collaboration – with the hottest designers, the chicest restaurants and bars, and the savviest brands. To thrive, hotels must bring the local culture to the building. People, experiences and products are merging together to form one big social circle that operates on a transcontinental scale.



Travel

By 2020, it's expected that \$1.4 trillion will be spent on travel each year. But people are not only travelling more. They're also redefining trends.

Package holidays, all-inclusive resorts and weeklong lounges on overcrowded beaches are on the way out. Now it's all about discovering new cultures, spontaneous last-minute bookings and living like a local.

The businesses meeting the needs of the new consumer are boutique hotels and home-rental services. If one thing is certain

about the future it's that the new traveller doesn't want to be seen as a tourist – and what better way to avoid this than by being immersed in the neighbourhood creative scene and hanging with the locals?

With an emphasis on a home-away-from-home environment, the future of hospitality will see creative collaborations in publishing, retail, concierge services and interior design. And if travellers can grab a desk in a co-working office while visiting a new city, the possibilities for future partnerships are boundless.

Eat

Today, most of the food we eat is grown far away from home. The next generation cares about the ethical and ecological origins of food, and knows that closing the distance between farm and table means better quality.

Locally procured food is more flavourful – and because it's eaten shortly after it's harvested, each bite delivers a nutrient-packed punch.

On top of food that is fresh, less processed and with fewer artificial additives, people want customisation and convenience. Why shouldn't fast-paced urban dwellers also feel connected to how and where their food is made? Eating a meal is more than just fuelling up – it's nourishment for body and soul.

The next generation wants to be tantalised by out-of-the-ordinary ingredients that excite their discerning tastes. But even more than that, they want to be given the chance to make informed choices that contribute to a sustainable future.

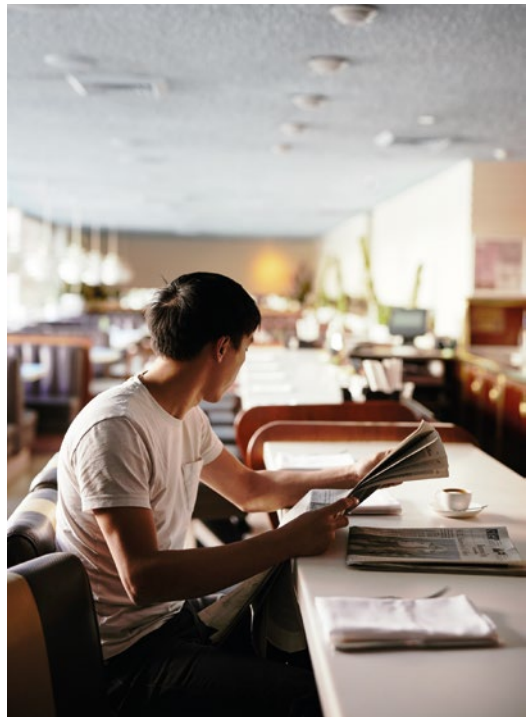


Discover

The next generation has the self-determination to roam the world's most vibrant cities, the spontaneity to book a last-minute stay, the flexibility to plug into mobile workstations and the courage to challenge established models of living.

But with so much freedom and so many options available, how will they stay tethered to global conversations and make sure they are getting the most out of life? The same way travellers always have done – with guidance from trustworthy experts.

There's a wealth of user-generated information available online, added to and updated faster than anyone can keep up with. But those with discerning taste appreciate a point of view, and understand that anything of true value takes a little more time to produce. Media brands with global reach and discriminating sensibilities provide endorsements that people can rely on. With multi-platform offerings, you can rest assured that there will always be a local authority within reach to lead you in the right direction.



Transforming Partnerships

Meet our partners – a groundbreaking
group combining qualities of
entrepreneurialism, hospitality and
technological innovation.

Upending Tradition

From being places to rest your head to becoming the beating hearts of local creative scenes, hotels of the future are redefining hospitality.

The Standard



The Standard – as its logo implies – is a brand that's turned the hospitality industry on its head.

Since opening its first location in West Hollywood in 1999, the company has created the blueprint for a new kind of hotel experience: design-led, creative destinations that are deeply rooted in local cultural scenes.

The Standard is a hub for creative energy and collaboration in each city it touches down in. On top of hosting high-profile events, the hotel also offers physical spaces for innovative pop-up activations and public art installations. As a brand, The Standard thinks holistically and authentically, and caters to the needs of escapists and explorers alike. Today, The Standard has five hotels in operation – in New York,

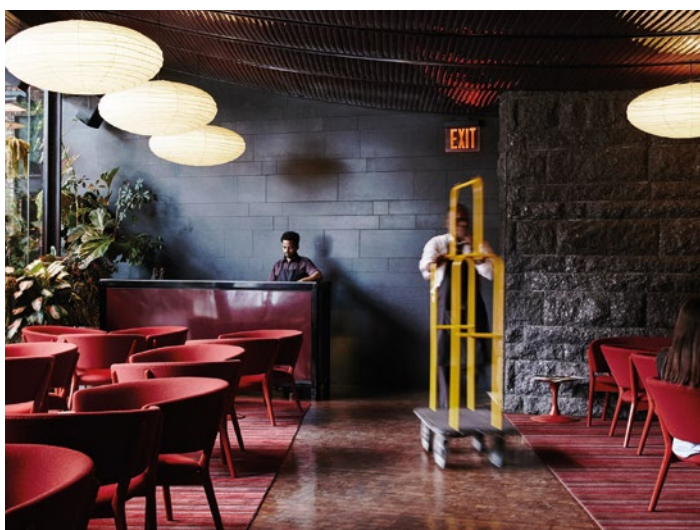
Los Angeles and Miami Beach – with its first international property opening soon in London. It's also acquired Bunkhouse, a boutique hotelier with outposts in San Francisco, Texas and Mexico. These properties extend The Standard's presence into smaller gateway cities with thriving artistic scenes.

"There's a host of things we can do today," says CEO Amar Lavani, "whether it's in retail and cafés, or in publishing and media – we're breaking down those barriers that normally restrict hotel activities." Indeed, The Standard's suite of acclaimed restaurants and nightlife spots are as popular as their hotels, making them as much a destination for locals as for visitors. The hotel shop sells exclusive artist editions, books, clothes and design objects that let you take home the

experience. And the publication *Standard Culture* connects everything The Standard loves – food, drink, music, art and meeting new people – in print and digital platforms.

The Sansiri partnership provides The Standard with entry into a new realm of creativity and collaboration – and allows it to drive further into new neighbourhoods and gateway markets. "It's time to accelerate and get things done," says Lavani, "and Sansiri will bring a lot of discipline and motivation to that process."

"No one's really come up with something that answers the way people want to live today," says Lavani. "Sansiri enables us to answer that. We want to do the things that no other hotel group can do, and now, we can do exactly that."



Sector: Hospitality/Travel
Founded: 1999
Based: New York,
Los Angeles, Miami,
London (opening 2018)



“
There is a host
of things we
can do today –
whether it's in
retail and cafés,
or in publishing
and media. We're
breaking down
the barriers that
normally restrict
hotel activities.
”

Amar Lalvani,
CEO



Q&A

Amar Lalvani, CEO

Q: Is there room for hotels in the sharing economy?

A: Absolutely. Ironically, the sharing economy accommodations don't bring people together. Distributive models are fantastic, but they can't provide the experiences we do. These innovators force us to get better – to focus on the things that make us special.

Q: Why is it important to upend tradition?

A: The world moves fast. Economies change. Habits change. We have no choice if we want to be relevant – and The Standard is never just relevant.

Q: What's your favourite way to spend a day off?

A: Exploring. Seeing new things. It's that constant search that makes The Standard anything but standard.

Quick Thinking

A spontaneous booking app is changing the way people plan and book same-day stays in handpicked hotels worldwide.

ONE-NIGHT



The consumers of the future want instant gratification – and they want it now. The desire for immediate convenience and comfort with spur-of-the-moment purchasing has already shaped the way we shop and dine, and now it's shaping how we book hotels, too.

The proof is in One Night, an app offering a simple, effective value proposition: the best rates at the best hotels. Starting at 3pm each day, 125 hotels in 11 cities release unbeatable last-minute prices for same-night stays.

The app, developed by Standard International, the parent company of The Standard hotel group, includes all existing locations of The Standard alongside a carefully curated list of partner hotels. Users also gain access to complimentary hour-by-hour suggestions on what to do, see, eat and drink in each hotel and its surrounding area – whether they book a room or not.

One Night represents a new way of thinking within the hospitality industry – it's about seeing other players in the game as potential partners and collaborators, not competitors.

"We truly respect and appreciate the visions of our fellow hotel operators," says Jimmy Suh, president of One Night. "This app is a platform that celebrates some of the hotel brands we admire the most."



The partner hotels have positioned themselves similarly to how The Standard operates: as independent, distinct personalities that value good design, pay close attention to the details and give back to their neighbourhoods by acting as nerve centres for local creatives.

Using an elegant, black-and-white design scheme, One Night presents available rooms in an evocative storytelling format, randomly generating the non-hierarchical order in which they appear. Prices aren't paramount – users must swipe to see rates.

Upon launching the app, One Night was surprised to find that 70 per cent of bookings were from new guests, most of them local. They'd created a new way for locals to understand and enjoy their cities through spontaneous nights out. By banding together, each partner

hotel enjoys the halo effect of being in proximity to likeminded brands with allied interests.

One Night provides hotels with a tool to maximise room-rental revenue while elevating brand equity through affiliation. And for the consumer, Suh explains, the app "provides great value for last-minute hotel bookings without having to sacrifice quality for the unplanned moment".

"Our partnership with Sansiri will help us to realize our full potential and to grow internationally," says Suh. Until Standard International launched One Night, "no hotel company had ever had the courage or the skillset to launch a distribution company for other hotel brands. Sansiri's interest in globalization and technology to serve as pillars for its future is evident in its partnership with One Night."



Q&A

Jimmy Suh, President and Co-founder

Q: Why is it important to be selective?

A: Being selective with our hotels ensures One Night's integrity and the trust factor to our users – and in turn brings the right discerning demographic who appreciate our hotel partners' unique experiences.

Q: What are your favourite holiday destinations?

A: I am biased towards destinations with beautiful sand and water, and resorts that are rustic in design.

Q: What's the last spontaneous thing you did?

A: Surprised my wife with a last-minute weekend getaway to upstate New York.

“
One Night provides a highly marketable means for a hotel to garner significant incremental revenue from its same-day, distressed inventory while elevating its brand equity with its affiliation of other highly sought-after hotels.
”

Jimmy Suh,
President and Co-founder



Sector: Hospitality/Travel
Founded: 2016
Based: London, New York, Los Angeles, Austin, Boston, Chicago, Nashville, Las Vegas, Miami, San Francisco, The Hamptons, Washington DC

Home Away from Home

The home-rental management service
harnessing technological innovation to
provide next-generation hospitality.

HOSTMAKER



For the next generation, it's all about the experience. They're eager to see all that life has to offer and they're willing to travel to do so. But not without style and comfort.

Home-rental management service Hostmaker, with current operations in London, Rome, Paris and Barcelona, ensures that they can make the most of their holidays or long stays by exploring new cities without compromising on home comforts. And if travellers choose to rent their homes out to others while out of town, they can do so worry-free.

CEO Nakul Sharma, who has more than fifteen years of professional experience working in high-end hospitality, was inspired to bring industry values to the sharing economy model. His company offers a full-management service to Airbnb hosts who want to maximise their home-rental revenue and have the details taken care of. And customers who book sojourns at Hostmaker properties can travel with the assurance of a comfortable, stylish and well-managed stay.

Hostmaker is tailored to suit independent globetrotters and families alike. "If homes are now going to be viewed as travel accommodation, there's an opportunity to think about hotel services and experiences in them," says Sharma. "We are not looking to recreate a standardised hotel experience but celebrate the uniqueness of every home and neighbourhood.



Having hosted nearly 150,000 guests, we know that our offer is appreciated by travellers seeking a premium homestay experience."

"Travellers are seeking a home away from home – a feeling of stepping into a local's shoes, be it for a few days or a few weeks," says Sharma. "They want a feeling of confidence about exploring the surroundings." Hostmaker polishes up client profiles, handles all online guest communications and sends welcoming agents in person to manage check-ins and key exchanges, with complimentary amenities in hand. It's the small details that make the difference – crisp bed linens, fluffy towels and welcome packs with local accredited must-sees. These all make for good recommendations, repeat visits and five-star reviews.

Hostmaker knows that home-rental clients are looking for a personalised, unique experience,



and décor is a deciding factor as much as price and location. "One thing that differentiates us from other home-rental services is that we offer an interior design service," says Sharma. If needed, customers can hire Hostmaker to take professional photographs and even redecorate spaces. High-quality images can increase profile views by thirty-five per cent and quadruple the number of bookings made.

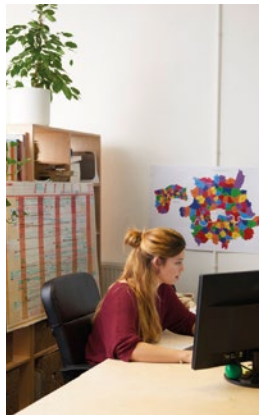
"We're quite careful about the type of homes we look after," says Sharma, "And Sansiri share that discernment. They have a residential portfolio not only in Bangkok but also in other upmarket Thai cities."

Sansiri is a Thai business that thinks globally, and Hostmaker is likewise not constrained by geography. "As we make our first foray into Asia," says Sharma, "Sansiri's presence and knowledge in these markets will be a huge asset."

Sector: Travel/
Hospitality/Property
Founded: 2014
Based: London, Barcelona,
Paris, Rome

“
If homes are
now going to be
viewed as travel
accommodation,
there's an
opportunity to
think about hotel
services and
experiences in
homes. There
are endless
opportunities.
”

Nakul Sharma,
CEO



Q&A

Nakul Sharma, CEO

Q: What does entering the Asian market mean for Hostmaker?

A: Our ambition is to grow into the largest homestay travel destinations in the world, which include several Asian cities. We have always seen Asia as the company's natural next step for expansion beyond Europe.

Q: Can you describe the new breed of traveller?

A: It's no longer enough for one to simply visit a city; people want to feel like they live there.

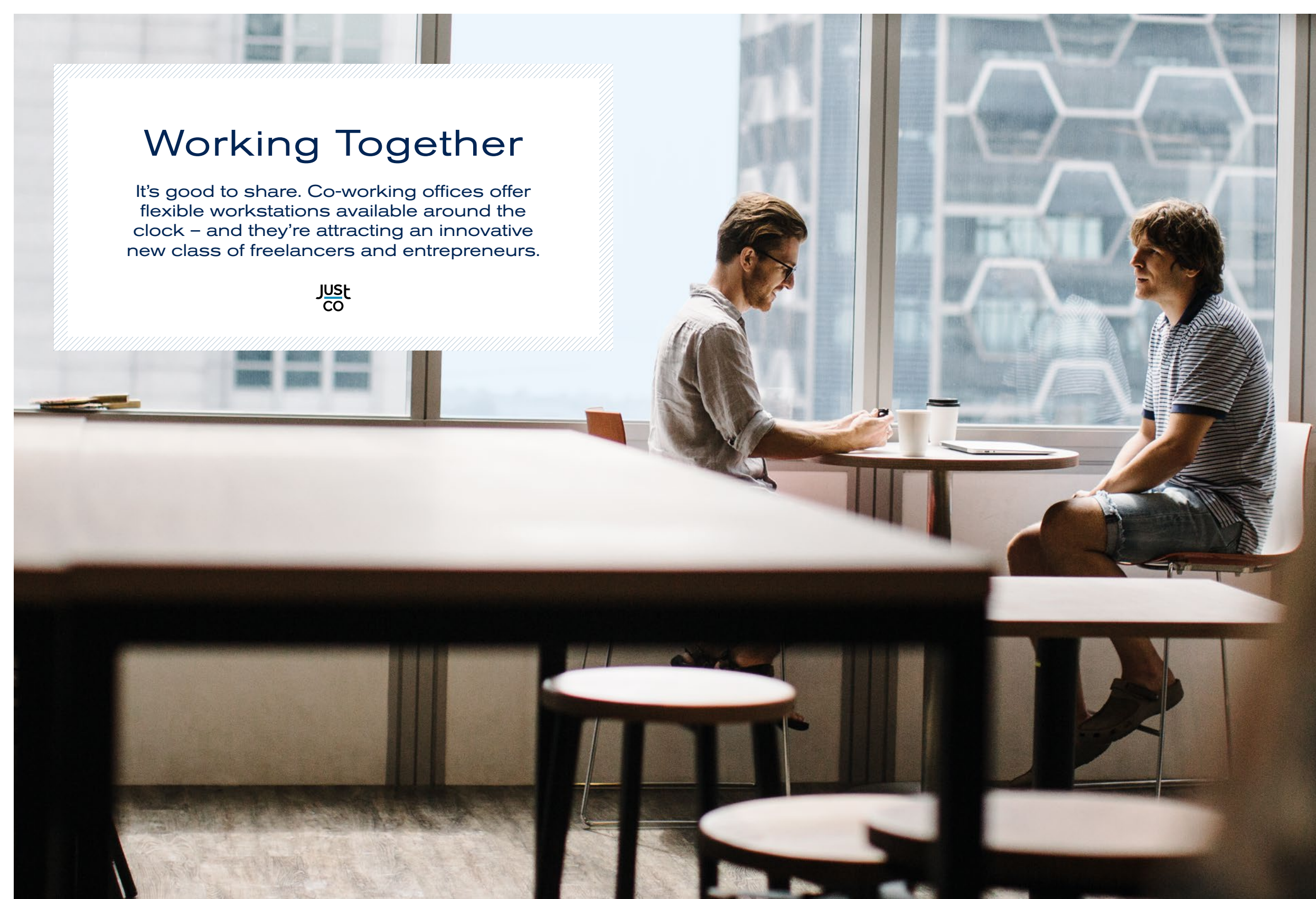
Q: What are three home comforts you can't live without when you travel?

A: My speakers so I can take my music with me, my laptop so I can watch my favourite shows and my trainers so I can go for a run – it's the best way to explore new neighbourhoods!

Working Together

It's good to share. Co-working offices offer flexible workstations available around the clock – and they're attracting an innovative new class of freelancers and entrepreneurs.

JUST
CO



The nature of work today has expanded beyond noses buried in computer screens within a traditional four-walled office.

Thanks to the co-working model, businesses and independent freelancers no longer need to operate in isolated environments with long-term leases, or be forced to work from home. Instead, they can rent the space they need when they need it, sharing office space with talented, likeminded individuals and companies. And cohabitation inspires collaboration. It's a win-win.

But setting up an effective, creative co-working space is more than just having a stylish and conducive working environment for people. That's something Singapore-based company JustCo understands implicitly, and why it is one of the largest, most successful premium co-working spaces in Southeast Asia.

What sets JustCo apart from other co-working spaces is that it allows you to work outside of standard office hours, and equips start-ups and small businesses with flexible workstations suitable for their expanding and evolving needs. Keeping costs down means new companies can develop and grow faster, and working alongside other visionary businesses encourages new partnerships or client relationships among innovators with shared interests. JustCo's distinctive model also attracts members of larger companies with global presences. Business travellers can take trips with the



knowledge they have a suitable office environment to work from while visiting their host city.

There are 11 locations across Singapore currently. JustCo CEO Wan Sing Kong says, "We're planning on expanding across Asia. In Bangkok, we are in the prime business location on Sathorn Road at the prestigious AIA Sathorn Tower. Kuala Lumpur, Jakarta, Hong Kong and Ho Chi Minh City will follow suit next year." Each JustCo location enjoys ample natural light and desk layouts are designed to increase productivity. Scandi-chic furniture, exposed brick walls and custom neons lend an edge to the décor scheme and spark creative inspiration. Balance is found in the open spaces between a professional and friendly community.

A full suite of office amenities is provided – as well as



entertainment areas where members can unwind by playing ping-pong, foosball or arcade machines. Other perks include access to wellness classes and networking sessions.

"For us, co-working isn't just about the space – we're disrupting the whole commercial property landscape," says Wan Sing. "When you grow, you need funding – but what Sansiri offers us is a huge mutual advantage that goes beyond the monetary. Sansiri's depth of expertise and experience in the Asian markets will significantly accelerate our growth."

"Sansiri is big in residential real estate – number one in Thailand," Wan Sing continues. "And all those residents need to work. We come in from the work aspect, so I really see a lot of synergy. We can see how to make their working lives better."



Q&A

Wan Sing Kong, CEO

Q: How are working lives changing?

A: The new way of working is about openness, being part of a vibrant community, flexibility and fostering meaningful collaboration. People are no longer clustering in enclosed areas – we're opening things up. The traditional office model will eventually diminish.

Q: What does expanding into the global market mean for JustCo?

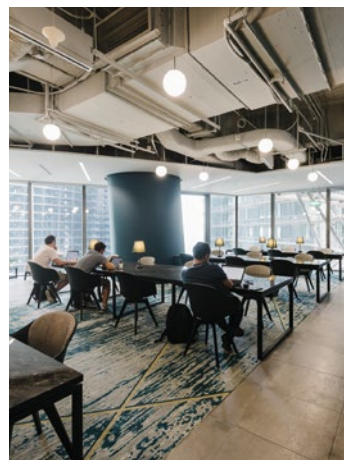
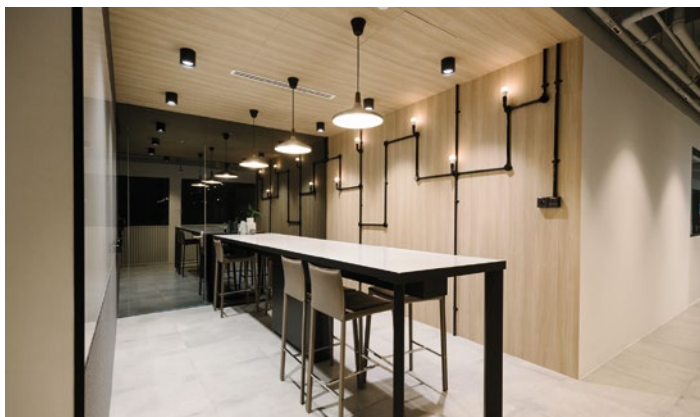
A: Co-working is about flexibility and strategic collaboration. To have all these elements in place effectively, the co-working model needs to scale and have a strong footprint in multiple markets.

Q: What's your favourite way to unwind after a busy workday?

A: Watching films, chitchatting with my daughters and jogging.

“
Co-working is the present and the future of working. The new way of working is really collaborative – it's about community. We are here to make working lives better.
”

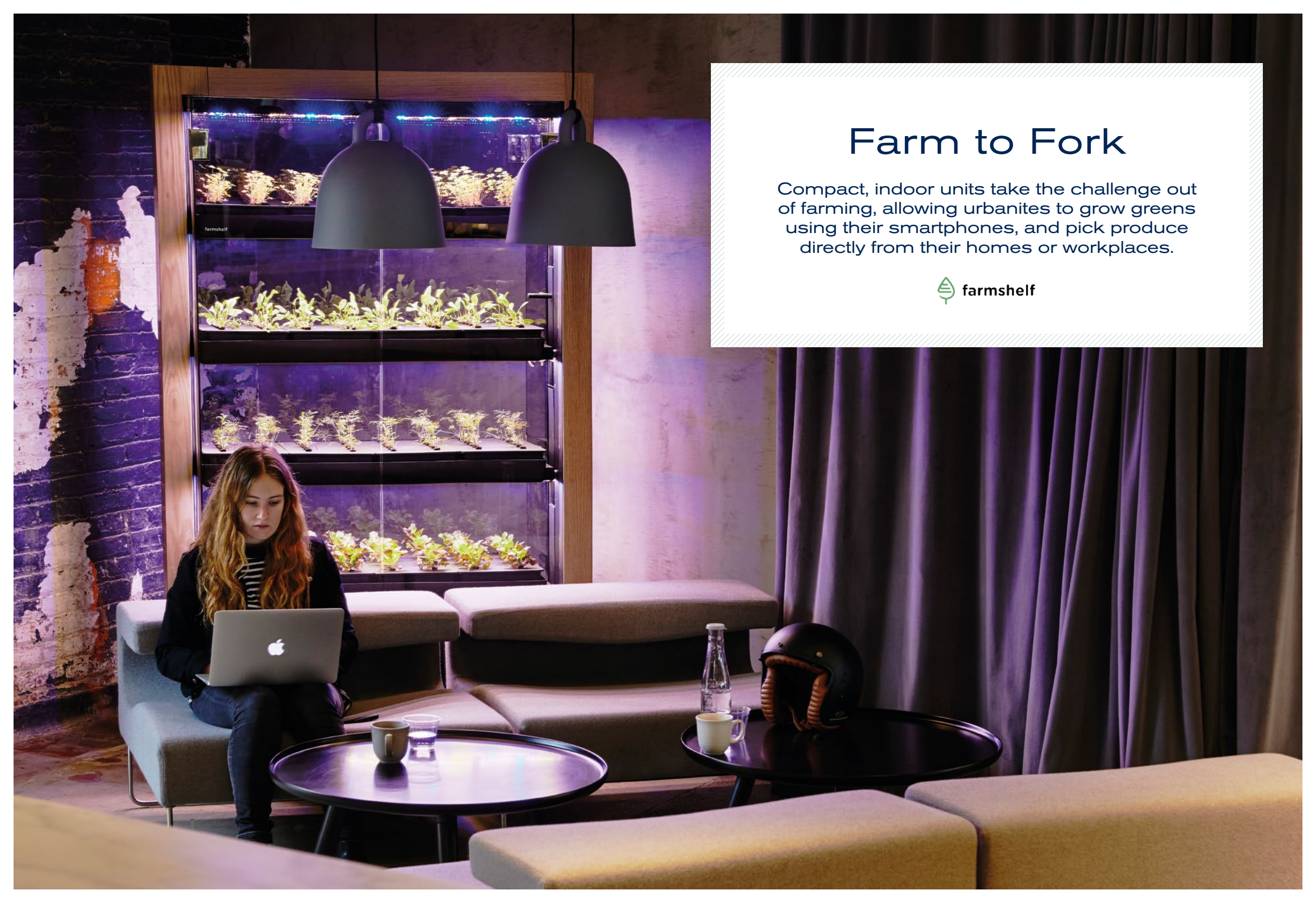
Wan Sing Kong,
CEO



Sector: Work
Founded: 2015
Based: Singapore

Farm to Fork

Compact, indoor units take the challenge out of farming, allowing urbanites to grow greens using their smartphones, and pick produce directly from their homes or workplaces.





Imagine walking into your own living room to hand-pick a fresh batch of greens for dinner. Brooklyn-based innovator Farmshelf is already making this a reality.

Its hydroponic indoor-farming units – the size of a bookcase – are radically redefining farm-to-table eating by bringing the farm into your home. Combining clean industrial design with state-of-the-art botanical science and engineering, the ground-breaking system allows people to grow sustainable crops with almost no skill required. You don't even need soil; instead, greens grow in nutrient-dense water. It's homegrown in the truest sense of the word.

"I wanted to grow my own food and make it so easy that anyone could do it," says Farmshelf CEO and co-founder Andrew Shearer. "The aim is to make a meaningful impact on the world's food system."

As the pace of life continues to accelerate and global challenges to feed the world intensify, Farmshelf is making homegrown food accessible again – but in a far less time-consuming way. The vegetables grow two times faster and use ninety per cent less water than those grown using traditional agricultural methods – and because you only grow what you need, food waste is also minimal. Sensors and software maintain optimal conditions for produce to flourish, and a mobile app monitors the pH levels, climate and airflow. It also sends you a notification when it's time to harvest the crops.

But what does this mean for the future of food? The partnership with Sansiri will allow Farmshelf to deliver a cost-effective, automated method of nutritious food supply to hotels, apartments and restaurants. With the ability to optimise the growth and flavour of various plants, locally sourced food can be grown

anywhere. This reduces cost, space and carbon footprint.

"Sansiri is supersonic in terms of innovation and is pushing the future of what residences and city living can be," says Shearer. "Whenever you talk to them they're asking about how we will live, and they know their customers so well."

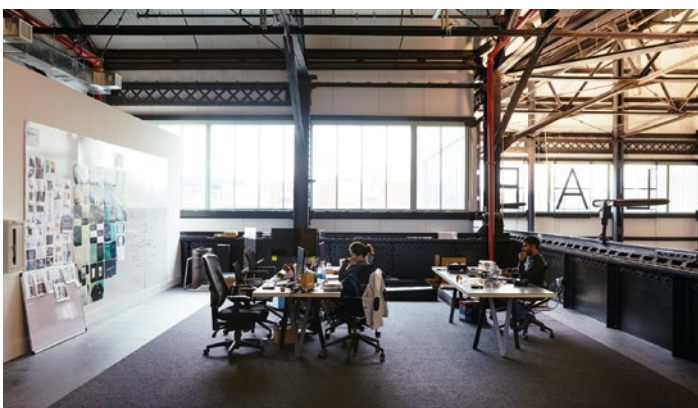
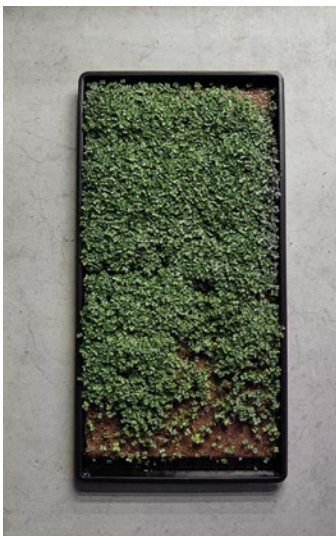
The two companies align in their belief that everyone has the right to enjoy healthy, nutritious food – no matter where they live, work or travel.

"By partnering with Sansiri, not only do we gain a partner who will help us realise products but also a partner who will integrate them into living spaces in beautiful ways," Shearer says. Together, Sansiri and Farmshelf create a recipe for a fresher, tastier and greener future.

Sector: Food and
Beverage/Technology
Founded: 2015
Based: New York

“
I wanted to grow
my own food and
make it so easy
that anyone could
do it. I've always
been fascinated
by efficiencies.
”

Andrew Shearer,
CEO



Q&A

Andrew Shearer, CEO

Q: How does redefining farm-to-table change urban life?

A: In one way, we're turning back the clock. Not too long ago, we lived in an agrarian society. Today, less than three per cent of people work in agriculture, resulting in a disconnect with food, waste and subpar quality. We're bringing back that connection.

Q: Do you think good design can alter behaviour?

A: Yes – our design goal was to invent for the future of food, and we believe that Farmshelf will drive businesses and consumers to participate with excitement in sustainable and healthy living.

Q: What's your favourite way to use Farmshelf produce?

A: We love to add opal basil to a watermelon and feta salad, or make an almond pesto with bronze fennel.

NEW YORK

TORONTO

LONDON

ZÜRICH

MONOCLE

ISTANBUL

SINGAPORE

HONG KONG

TOKYO

The Monocle Shop
+ Office of World
and Monocle

Eye On the World

For an increasingly mobile generation,
global news, trends and affairs are as
accessible as ever – but loyal, reliable
sources are hard to find.


MONOCLE

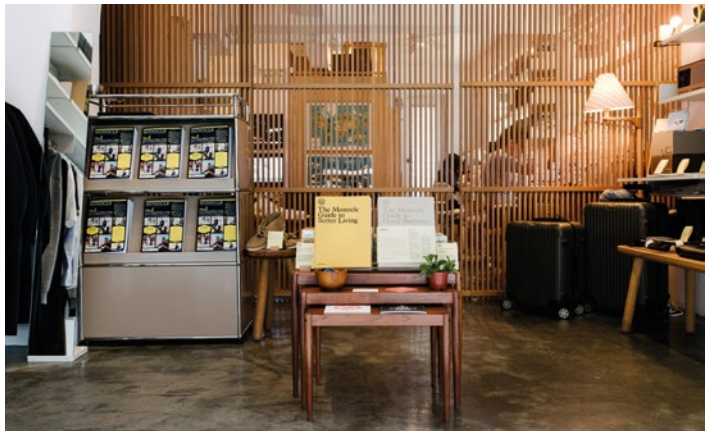
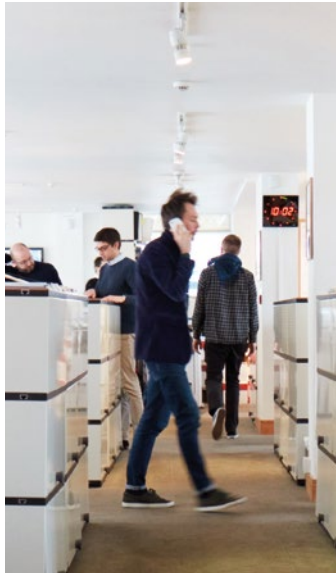
The next generation values quality of life – and this means seeking out memorable and authentic experiences, no matter where they find themselves in the world.

Though this demographic is fluent in the latest technology, they know that anonymous user reviews can't be relied on. Instead, they want authoritative guidance from a trusted source that shares their global outlook.

Monocle, an influential media brand launched in 2007 by Tyler Brûlé, anticipated the desires of this consumer base more than any other company. Over the past decade, Monocle has redefined the media landscape. Conceived as a magazine briefing on global affairs, business, urbanism, culture, design and more, Monocle has gained a loyal following of globally minded readers looking for quality journalism, trusted recommendations and a distinct point of view.

"By treating the world as our market", says editor-in-chief Brûlé, "we've managed to build a committed, engaged and attractive customer base."

But Monocle's reach and influence extends far beyond the printed page, encompassing film, conference, online and a 24-hour radio station. "From the very start we've always seen Monocle as a complete brand, not simply a print title", says Brûlé. An extensive retail network, with an online store and shops in London, New York,



Toronto, Hong Kong, Tokyo and Singapore, caters to readers' tastes with a selection of stylish own-brand products and collaborations with likeminded brands. Cafés in London and Tokyo, and a newsstand and coffee concept in London called Kioskafé, provide the perfect spot to flick through the pages of the latest magazine. Sansiri and Monocle's partnership is a natural fit. "Both companies are international in terms of vision and reach, committed to

good design and interested in the development of cities," says Brûlé. "Given our current and future growth in Southeast Asia, they're uniquely poised to help us build our readership base. Longer term, we see potential for broader partnerships in the food and beverage, retail and residential space."

"Our partnership with Sansiri is potentially endless," says Brûlé. "There's so much we can do together."



Q&A

Tyler Brûlé, Editor-in-Chief and Chairman

Q: What should publishers be doing to prepare for the future?

A: Publishers need to be more confident about putting print at the core and being a magazine first and foremost. Too many media companies that claim to be publishers chop away at their flagship product before figuring out how to build an audience via digital.

Q: What's the next Monocle venture on the horizon?

A: New bureaux in Los Angeles and Bangkok, new titles in our books line-up and a range of toiletries.

Q: What opportunities do you see between Monocle and others joining the Sansiri stable?

A: Given Monocle's track record of covering the best in urbanism, we feel there's an opportunity to work on a new type of residential and retail development. Stay tuned.

“
Sansiri and
Monocle are both
international in
terms of vision and
reach, committed
to good design
and interested in
the development
of cities.
”

Tyler Brûlé,
Editor-in-Chief
and Chairman



Sector: Media/Retail/
Hospitality
Founded: 2007
Based: Zürich, London,
Tokyo, New York,
Hong Kong, Toronto,
Singapore

In their respective sectors, each of the industry leaders we have partnered with is an innovator. They have each achieved success because they've paid close attention to the evolving needs of their clients.

The Standard is renowned for defying tradition. It's turned hotels into cultural hotspots and created worldwide hubs for the creative community. One Night found a hole in the market and filled it by offering an app that enables adventurous locals to explore their own cities in style. And Hostmaker is serving the independent traveller by preparing and managing comfortable, well-designed places that people can consider their homes away from home.

Farmshelf has envisioned a healthy, sustainable future where anyone can feel empowered to monitor and control their own food supply.

JustCo has knocked down the walls of the traditional office to give visionary businesses autonomy and room to evolve. And Monocle has reaffirmed the importance of taking a measured approach when considering subjects of such importance as global affairs.

These business leaders, who we have strategically invited to partner with us, now co-exist in a collaborative sphere of mutual admiration and affinity. Our company's growth will be powered by new business models that are enabled by technological innovation. The synergy between our new partners will create exciting possibilities for the types of properties we will build – and the types of living experiences the people who reside in our communities will enjoy. With a shared reach that extends around the world, we'll grow together, always improving the ways in which we live.

This collaboration between landmark lifestyle brands forms an innovative and influential partnership unlike any other – creating new possibilities for the way we live, work and play.