

# The virtual way to go green

How does one infuse the refreshing elements of nature in the limited confines of a residential high-rise?

According to the world-renowned architect and urban planner Jon Adams Jerde, the technique lies in combining different materials that would create space-defying oases of greens. To achieve this Jerde suggests the use of unconventional media besides natural plants, such as art pieces, recycled materials and even state-of-the-art gadgetry.

“We call it virtual landscaping,” Jerde explained. “It is the science and art of combining audio, video and lighting technology with traditional landscaping in areas where you think you couldn’t experience nature because of limited space.”

The award-winning architect illustrates the experience. “Just imagine seeing lush greenery in the amenity deck of your condo, enhanced by the beautiful song of chirping birds coming from an invisible audio system, or a serene picture of the immaculate sea projected by a flat-screen LCD.

“As you take a stroll around your residence you hear the lullaby of cascading waters while the fragrance of sweet-smelling blooms soothes your senses. In the garden, you find sculptures and other conversation pieces such as antiques, or an old pushcart converted into a garden table.”

He added: “And so instead of using just trees and plants, we create small places of interest with the smart use of elements of nature technology.”

Jerde has applied virtual landscaping before in the global landmarks that his acclaimed firm, The Jerde Partnership International, has designed all over the world, such as the high-rise mega complex of Roppongi Hills in Tokyo and the award-winning city center of Zlote Tarasy in Poland. This time around, he is implementing this landscaping innovation in a grander scale in the Philippines, at the Makati township development called Century City, which he is co-designing with the premiere Filipino urban planning firm Roger Villarosa Architects & Associates.

Century City, the latest evolutionary development of Century Properties, will comprise Makati’s first IT Park that will cater to Business Process Outsourcing (BPO) locators and high-profile companies; The Gramercy Residences—the first residential tower in the development touted as the only fully-furnished, fully-serviced, hyper-amenitized luxury condo in the Philippines; the Entertainment and Lifestyle Center that will feature world-famous restaurants, bars, cafes, designer boutiques and cinemas; and other outdoor attractions.

Through virtual landscaping, the organic environs of Gramercy and the entire Century City will be infused with computer-generated simulations of water forms and greens.



The Lifestyle Center of Century City is an organically shaped glassed-in complex that will feature stores set against a lush backdrop.



Jerde Partnership International founder Jon Jerde and Century Properties chairman Jose E.B. Antonio have partnered up to introduce real estate innovations in Century City.



The Sky Park is a collection point of natural attractions combined with luxurious amenities such as cascading waterfalls, a health club, and a designer restaurant set 36 stories above the ground with a 360-degree view of the Makati skyline.

The sounds and images will be rendered by flat-screen monitors, audio equipment and other modern gadgetry that are seamlessly integrated into the lush surroundings of this breathtaking city.

“What is lost in many modern urban developments is the green culture, the natural landscape that we grew up with. We are bringing it back in a way that will both interest the young and reintroduce them to where real landscape came from,” said John Victor Antonio, COO of Century Properties. “This signifies our commitment in creating a top to bottom, coherent, organic, and livable place in the city,” Antonio concludes.

And as the seasons change, so will the attractions in these virtual landscapes. Jerde said: “The beauty of this technique is its cost effectiveness and versatility. You can change the sceneries, the nature sounds, and your entire garden display from time to time. Virtual landscaping will always surprise and excite people as it is not bound to one design.”

Ownership starts at P2.8 million or P25,000 a month. For inquiries, call +632 818 90 25 or +63 915 700 20 00 or visit [www.centurycity.com.ph](http://www.centurycity.com.ph)