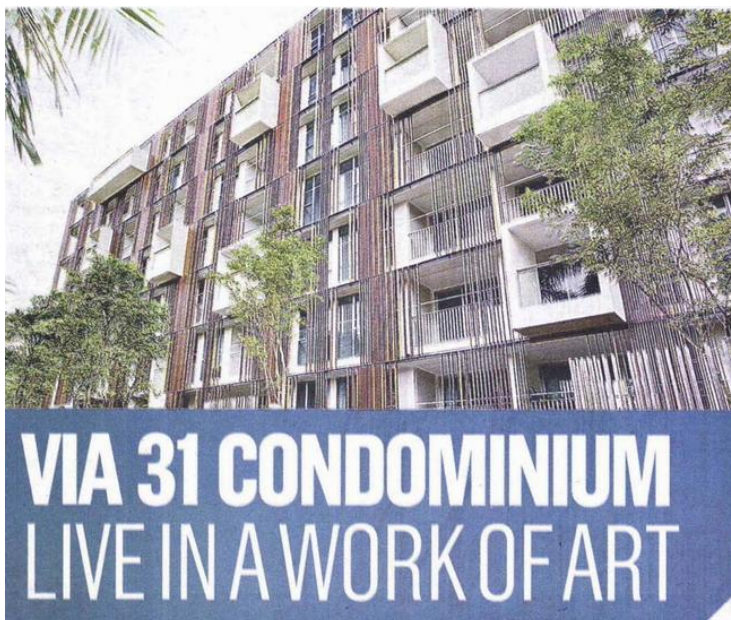
 SANSIRI News Clippings	The Nation
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Following the success of its first two projects in its Aesthetic Collection: Via 49 and Via Botani condominium projects, Sansiri continues in the same vein, with Via 31 Condominium situated in the heart of Sukhumvit Road with a unique structural architecture and room designs.

Uthai Uthaisangsuk, Sansiri's senior vice president for business and condominium project development, said the company will host a pre-sale launch of Via 31 between September

29- 30, 2012, with prices starting from Bt4.9 million.

Located on Sukhumvit 31 (Soi Sawasdee), the 8-storey building will house only 88 units, offering 46.00-48.50 sqm for a one-bedroom type; 69.50-71.50 sqm for a two-bedroom type; and 124.50-125.50 sqm for a three-bedroom type.

Inspired by the works of 9 great contemporary artists, Via 31 invites customers to experience 9 show units, in 9 different styles. Modern Dream room is inspired by the

modern surrealistic style of Salvador Dali; while a Romantic Country room is inspired by the surrealism style of Marc Chagall; featuring pastel shades of blue, yellow and pink, to decorate rooms matched with wooden furniture; a Rocky Romance room is inspired by the body art of Ed Hardy, featuring graphic designs on wallpaper, contrasting with dark tone of leather furniture and modern glass mirrors; The Colour of Minimalism is inspired by the polka dot style of Yayoi Kusama, featuring the simple



design of pop art feminism.

The Cultural Art of Mexico is inspired by the character of native art, or the folk art of Frida Kahlo, featuring Mexican folk arts with red, green, yellow and pink colours of design on pillows and rattan swing; while Modern Pop Moment is inspired by the works of Andy Warhol, featuring a lively ambience, with red and white colours.

The Colour of Life room is inspired by Stephen Sprouse, featuring a combination of street fashion and high street; the simplicity of this Geometric room is inspired by minimalism and the geometric style of Donald Judd, featuring perfect, built-in furniture, matched with pink-coloured walls.

While, the Luxury of Lempicka is inspired by Tamara de Lempicka's art deco of 1920, featuring classic, clean and elegant decorations, with green and golden tones, modern furniture and crystal chandeliers.

Via 31's architectural design is inspired by a bird's nest to achieve a warm, natural, homely feeling. The frames, featuring vertical strips of wood on the walls, resemble the forest embracing the building.

In addition, Via 31 provides a spacious common room on the second floor that includes a fitness room, swimming pool with Jacuzzi, separate male/female Saunas and a courtyard. Corridors on each floor are designed as single-load, to ensure entrance doors do not face each other.

Uthai said Via 31 is worth Bt570 million and has been developed under the concept "Live in a work of art". From recent market research, there is still a growing demand for high-end condominium projects, with an average room price of between Bt100,000-Bt199,999 per sqm.

However, there is a lower supply for this market segment due to the difficulty in locating suitable sites for project development.

