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The site is a former jail since 1895 in the heart of the bustling Kuala Lumpur. This institutional was formerly closed in 1996 and was since an empty piece of real estate with great potential. By 2015, the land owners, UDA Holdings Berhad found suitable development partners in Ecoworld and Employees Provident Fund (EPF) to turn this into a 19.4 acre highly integrated mixed use development. Due to the strategy location, this development has been given the name Bukit Bintang City Centre or BBCC.

BBCC embraces the live, work & play concept in an integrated development setting. It is a transit-oriented development, with commercial, residential, entertainment & public facilities that intertwined to create a city within a city. The development is envisioned in 3 phases with GDP Architects as the Lead Architect working alongside 3 other local Architects. Concept Design was envisioned with Jerde Partnership.

This development ranges from 6 to 80 storeys across nine towers, a retail mall, and an entertainment hub with a distinct architectural language. Each of these components has its own unique design sensibilities that respect local traditions and their tropical climate. A variety of materials, textures, and colours have been considered for the facade, creating an interplay of light and shadow.

Images by Author, GDP Architects & Jerde Partnership

Client : BBCC Development

Project Duration : since 2015

Location : Kuala Lumpur, Malaysia

Land Size : 19.4 acres

GFA : 6.7 million sqft

Built Up : 11.5 million sqft

Status : Phase 1 completed Q1 2022

Collaborations : Jerde Partnership, AJM, Veritas Architects, BEP Architects

Responsibilities : Project Architect, Masterplan Design, Schematic Design, Planning Submission, Construction

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