Volume 05 • Issue 1 | 2021

# THE DECISION IN THE SOLITION OF THE SOLITICAL OF

YOUR GUIDE TO MODERN LIVING IN THE SOUTH



Filinvest City lights up as it presents endless possibilities for the community to celebrate the holiday season safely during these unprecedented times

#### LIVE

-

Sustainable, Green Living at Botanika Nature Residences



Start or Expand your Business in the Economic Capital of the South

## SPECIAL FEATURE

Karrera Showroom's founder Alfred Roa shares his story on starting, striving, and thriving in the better normal



# INVEST in your own PREMIUM

CORPORATE ADDRESS



NOW READY FOR OCCUPANCY PARKWAYCORPORATE.COM

PARKWAY



# MESSAGE FROM THE TEAM

hen you see streets adorned with sparkly lights and holiday decorations, you think of the amazing and happier moments you've spent with family and friends during this time of the year. After a year full of changes and uncertainties, the Filinvest City's community is even more excited about the holiday season this time as we usher in a "better normal." The pandemic is far from over, but we can all agree that things are looking up, and there is so much to be grateful for.

There are many ways to get into the holiday spirit, and where else can you get your fill of Christmas cheer than in the Garden City of the South. Every year, we aim to make the community feel the warmth of the season by preparing an exciting lineup of activities. We've also added new services to help you with your holiday shopping, whether that's online or at the malls. And if you do decide to do the latter, we've set up sparkling installations and decorations throughout the city's safe spaces, which are guaranteed to inspire joyful possibilities.

The Christmas issue of **The Vibe** has not only allowed us to highlight the best time of the year, it has also given us a moment to reflect on how the community has blossomed despite the challenges. Discover stories of starting, striving, and thriving in the better normal as you read our inspiring features.

And as we welcome another year, we hope that you find renewed gratitude for your loved ones, your well-being, and the place and community that you call home. We hope to brighten up your holiday by offering you numerous opportunities and spaces to ignite that feeling of connection and togetherness with your family and friends here in Filinvest City.

We wish you nothing but the best, especially this Yuletide season.

Merry Christmas and a hopeful New Year!

The Vibe Team



PUBLISHER

Don Ubaldo

Justine Abad Abi Atienza

Richnel Tupaz

**Roselle Sales** 

Josephine Gotianun-Yap

EXECUTIVE DIRECTOR Catherine Ilagan

EDITOR-AT-LARGE

CREATIVE EDITOR Rula Gongora

MANAGING EDITORS

ASSISTANT EDITORS

FOR ADVERTISING INQUIRIES, CONTACT events@filinvestcity.com

FILINVEST CITY

FILINVESTCITY.COM

WE WOULD LOVE TO HEAR FROM YOU! Share with us your comments and suggestions for our upcoming issue. Send us a message on Facebook @FilinvestCityOFFICIAL Join Filinvest City's Viber Community by scanning the QR code.



#### AT A GLANCE

02 Merry and Magical Christmas at Filinvest City

#### LIVE

04	Sustainable, Green Living at
	Botanika Nature Residences

#### LIFE IN THE SOUTH

06	Carlo Ledesma on Living the Best Life in Metro South
	WORK
08	Start or Expand your Business in the Economic Capital of the South
S	PECIAL FEATURE
10	Alfred Roa of Karrera Showroom
	WORK IN THE SOUTH
12	Back to Business at Parkway Corporate Center
	COVER STORY
13	Share the Sparkle of the Season
	EATS
16	New and Exciting Flavors in South's Foodie Capital
	COMMUNITY

18 Celebrating the Holiday Season in the South's Garden City

#### **CITY NEWS**

With the pandemic situation steadily improving, all await the new year with renewed hope and confidence. And so, the Christmas season brims with more heart and meaning as we celebrate the months of numerous blessings and bounce back from a truly challenging year.

inging in the holidays, Filinvest City is ushering more joy into the season with funfilled activities for the entire family with its Share the Sparkle campaign. Find the iconic 32-foot Christmas tree brought to life at Spectrum Linear Park, walk through the tunnel of lights, and visit the life-sized Belen. At Festival Mall, be immersed as well in the beautiful melodies of Christmas carols and decadent food served outdoors by the Water Garden.

Primed for success and ready for the new year, Filinvest City is helping entrepreneurs and businesses bounce back stronger. Read the inspiring story of Alfred Roa as he turns his pandemic passion project-the Karrera Showroom—into a successful gallery and food concept franchise. Karrera brings together the community of car enthusiasts, coffee connoisseurs, and discerning foodies of the Metro South. Another talented creative, Carlo Ledesma, a long-time Southerner, shares as well his story of how-in spite of the pandemic-he has been able to flourish as a family man and artist,



thanks to the supportive community and invigorating lifestyle in Metro South.

Filinvest City is, indeed, a city of hope, and many can successfully start a new chapter here. The great potential is seen and felt with the steady rise of land and property valuation. Learn more about the real estate opportunities and economic progress in our special feature.

With many more professionals heading back to the offices soon, Parkway Corporate Center is welcoming the workforce with its integrated facilities and modern amenities that aim to nurture better office productivity while protecting the health and well-being of all stakeholders. Read about the exciting updates that have



everyone motivated to return to "office life in the new normal."

While the world may have been at a standstill due to the pandemic, Filinvest City has worked hard and stayed committed, continually building towards a better present and future.

The past year has proven to be challenging, but Filinvest City is helping us move from a state of "simply surviving" to "ultimate thriving!"

# FILINVEST CITY TOWNSHIP UPDATES

We're ramping up for 2022 with exciting new developments and projects for greater expansion. Here's to a bigger, better Garden City of the Metro South!



Filinvest City has cemented its position as the premier Garden CBD of Metro South with commanding accommodation values at P45k/sq.m as of November 2021, with consistent land value growth of

### 630% INCREASE IN THE LAST 10 YEARS

and a compounding annual growth rate of 22% in the past 10 years. Development in Filinvest City has seen an uptick with 110 buildings completed and 15 ongoing construction.

## RESIDENTIAL

ACTUAL BUILD-UP AS OF 3RD QTR. OF 2021:

## 322,000 ѕо.м

➤TOTAL NO. OF UNITS: 4,300 units from Studio to 5-bedroom units

#### SOON TO RISE:

65,000 sq.m by 2021 (Studio City Tower 4, Studio City Tower 5, The Levels Burbank Tower, Southkey Place Residences, and Dormitel)



#### DEVELOPMENTS COMPLETED AND FOR COMPLETION

The Lourdes Chapel, which is

nearing completion, offers a quiet

corner for the faithful. It features the

works of different artists with key inspirations taken from important

religious sites and elements like the

sacred Hill of Golgotha, the Jordan

River, and the white lily, which

symbolizes the Virgin Mary.

LOURDES CHAPEL

#### CENTRAL PARK

Filinvest City completes the first phase of Central Park with the Great Lawn now opening on December 30, 2021. Central Park is set to be the largest active space and grand outdoor events venue within Metro South. Next in line is the completion of the Botanical Garden, scheduled for February 28, 2022.

As the heart of the Spectrum District, the park becomes the destination place for people traversing the length of the Spectrum Linear Park and by residents from adjacent developments.

jacent Filinvest City lives up to its name as a modern, future-centric CBD with its continuous smart city upgrades. It maximizes technology and other modern tools to boost security and ease mobility within the city.

SMART CITY UPGRADES

#### CENTRALIZED TRAFFIC COMMAND SYSTEM

Filinvest City improved its centralized monitoring and control of Traffic Lights System for the CBD. This is part of the township's ultimate plan of integrating Al in its Traffic Management system.

#### CCTV AND WIFI

The CCTV systems and scope of Wifi have been expanded with improved signal and service in Alabang-Zapote Road, Northgate Cyberzone, Corporate Avenue, Spectrum Midway Extension, Civic Drive, and Festival Mall. Next in priority are Pacific Rim, Filinvest Ave, East Asia Drive, Spectrum Midway, Commerce Ave, Promenade, portion of Parkway, and Laguna Heights Drive.

RETAIL actual build-up as of 3rd qtr. of 2021:



#### MORE BIKE LANES

Fulfilling its promise to become a more accessible city for all, Filinvest City has constructed more bike lanes for the riding public. Existing bike lanes with sidewalks include those along Commerce Avenue, Spectrum A, B, and C, Civic Drive, and a portion of Corporate Avenue. Existing share the road bike lanes: Spectrum Midway, Bridgeway, North Bridgeway, AZ Road, Civic Drive, Market Drive, Northgate Ave, and Corporate Ave. Proposed areas for additional bike lanes for 2022 include Corporate Ave, Filinvest Ave, and Parkway Ave.



#### OFFICES actual build-up as of

3RD QTR. OF 2021:

739,000 SQ.M CURRENT LEASE RATES:

P750-900/sq.m LEASE RATES >SOON TO RISE: 228,000 sq.m



# INVESTING IN SUSTAINABLE, GREEN LIVING

With the current situation, it's hard to think about the future but we should be! Imagine the life you want to lead in order to manifest it fully!

beautiful home with spacious outdoors, wonderful parks and scenery where you can explore with your family, and living a full and active lifestyle. And you can find that green, sustainable way of living in Botanika Nature Residences.

A growing number of property buyers now want to invest in Botanika, which provides that tranquil and healthful refuge from city life—while giving them easy access to business and commercial hubs.

Botanika is designed to give buyers the best of both worlds—authentic green living in the heart of a bustling garden metropolis without straying too far from centers of livelihood and business activity.

Why is Botanika the ideal development and investment for green, sustainable living? We lay down the reasons.

#### 1 Wide breathing spaces

For those simply wanting a place where they can be safe and healthy while being motivated to do more, Botanika offers wide open spaces with lush greenery that spans the entire property.

Botanika's lush green landscapes are irresistible invitations to commune with nature and to help restore one's health and well-being. The amenities like tower



atrium, pool deck, and the landscaped outdoors let one enjoy clean, fresh air—a luxury in the metropolis.

### 2 More room to grow

Botanika units are generously sized, ranging from 125 to 345 sq.m for Tower 1 and 72 to 375 sq.m for Tower 2. With space to grow, residents are able to plan a home that best suits their taste and lifestyle. Here, with balconies overlooking the scenic Metro South and development amenities, residents can take a quick breather. Chill out in the lanai while working from home and provide your children the peace and quiet for their online learning.

### **3** Unique lifestyle

High-end amenities let Botanika residents live a unique lifestyle. They can do laps in the morning or relax





with a drink in the evening at the tiered swimming pool or library. Kids can have fun in the children's indoor and outdoor play area and treehouses. In addition, Botanika's promise of a leisurely lifestyle is augmented by the exclusive access to the Palms Country Club for residents who are also club members.

#### 4 Easy access

Botanika residents can purchase their daily necessities at the nearby Festival Mall, grab a quick bite at Westgate Center, or pay a quick visit to the doctor at one of the premier hospitals such as Asian Hospital. Botanika is also surrounded by pocket parks, bike trails, and jogging paths, making it easy and safe to live a healthy and active lifestyle.

#### 5 Green building

Very few developers in the local upscale market can claim and boast a high-end eco-friendly residential project like Botanika—marrying not just aesthetics and functionality but also energy efficiency into its design.

Each Botanika unit is designed with balcony doors and panoramic windows that provide natural lighting and ventilation for greater energy efficiency, which lead to lower utility bills. The greenery surrounding the building also absorbs dust and other pollutants, thus providing better air quality and creating a natural cooling effect.

At this time of COVID-19, when good ventilation and efficient air circulation have become important preventive measures, the design of Botanika has become a most welcome benefit.

6 Guaranteed return on investment Delighting homeowners and real estate investors, Botanika strengthens its position as a green-oriented residential development in Metro South, giving end-users more reasons to consider the multi-awarded project. With the competitive pricing of real estate during this pandemic, investing in a property is a great way to prepare for the future as real estate values appreciate over time. It is also a valuable legacy to leave for the next generation.

For more information on Botanika Nature Residences, visit www.botanika.com.ph or view the model units at the Filigree Showsuites.

## LIFE IN THE SOUTH

# LIVING THE BEST POSSIBLE WORLDS



hile others have dreaded being cramped up in their homes—especially those living in the city—during the pandemic, for others, the experience has been a happy one. It all depends on where you live, they say, especially if you live in the Metro South where there's fresh air, wide, open spaces, and a balanced modern way of living that allows you to comfortably live out your best life!

For Southerner, Carlo Ledesma, the Metro South has been the answered prayer for his family during the pandemic as it offers

the best of both worlds—a relaxed and freeing vibe, surrounded by nature, with accessibility to all things essential, which is an important concern when living in the "new normal."

It's been a challenging two years for Ledesma—an awardwinning film-director, writer, and producer who has worked in media production for years. During the initial months of the pandemic, the often on-the-go creative has found himself staying at home and working from home, which entailed great adjustment for him.

"It was especially tough for my industry, which relies on faceto-face collaboration to really thrive. But thankfully, my team and I have been able to adapt and do certain things like preproduction meetings over Zoom. It's gotten to the point where I actually prefer it now," he nods, "because I don't have to be stuck in traffic to go to a meeting anymore."

In addition, the impact of the pandemic on his well-being and creativity has been more than manageable as he credits the unique lifestyle of the South as being very conducive for their stay-at-home or work-from-home lifestyle. "Just being around so much green space is always fuel for inspiration. It's a definite mental boost to be able to leave my desk and take a walk or bike ride. A lot of my creative ideas have come from these activities," he explains.

When bored or in a rut, Ledesma simply just heads outside to nature to get his creative juices flowing and to recharge. And it's not just him that's benefiting from their perfect location—it's the entire family!

"My family and I love venturing outdoors. We go on mini hikes around the Filinvest trails, and my kids love playing in the parks and pocket forests. I appreciate how Filinvest City retains and maintains what makes their development special its green features!

"I wish for more trails, more parks, more space to play! If there is one thing the pandemic has taught us it's that we all need to

Carlo Ledesma with his wife Cat and their two kids.



Just being around so much green space is always fuel for inspiration. It's a definite mental boost to be able to leave my desk and take a walk or bike ride. A lot of my creative ideas have come from these activities.





breathe. I really hope that Filinvest continues their growth with that in mind. More parks, less parking lots," he says.

Aside from embracing the benefits of nature, which make caring for their well-being easier (a priority during this pandemic!), Ledesma also appreciates the modern comforts and great accessibility the thriving CBD provides—with hospitals, groceries, businesses, and malls all within a short distance from each other.

"I'm not a mall person, but Festival Mall Alabang is definitely my favorite place to go to if I had to choose," he says. "Aside from being modern and spacious as well as having my favorite stores like Decathlon there, Festival Mall has also been gracious enough to accommodate many of my TV commercial shoots, which is the best because my shoots are so close to home! So thank you Festival Mall. Please let me keep shooting there!" he chuckles.

Offering peace of mind and a sanctuary to recharge the spirit, Filinvest City is a prime place to nurture all aspects of wellbeing—without limiting the perks of a thriving CBD. It, indeed, offers the best of both worlds—an address where you can succeed and stay inspired in your career and a home where you can live out your best life!



# THE NEW CENTER FOR GROWTH

Aside from location, timing should also be factored in when it comes to finding that sweet spot of opportunity when starting or expanding your business.

he bustling Metro South is one such center that is positioned to overtake other bigger commercial cities with its mindful urban planning and future-ready business hub markings.

Don Ubaldo, Filinvest Alabang Inc. First Vice President for Townships, shares, "Filinvest City is the prime choice for property investors as it is built on a future-centric mindset that has led to the township's success. ...And with a good location, this makes for good business sense," he nods.

Here are the other reasons why you should be choosing Metro South.



#### ACCESSIBILITY AND LOCATION

Filinvest City is a thriving, self-contained development—having interconnected parks and landscaped pathways to make getting from one district to another much easier.

Accessibility goes hand-in-hand with location. Filinvest City is the perfect office, retail, and residential address. It's the gateway to the CALABARZON, with proximity to a number of key cities like Makati and BGC. It's also strategic, with direct access to six major roads—the Skyway, the SLEX, the Manila-Cavite Expressway, the Alabang-Zapote Road, the Old National Highway, and Daang Hari Road.

#### A COMPLETE COMMUNITY

Among the competitive advantages of Filinvest City is its flourishing central business district designed to accelerate the growth of businesses. High-rise condominiums and premium offices are balanced with a wide array of retail and lifestyle malls.

Filinvest City has nine distinct districts, with each offering a variety of services built to serve the community within convenient distance. Aside from high-end to affordable condominiums, the CBD is designed with places of worship, educational and government institutions, world-class medical centers, and 24/7 security and exclusive estate management.

#### BALANCED, GREEN, AND SUSTAINABLE

While it is built for a bustling economy, there's also an abundance of greens and open spaces, which lets natural sunlight and natural ventilation, a contributing factor to the city's 40 percent savings on its energy cost. Considered the proud "Garden City of the South," Filinvest City is also the first LEED-gold certified business district in the country and the largest neighborhood development in Southeast Asia that's built to withstand climate capacities. This has earned them the recognition as a fully future-ready sustainable city.

In addition, there are numerous eco-conscious estate practices and developments that form part of the Filinvest townships DNA—from recycling water for irrigation, waste segregation,





Filinvest City's Bike Lane

to district cooling system—more efficient than conventional air conditioning and has a significant positive environmental effect by reducing carbon dioxide emissions and pollution.

#### **GROWING IN VALUE**

Over the past decade, Filinvest City has seen a growth in land prices with an average increase of five times, and accommodation values grew by seven times. With transacted average price per square meter pre-pandemic hitting Php395,000, partners and real estate owners of Filinvest City have made great returns on their investments.

By regulating land inventory, selling in phases, and imposing zoning and building restrictions, Filinvest City promotes financial viability and competitiveness. The average land prices are still 30 percent less than Taguig. To add, 16 of the 17 buildings of the



newly listed Filinvest REIT are located in Northgate Cyberzone. This equates to strong property appreciation and steady income brought about by sustained investor confidence.

While other CBDs can feel congested and overcrowded, Filinvest City provides a seamless balance that builds community and nurtures strong economic development. Here, you really get the best of two worlds, the hustle and bustle of a busy Metro Manila CBD with a laidback and relaxing environment.

# FULL SPEED AHEAD

While the pandemic has forced most businesses to slow down, Alfred Roa has found the time opportune—with the signs all green—in pursuing another fulfilling venture of his—Karrera Showroom.

It's going to be difficult to find another location that ticks off all our needs and expectations like Filinvest City. This really is the perfect place to be.





Bloc 10 is a new hangout place in the city that houses specialty shops and cafes. It is a campus-style retail community center that has a contemporary industrial feel.





aunched during the pandemic, Karrera is a unique space, which brings together Roa's most interesting passion cars, culture, and coffee.

A highly successful serial entrepreneur, Roa's main business is actually servicing foreign cars, and so Karrera is an offshoot of his lifelong fascination with automobiles as well as his current creative outlet.

"Traveling around the world, especially in Europe, I had spent a lot of time in car museums and cafes, and wanted to bring that same concept here to the Metro South," he beams.

In Filinvest City, specifically Bloc 10, he has found a home for Karrera, and it's the ideal location for his current project as it ticks off all his wants and expectations—a secure location, a chic industrial vibe, grand scenic views, generous space to comfortably and safely house his vintage cars, and a thriving car community. He loved the area because he also grew up in Alabang.

"I felt that it was the right time to launch Karrera because the community was looking for it, and it was the prime time to set up this type of gallery-café concept," he nods.

Bloc 10 is one of the newest and prime developments in Filinvest City, which sits at the gateway of Metro South. Sleek with its artistic, industrial design, it perfectly complements Karrera's modern car showroom-museum gallery-coffee shop concept.

Karrera makes intelligent use of the wide, open spaces and high ceilings to put the vintage cars, art, and other cultural memorabilia on full display. "I chose a lot of collectible cars new, old, European, Japanese. I especially curated these and the people in-the-know understand how special these are. And the cars are also up for sale!" adds Roa.

Apart from allowing you to enjoy an amazing brewed cup with delicious fare, the ultimate dream of Roa for those drifting into his cafe is that they be as inspired as he was when he entered similar cafes in his youth.





I felt that it was the right time to launch Karrera because the community was looking for it, and it was the prime time to set up this type of gallery-café concept.

"I used to go to museums, galleries, and coffee shops when I was abroad, and I remember how much I loved going to those types of places. Here, you can do the same. Check out cars without pressure, admire them, look at the paintings and memorabilia. There's an aspirational aspect to our cafe," he nods.

Roa admits that if it weren't for the pandemic, Karrera may not have happened. It was such a crazy idea to launch it during those critical months, shares Roa. But it was a risk that paid off well as Karrera has not only flourished during the pandemic, it is going full speed ahead.

Apart from its delicious coffee and food, Karrera is also serving

a unique purpose. It has become a beautiful space for commune inspiring others to dream, come together, and find a space to simply relax and be present.

Surprisingly, though it had focused on catering to car enthusiasts, Karrera has seen its draw of diverse customers—bikers, families with children, girls, the elders, and other professionals. "I guess we've become such a hit because Karrera offers a little something for everyone. It offers



a picturesque snap for those who like capturing moments on Instagram, vintage cars for the car enthusiasts, great coffee for coffee lovers, and great meals for families and professionals looking to unwind at the end of the day," says Roa.

Thanks to Filinvest City's perfect scenes, surrounded by greens and parks, great accessibility, and its engaging, family-centered community, Roa can't think of a more perfect place to grow. "Honestly, for the next franchise, it's going to be difficult to find another location that ticks off all our needs and expectations like Filinvest City. This really is the perfect place to be," he ends.

# THE BUSINESS ADDRESS OF CHOICE

s the "new normal" requires new working conditions, Filinvest City is helping businesses to bounce back from the pandemic through supportive communities and master-planned districts. These are all built with fully integrated facilities and offices that fulfill the "new essentials" checklist for a conducive workplace post-pandemic. One such business address is Parkway Corporate Center (PCC), the first office condo tower in the CBD.

Here are the key elements that make PCC the ultimate business address:



While many are still cautious about venturing outside for work, PCC nurtures confidence as it is surrounded by numerous parks and greens. While secure in the office, all stakeholders feel a sense of freedom and relief, thanks to the tranquil setting.

Indoors, the facilities support healthy interaction and collaboration as the office condo boasts amenities, which companies can use for team meetings. Office spaces are generous, so you can maintain physical distancing while still being socially connected.

For companies that are looking to reconfigure their offices and reboot their working styles, PCC offers incomparable flexibility. Being LEED certified by the US Green Building Council, PCC helps companies save through energy and water efficiency features.

Companies may further manage capex by downsizing to smaller units—but still have full access to amenities like boardrooms, functions and the like. This move can help save thousands in costs. But should a company decide to expand, this can easily be adjusted, too.



3 Nurturing importan in the off rest and

Nurturing good health and well-being is of utmost importance, especially for those who choose to work in the office. And thus, PCC offers quiet corners for rest and relaxation.

You can take a break as you shop or eat a hearty meal at its different restaurants located on the ground floor. You can even regroup with friends on the podium deck garden with breathtaking views of the city.

If you'd like to venture a little farther, PCC is also just across Festival Mall, which is home to numerous al fresco dining establishments.



Don't worry about being stuck in traffic or being bombarded with pollution as transport in and out the CBD to Parkway Corporate Center is easy.

Staying true to the Garden City of the South's eco-design, there are e-shuttles available, and you can even take a more leisurely walk or bike ride to Parkway Corporate Center as it is connected by greenbelts and parks.

While others may feel hesitant going back to the office, Parkway Corporate Center has many feeling excited offering a fresh start and renewed motivation to bounce back stronger in 2022. SHARE THE SPARKLE OF

COVER STORY

# AT FILINVEST CITY



ut the sparkle back in your Christmas and don't let the pandemic cast a pall on the festive season.

Filinvest City makes the Yuletide season bright and merry with Share the Sparkle. An exciting lineup of activities and holiday installations and decorations throughout the city's vibrant community and safe spaces are guaranteed to inspire joyful possibilities.

This year, enjoy celebrations that focus on togetherness, giving, joy, and hope despite the challenges. And for the past months, the strong community spirit in Filinvest City has played a big role in helping the city to thrive and rise above the challenges.

#### **CITY OF LIGHTS**

Filinvest City truly sparkles this holiday season as more lights have been set up on major streets. Spectrum Linear Park is the hub of this year's festivities, where a 32-foot Christmas tree holds pride of place. It is complemented by the walk-through tunnel of lights and life-sized Belen (nativity scene) in the area which is open daily and lighted at night starting 6:00 pm for the community to visit and explore.

Several activities have been lined up to engage not just members of the community but visitors as well. These include a short-form video-making contest that aims to highlight the sparkle experienced in the community's open parks: Spectrum Linear Park, Festival Mall River Park, Festival Mall Water Garden, and Filinvest Axis Park. The contest aims to highlight the fun outdoor activities that Filinvest Cityzens can enjoy in the abundant green and open spaces spread across the city.

The competition ends on December 31 and the three top winners, who will each receive a P5,000 cash prize, will be announced on January 15, 2022, together with the most viewed entry which will receive an additional P3,000 cash prize.

#### **FOOD AND FESTIVITIES**

Community members and visitors can enjoy a bit of shopping and food hopping at the Spectrum Market as well. On market days, Filinvest City will close the



road at Spectrum Midway (Section B and C) from December 3-31 to provide an additional open space for citizens to enjoy the fresh air, good food, holiday music, and the entertainment brought by the weekly activities.

Spectrum Market is open from 4:00 pm to 9:00 pm on December 3-4, 10-11, and 17-18. The market will offer a variety of good food, holiday gifts and products, live performances, fireworks display, and other forms of entertainment.

We may be celebrating the holidays differently this year, but Filinvest City is making sure that the Yuletide season shines brighter than ever.



For more information about these Christmas activities, visit Filinvest City's official Facebook Page @FilinvestCityOFFICIAL.

## EATS

# NEW FLAVORS IN THE NEW NORMAL

Due to current circumstances, dining has become a new experience. While others may regard this with dismay, it's better to embrace and celebrate the new! And with our current list of top hits, you'll have endless culinary adventures to look forward to.



#### SPICES OF ROMEO Variety is the Spice of Life!

Love is their secret ingredient, and it can be tasted in every bite.

Spices of Romeo tantalizes the taste buds with its array of amazing dishes that highlight the best fusion of different cuisines. The newly opened restaurant located in Parkway Corporate Center will surely be a big hit for the community not only because of its mouthwatering food, but as well as its very homey and unique interiors.

When dining here, Tinapa Pasta is a great start to a memorable meal. It's a tasty merge of cultures and fine, layered flavors. The sauce is delicious with the pasta, yet it is versatile enough to be used as a delectable appetizer paired with cheese, crackers, and wine.

"Love of food, travel, and entertaining family and friends is what got this dream started. Through private gettogethers that fill everyone with warmth—both in their hearts and stomach—is what we hope to get to share in this business," says Meow Ferrer.







Still looking for the perfect gift to give to your loved ones and friends? Baker J got you covered with an array of treats that everyone will surely love!







#### FEELING FRENCH New Baker J delivers the full French culinary experience

Baker J now opens its doors to diners who are longing for edible *joie de vivre*.

Opening as early as 6:00 am, diners can start the day right with Baker J's all-day breakfast menu, such as Eggs Benedict, which you could enjoy with sautéed spinach (Eggs Florentine) or with smoked salmon (Smoked Salmon Eggs Benedict); and tangy and savory Shakshuka, which is available in a vegetarian-friendly version and a meaty iteration featuring its house-made Spicy Beef & Lamb Sausages.

Of course, enjoy classic French pastries that Chef Nicolas and his team have perfected, which include crisp and flaky Croissant, Petite Madeleine (made traditionally using techniques from Northeastern France), and the indulgent Kouign-Amann, also known as "butter cake" from Douarnenez, France.

Some of the must-tries from the new menu are the chef's take on the classic French dish Coq Au Vin from Burgundy, which beautifully showcases the exceptional wines of the famous wine region; Baker J's signature Confit de Canard made with duck confit croquettes served with green lentils and mizuna leaves in balsamic vinaigrette; and the healthy but satisfying Pan-Seared Salmon Steak with Ratatouille. Of course, what would a visit to a French café be without the ever-favorite French breakfast Tartines, which includes the Salmon Tartine with Avocado and Goat's Cheese and the brunch-perfect traditional Croque Monsieur with Grùyere.



#### ALIBI LOUNGE & BAR No more excuses

Who needs an alibi for enjoying life and eating well? Located in Crimson Hotel in Filinvest City, Alibi Lounge & Bar gives you all the reasons to celebrate life with a steady gin spread that matches any mood. Don't pass up the opportunity to sip and savor their five signature cocktail players: Sunset Strip, Whisper Sister, Lucid Fluid, Truth and Dairy, and The Peat Meat and Greet.

When sipping on these fine concoctions, take a bite out of their appetizer menu, which includes Toasted Brioche with Prawn, a seafood delight with flavors to keep the taste buds singing. How about the Chicken Popcorn, worth popping in after a good round of Whispers with the Sisters? And you can always delight in their perfectly curated cold cuts and cheeses to elevate your drinking experience. COMMUNITY



It's always more fun to celebrate the holidays—with the chilly breeze, wide, generous spaces for play, and the city decked out in glittering lights! What do you love about Filinvest City in making the Yuletide season more memorable for you and your family?



The new normal has been a challenge, but the vibrant community of Filinvest City has definitely turned that into a better normal! The staff is friendly and helpful, amenities are clean and taken care of, and the safety of the neighborhood is evident together with everything you need daily just right around the corner! Can't wait to see what the future holds!

As a mom, I always look forward to the outdoor Christmas display near our condo in Alabang. My daughter and her cousins would play while my siblings and I were hanging out in the park. I also love that I can have the first dibs on Christmas shopping by having the mall just across the street where we live. Celebrating Christmas is definitely not a chore, but a breeze here in the South.



BEY CONCEPCION



HAJ GONGORA



There are a lot of things that I enjoy about 🜟 Filinvest City. For one, I really like the wide-open spaces and the lush trees and gardens around the city. It's a breath of fresh air being surrounded by nature all around you. I also like that there's a wide array of food, retail, and services available without me leaving the area. I can get my errands done, shop and have delicious food all in the comforts of Filinvest City. The food and retail concepts available are trendy and are very much up my alley. It's also a plus that Northgate is a booming hub, I actually got my first job there. It's a perfect combination of work plus play. As someone who grew up in the South, I'm really glad of its development.

I am excited every Christmas here in the South for the on-of-a-kind annual outdoor lights. Since relocating here, I have been enjoying the outdoor parks. I like that the Christmas celebration here is the right mix of laidback and cosmopolitan-there are places for families and kids to hang out, and at the same time, establishments where I can complete my Christmas shopping.

## **CITY NEWS**

FILINVEST

O FILINVEST CITY

FILINVEST

## FILINVEST ALABANG INC. WINS SILVER STEVIE AWARD AND PEOPLE'S CHOICE AWARD AT THE PRESTIGIOUS INTERNATIONAL BUSINESS AWARDS

Filinvest Alabang, Inc. (FAI) took home the Silver Stevie Award and People's Choice Award

at this year's 18th Annual International Business Awards (IBA), following last year's impressive win of the highly coveted Gold Stevie Award-Real Estate Category.

"Filinvest Alabang's back-to-back win is an indication of our commitment to be responsible builders with passion and foresight," said FAI President and COO Catherine Ilagan. "We are continuously investing in master-planned developments that always seek to provide a holistic livework-play lifestyle and to improve the quality of living in our communities, even more so now given the global health crisis."

FAI's sustainability values are reflected in its LEEDcertified first-grade office condominium in Filinvest City, Parkway Corporate Center, the premium golf residential community in Filinvest Mimosa+ in Clark, Golf Ridge Private Estate, and in the pioneering green

luxury residential condominium in Alabang, Botanika Nature Residences. The latter has been recognized as the Best Sustainable Residential Development at the 2020 Asia Pacific Property Awards, the Best Residential Development in the Philippine Green Building Council's 2020 Leadership in Sustainable Design and Performance, and as Outstanding Development in the Department of Energy's 2020 Energy Efficient Green Building Awards.



## FILIGREE SHOWSUITES SAFETY SEAL

Premier real estate brand Filigree recently opened its doors to its newest Showsuites, which allows interested future homeowners and buyers to be immersed in the full Filigree experience. The 2,500-square-meter property boasts of stately contoured spaces and takes you through well-designed spaces that comprise personalized tours. The Showsuites embodies the high aesthetic quality of Filigree's planned spaces—towering ceiling heights, floorto-ceiling glass walls, spacious hallways, and well-thought-out color schemes, which represent the signature aesthetics of a Filigree project.

And the *pieces de resistance* are the two model units, designed by Periquet Galicia, to demonstrate the potentials of selected units of Botanika Nature Residences' Tower 2.

"We want our clients to experience what it's like to live in a Filigree home with just one visit. This Showsuites is the embodiment of everything Filigree stands for, and we made sure that this would be evident in the design and customer experience," says Filigree brand head Daphne Sanchez.



#### Filinvest City Webinar Highlights the High Points of Investing in Metro South

In the recently concluded webinar, "South and the City: Conquering the PH Business Hub," established experts in the local real estate scene like Filinvest Alabang's First Vice President for Townships Don Ubaldo, Jones Lang Lasalle Philippines Vice Chairman Joey Radovan, and Vice President for Operations of the TDC Group of Companies Architect Brian Loo Dee shared their experiences and the factors that make a good decision in investing in properties.

Filinvest City is one such prime development, and among the competitive advantages of this unique CBD is its future-ready central business district designed to accelerate the growth of businesses. It's also the first LEEDgold certified business district in the country and the largest neighborhood development in Southeast Asia.

Drawing investors as well is the impressive growth in land valuation. Filinvest City saw an average increase of five times over the last decade and seven times in terms of accommodation values. Hitting P395,000 per square meter is the average price per transaction pre-pandemic, with partner investors of Filinvest City making good returns with their investment, they report.

## **CITY NEWS**

#### FILIGREE ON THE RISE: FUTURE-PROOF REAL ESTATE INVESTMENTS

In a post-pandemic world, Filigree properties are demonstrating they can maximize returns on investments in the long run for potential and existing clients. The luxury brand has affirmed that it can withstand the disruptions of a major crisis and be ready to thrive in the new normal and beyond.

Filigree properties appeal to homeowners and investors as it considers both quantity and flexibility, with ample spaces that allow for multi-use or multi-generational living. As demand for open spaces and closeto-nature settings grows, Filigree's natural light, better ventilation, and panoramic views of nature and outdoor spaces have become major marketing draws.

With its sustainable design crafted by world-class firms to

elevate city-living, Filigree clients and residents are guaranteed the resiliency of their investments. "We take pride with the work we do in Filigree because we've been able to marry the form and function of a well-designed building with the



benefits of sustainability. That the best of both worlds is actually within reach-the comfort and stability of city-living and the luxury of living well in spacious and inspired homes," shares Filigree brand head Daphne Sanchez.



## LIFEMALLS OFFERS SAFE SHOPPING EXPERIENCE DURING THE HOLIDAYS

Lifemalls is the Filinvest group of malls that offers a wide range of shopping, dining, and leisure options for varied lifestyles—from regional shopping centers to community malls.

Shop, dine, and bond at Festival Mall and Celebrate Christmas Moments with your family and friends safely and securely. Head out to Festival Mall's Outdoor Food Fest at the Water Garden, which serves your favorite



food while offering good music in a relaxing ambiance. Drop by throughout the entire Christmas season and chance upon the holiday shows and carols that will be held regularly. Join in on the fun as well and get the chance to drive home a brand new Kia Carnival through the Shop & Win Christmas raffle at Festival Mall.

Leave everything to Lifemalls to make contactless purchases easy with its cashless payment options. For added convenience, you can even have the items conveniently delivered to your homes or picked

up by driving through Lifemalls' Drive & Go curbside stations. Indulge in a more convenient and reliable personal shopping service through MyShopper, Nicole, your remote personal shopper. In this season of giving, Lifemalls gives you more reasons to celebrate!

#### FESTIVAL ECO-MURAL

Two young talented artists, Precious Abaño and Jappy Agoncillo, were commissioned to create murals inspired by nature and other elements found around the Garden City of the South. The beautiful artwork boasts vibrant blooms, and has now become one of Festival Mall's newest attractions, embodying the campaign's grassroots drive to become "Sustainable Everyday."

The Eco-Mural initiative was done in partnership with Boysen (Pacific Paint Philippines) and aims to encourage citizens to take better care of Mother Earth.





# **JOIN OUR VIBER** COMMUNITY

Stay updated with the latest news in the Metro South.



Scan the QR code to join now!

O FILINVESTON

WELCOME TO

FICIAI

Hi, Filinvest Cityzens

Welcome to the Filinvest City's official Viber community

Should you have any querie follow our official Facebool age here to directly read

Filinvest City

# **掌 FILINVEST CITY**



JOYFUL POSSIBILITIES SHINE THROUGH IN A COMMUNITY THAT'S STRONGER TOGETHER

Post a video and win as much as Php 5,000 cash by sharing A Minute of Sparkle in Filinvest City's Open Parks.

Visit **f** FilinvestCityOFFICIAL for more details