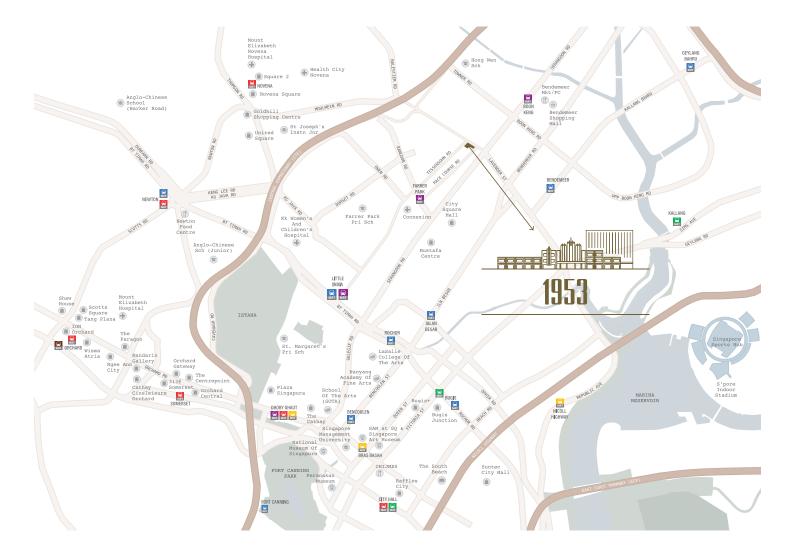


1953

RESIDENTIAL • RETAIL

A NEW BREATH OF LEGACY

FREEHOLD



SHOPPING / F&B

- 9 Mins Walk
- Rangoon Road Food Street
- City Square Mall

11 Mins Walk

- Mustafa Centre
- 2 Mins Drive
- Balestier Food Street
- Shaw Plaza
- 3 MRT Stops
- Orchard Shopping Belt

BUSINESS HUB

- 8 Mins Drive
- Paya Lebar Central
- 5 MRT Stops/9 Mins Drive
- Central Business District

LIFESTYLE

- 3 Mins Drive
- Kallang Riverside
- 8 Mins Drive
- Spore Sports Hub
- Esplanade
- Theatres On The Bay

13 Mins Drive

- Gardens By The Bay

CONNECTIVITY

- 5 Mins Walk
- Boon Keng MRT
- 6 Mins Walk
- Farrer Park MRT
- 3 Mins Drive
- CTE & PIE

EDUCATION Within 1km

- 9 Mins Walk
- Hong Wen School
- 2 Mins Drive
- Farrer Park Primary School

Within 2km

- 2 Mins Drive
- Bendemeer Primary School
- 5 Mins Drive
- Saint Joseph's Institution Junior
- Anglo-Chinese School (Junior)

MEDICAL HUB

- 8 Mins Walk
- Connexion
- 3 Mins Drive
- Novena Health City

A Luxury Development By



Developer: Oxley Amethyst Pte Ltd, Developer's Licence No.: C1316, Tenure of Land: Freehold, Mukim/Lot No.: Lot 98797A, 98795P, 98798K, 98845L and 98847M(PT) of TS 18 at 1, 3, 5, 7/7A, 9/9A & 11 Balestier Road and 3 Tessensohn Road, Encumbrances on the Land: Encumbrances in favour of Hong Leong Finance Limited, Expected Date of Vacant Possession: 31 December 2023, Expected date of Legal Completion: 31 December 2026

THE INFLUENCE

TRADITION SENSE OF HERITAGE











ART DECO STYLE

By the mid 1900s, modern advances in technology in the world as well as post war economy started to exert influence on shophouse architecture. As the world was introduced to airliners, ships, and motorcars, shophouses also began to reflect the wonders of the Machine Age. The organically inspired ornamentation of the earlier period was discarded in favour of more streamlined designs, curved corners and strong horizontal lines. Geometric shapes, zigzag roofs and flagpoles were also common.

WHERE CAN YOU FIND THEM?

Other then Tiong Bahru, Art Deco shophouses can be found in Bukit Pasoh — most notably the Dong Ya building, which now houses Potato Head. An adaptive form of Art Deco, termed Tropical Deco can also be found in shophouses along Club Street and Cavan Road.

THE TRANSFORMATION



A NEW BREATH OF LEGACY







ICONIC ARTISTRY

Shaped by the rich heritage of the renowned Balestier, 1953 stands beautifully with a conserved facade to add on to a new legacy. The up and coming landmark will be iconic at the locale where new chapters unfold in a precinct filled with characters and conveniences. Welcome 1953.

THE PERFECT WEAVE

At the street of old-world charm, 1953 brings forth a new world of eclectic fronting and lifestyle. This perfect weave between heritage and modernity serves a reminiscence to those who understand the beauty of balestier and its thick history.





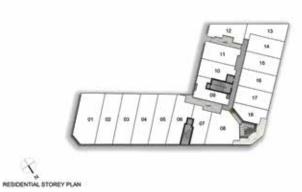
STUNNING

BEAUTY FROM OUTSIDE IN

A place where you can truly call your own is rare to find. At 1953, you can have the best of all worlds. Soak your life in a home that provides your lifestyle needs right at the heart of the city. Own 1953.





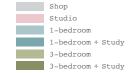


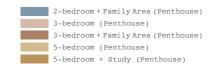


RESC

DIAGRAMMATIC CHART

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18
ATTIC									MES2-	MCF1-	MCF2-	MC2-	MBF1-	MCF3-	MCF3-	MCF3-	ME1-	
6									PH			PH					PH	
5									MCS2			MA2					MC1	
4									MCS1-P			MA2					MC1-P	
3						HBS2	HBS1					MA2						MA1
2	HD1	HC2	нс3	HC1	HC4	HBS2	HBS1					MA2						MA1
1	SHOPS													SHOPS				





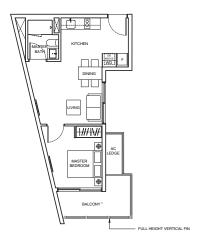




TYPE MA1

41.00 sqm/441 sqft #02-18 TO #03-18

STUDIO



TYPE MA2

51.00 sqm/549 sqft #02-12 TO #05-12

\tiny I-BEDROOM





TYPE MAS5

57.00 sqm/ 614 sqft #02-14* TO #05-14* #03-15 TO #05-15 #04-16 TO #05-16



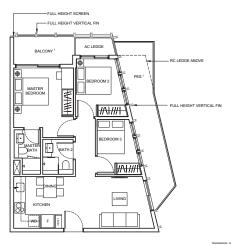


TYPE MAS5a

57.00 sqm/ 614 sqft #02-15 #02-16 TO #03-16 #02-17* TO #03-17*



I-BEDROOM + STUDY



TYPE MC1-P

87.00 sqm/ 936 sqft #04-17



TYPE MC1 73.00 sqm/ 786 sqft #05-17

—FULL HEIGHT VERTICAL FIN

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3-BEDROOMS

- - \\/\\/ |///|\//

TYPE MCS1-P

85.00 sqm/ 915 sqft #04-09



TYPE MCS2

90.00 sqm/ 969 sqft #05-09



3 -BEDROOMS + STUDY

