



why

FOREST



WE CAN PERCEIVE
MILLIONS OF
THINGS
SIMULTANEOUSLY,
BUT BY USING
ATTENTION, WE
CAN HOLD
WHATEVER IT IS WE
WANT TO
PERCEIVE ON THE
FOREFRONT OF
OUR MIND.



WHAT IS A VERTICAL FOREST?

**VERTICAL FORESTS ARE HIGH
RISE BUILDINGS THAT
INCORPORATE TREES AND
PLANTS IN URBAN
ARCHITECTURE**

- **BASED ON BIOPHILIC
DESIGN**

BOSCO VERTICALE, MILAN, ITALY - WORLD'S FIRST VERTICAL FOREST

Pakistan's First Vertical Forest

FOREST 

THE 101 GROUP IS THE FIRST DEVELOPER IN PAKISTAN TO INTRODUCE AND ADOPT BIOPHILIC DESIGN IN THEIR BUILD PROJECTS.

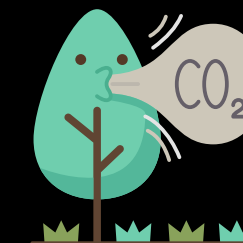
WHAT IS BIOPHILIC DESIGN?

BIOPHILIC DESIGN IS A DESIGN PRINCIPLE USED BY THE BUILDING INDUSTRY IN DEVELOPED ECONOMIES TO INCREASE OCCUPANT CONNECTIVITY TO THE NATURAL ENVIRONMENT THROUGH THE USE OF DIRECT NATURE, INDIRECT NATURE, AND SPACE AND PLACE CONDITIONS.

BIOPHILIC DESIGN THE BENEFITS



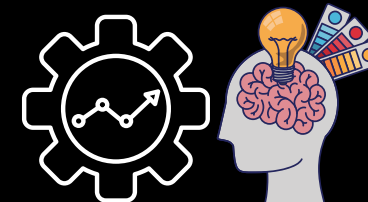
IMPROVES MOOD



SEQUESTERS CO2



**ENHANCES
BIODIVERSITY**



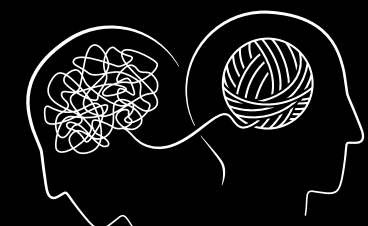
**ENHANCES
PRODUCTIVITY &
CREATIVITY**



**HELPS REDUCE
POLLUTION & AIDS
AIR PURIFICATION**



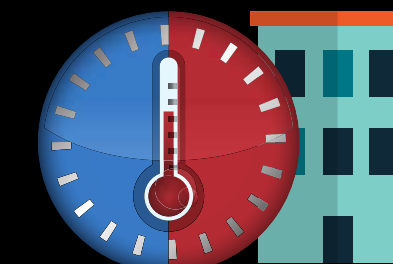
**REDUCES ILLNESS
& PROLONGS
HUMAN LIFE**



**IMPROVES
MENTAL HEALTH**



**INCREASES
OXYGEN IN THE
AIR**



**REDUCES AMBIENT
TEMPERATURE OF
BUILDING**



**CREATES DESIRE,
PRESTIGE, &
INCREASES
PROPERTY
VALUATION**



**ELEVATES HAPPINESS
& IMPROVES
PERSONAL WELLNESS**

F

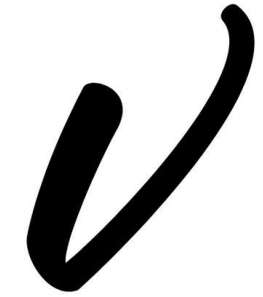
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FIRST

VERTICAL
FOREST IN -
PAKISTAN

**LESS THAN 20
PRESTIGIOUS
GLOBAL
PROJECTS
THAT DEFINE
THE FUTURE OF
URBAN LIVING.**

THE FUTURE
ICONIC WORLD
BUILDING IN
LAHORE
INSPIRED BY
THE BOSCO
VERTICALE IN
MILAN, ITALY

**ONCE IN A LIFETIME & PRESTIGE
ASSET INVESTMENT
OPPORTUNITY FOR OWNERS**

**OVERSEAS
PAKISTANIS
ONLY**

- HIGH
NETWORTH
FAMILIES AND
OVERSEAS
PAKISTANI
PROFESSIONALS/
ENTREPRENEURS

**REAL ESTATE -
THE HEART OF
LAHORE**

- THE
BEST VIEWS AND
LOCATION IN
GULBERG,
LAHORE, AND 85
ACRES OF GREEN
GOLF VIEWS OF
LAHORE
GYMKHANA

3 MINS FROM
NEW CBD PUNJAB
IN LAHORE



REAL PROJECT

APPROVED BY
LDA, FBR TAX
EXEMPTED &
LEED* CERTIFIED.

**ELEVATED
LUXURY
LIFESTYLES
WITH OVER 56
WORLD CLASS
AMENITIES, AND
INTEGRATED
SERVICES FOR
SEAMLESS
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**ELEVATED
APARTMENT
DESIGN &
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FEATURING
PAKISTAN'S
LARGEST
APARTMENTS
DESIGNED TILL
DATE.- ONLY 87
UNITS

**SUSTAINABLE
BY DESIGN.**

PAKISTAN'S FIRST
CLIMATE SMART
BUILDING

ENERGY EFFICIENT
SYSTEMS -
REDUCES ENERGY
CONSUMPTION &
REDUCES COST OF
UTILITIES

SMART SYSTEM
THAT REGENERATES
WATER FROM
WITHIN RESIDENT &
BUILDING
CONSUMPTION FOR
SELF SUSTAINABLE
GREEN ZONE
WATERING

**TECHNICALLY
ADVANCED
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EARTHQUAKE
RESISTANT

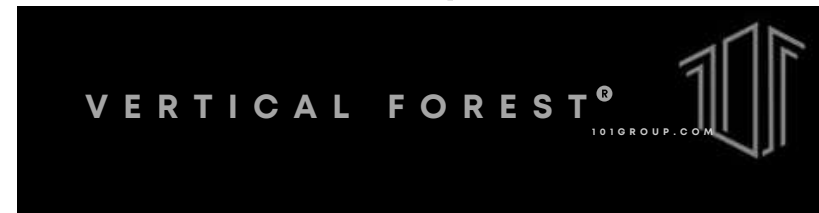
**VALUE
APPRECIATION
BY DESIGN.**

**THIS IS THE
FIRST ROUND &
BASE LINE
LAUNCH OFFER**

THE PROJECT
WILL DEVELOP
INTO **THE MOST
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PROPERTY IN
GULBERG &
DOWNTOWN
LAHORE FOR THE
NEXT 12-15
YEARS
MINIMUM.**

Why for Investors?

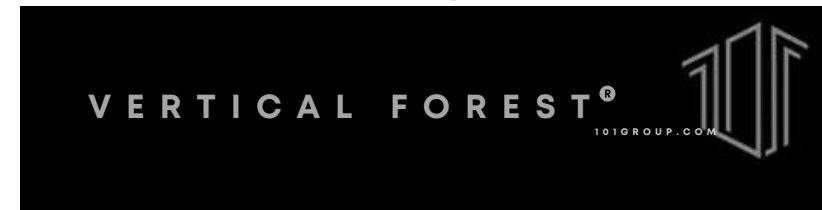
FRV Why for Investor?



FIRST	REAL ESTATE -	VALUE
VERTICAL FOREST IN - PAKISTAN	THE HEART OF LAHORE - THE BEST VIEWS AND LOCATION IN GULBERG, LAHORE, AND 85 ACRES OF GREEN GOLF VIEWS OF LAHORE GYMKHANA	APPRECIATION BY DESIGN.
LESS THAN 20 PRESTIGIOUS GLOBAL PROJECTS THAT DEFINE THE FUTURE OF URBAN LIVING.		THIS IS THE FIRST ROUND & BASE LINE LAUNCH OFFER
THE FUTURE ICONIC WORLD BUILDING IN LAHORE INSPIRED BY THE BOSCO VERTICALE IN MILAN, ITALY	3 MINS FROM NEW CBD PUNJAB IN LAHORE	THE PROJECT WILL DEVELOP INTO THE MOST VALUABLE PROPERTY IN GULBERG & DOWNTOWN LAHORE FOR THE NEXT 12-15 YEARS MINIMUM.
		
	REAL PROJECT APPROVED BY LDA, FBR TAX EXEMPTED & LEED* CERTIFIED.	ONCE IN A LIFETIME & PRESTIGE ASSET INVESTMENT OPPORTUNITY FOR OWNERS

- NO OTHER REAL ESTATE DEVELOPER IN PAKISTAN CAN BUILD A SIMILAR PROJECT & CALL IT A **VERTICAL FOREST**. THIS HAS BEEN TRADEMARKED BY THE 101 GROUP, WHO IS THE ONLY DEVELOPER IN PAKISTAN THAT CAN DEFINE THIER PROJECTS AS VERTICAL FOREST- **THE GLOBAL MARKETING & REAL ESTATE TERM for Commercial Valuation**.
- **Vertical Forest are aspirational projects inspired by biophilic design to redefine the future of urban living in cities.** They require significantly more investment that pays off well long term in terms of reduction of energy consumption & sustainable system designs & knowledge transfers that invigorate the dynamic of future cities. iN ADDITION - Market trends globally indicate that Vertical Forest developments generate between 2-3 times more valuation than any other development in the same neighbourhood, or locality. Vertical Forest disrupt property prices of the locations they are built in globally. **You can fact check this, however For Your Convenience** ON THE NEXT PAGE is what happened to **The Bosco Verticale**. & the dynamic return on investment it is offering to **EARLY INVESTORS & THE EARLY BUYERS** (HOMEOWNERS) of this global icon.

FRV Why for Investor?



FIRST VERTICAL FOREST IN - PAKISTAN

LESS THAN 20 PRESTIGIOUS GLOBAL PROJECTS THAT DEFINE THE FUTURE OF URBAN LIVING.

THE FUTURE ICONIC WORLD BUILDING IN LAHORE INSPIRED BY THE BOSCO VERTICALE IN MILAN, ITALY

REAL ESTATE - THE HEART OF LAHORE - THE BEST VIEWS AND LOCATION IN GULBERG, LAHORE, AND 85 ACRES OF GREEN GOLF VIEWS OF LAHORE GYM KHANA

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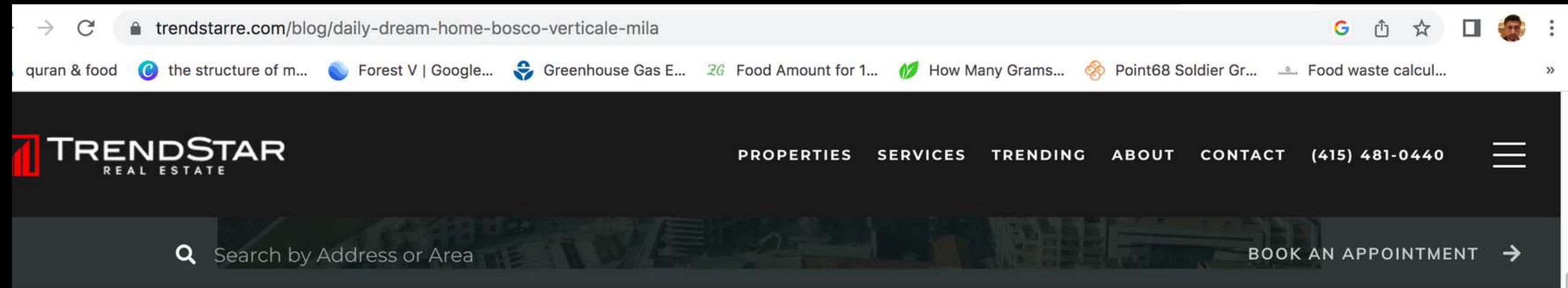
REAL PROJECT
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VALUE APPRECIATION BY DESIGN.

THIS IS THE FIRST ROUND & BASE LINE LAUNCH OFFER

THE PROJECT WILL DEVELOP INTO THE MOST VALUABLE PROPERTY IN GULBERG & DOWNTOWN LAHORE FOR THE NEXT 12-15 YEARS MINIMUM.

ONCE IN A LIFETIME & PRESTIGE ASSET INVESTMENT OPPORTUNITY FOR OWNERS



Italy has always been at the forefront of fashion, design, and art, but architect Stefano Boeri's Bosco Verticale (vertical forest) has set a new standard for sustainability and luxury in urban living. The complex in central Milan opened to residents in 2014, has drawn rave reviews from architecture critics, local residents, and even the analysts at LEED, who awarded the innovative project a Gold certification.

Comprised of two adjacent towers of 380 feet and 250 feet, the 400-unit project is unique among buildings in Milan for its commitment to low-impact living. From a solar roof to geothermal heating and greywater recycling systems, every aspect of the building's footprint has been carefully minimized by some of the best engineers in Europe.

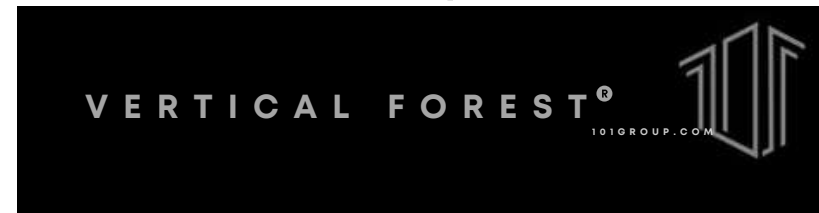
Bosco Verticale is also unique in Milanese real estate for its top-of-the-market price point. In a city where most sales hover around \$400 per square foot, some units in the development have gone for more than three times that price. Prospective residents are willing to pay a premium for an exclusive living experience, and these apartments more than deliver.

Together, the towers' residents share 96,000 square feet of private outdoor spaces planted with nearly 1,000 trees and another 20,000 native bushes, shrubs, and flowering vines. But don't worry



FUTURE OUTLOOK
EXAMPLE OF
FOREST V
INVESTMENT
OUTCOMES IN
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- Your Investment is Hedged to a more stable currency with the option of **THE USD OR THE UAE DIRHAM**. The Choice is yours. Forest V properties are only bought & sold **in this currencies**.
- Forest V is LOCATED IN THE PRIME PROPERTY ZONES OF GULBERG - The Heart of Urban Lahore. By default, these Prime Gulberg property zones have gone up by between 18-25% in valuation annually over the last 5 years, & will continue to rise within this stable zones & may spike over 30% increase by 2028 when THE NEW CBD PUNJAB in Downtown Lahore will be functioning- as THE NEW GLOBAL ECONOMIC HEARTBEAT of The Punjab, Pakistan - The New CBD Punjab in Lahore, Gulberg is located just 3 mins away from Forest V.
- The Forest V is owned, developed & will be managed by 101 Group. The 101 Group has over a decade of business footprint in Pakistan across kids, family & youth entertainment lifestyles, luxury furniture, interior decor & interior design, and is the only developer in Pakistan developing green buildings & future ready societies with an emphasis on zero pain point design & sustainable design thinking in their real estate projects across the Punjab. | 101 group.com

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- **You can trust THE 101 GROUP to deliver their promises.** We are investing in the future of Pakistan for good. We are financially stable as a real estate developer, and **as a group**, & our investment in our global partners, world class team & future ready systems - IS testament to the 101 Group's **Commitment to raising the trust barometer of doing business in Pakistan, by adopting to a world class mindset, & elevating standards to match the mindset.**
- This Building **will win awards** & is already elevating both investor confidence, & global recognition of a Pakistan Emerging to the Global Discourse on Green & Sustainable Building Design. (On the Next Page)
- This Building will elevate the prestige of your real estate & property investment portfolio.



The 101 Group has elevated the Real Estate Industry of Pakistan, & IS creating Investor Confidence for the Future of Pakistan – Globally, & Among Overseas Pakistanis who invest in Pakistan's Current Rapid Urbanisation & contribute Approx. USD10 Billion to Pakistan's GDP annually.



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PARTNER CONTENT

REACH
BY GULF NEWS

101 Group launches Forest V, Pakistan's first vertical forest

Forest V is a switch to creating sustainable climate-smart and energy-efficient buildings

Published: December 17, 2022 07:00
Reach by GN



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Khaleej Times

FOREST V

101 Group launches Forest V - Pakistan's first vertical forest



zameenblog PROPERTY LAWS & TAXES CONSTRUCTION REAL ESTATE TRENDS LIFESTYLE HOME DECOR TOURISM ZAMEEN PRODUCT UPDATES AREA GUIDES



Take your apartment experience to new heights of sophistication at Forest V - the first vertical forest in Pakistan. Putting a biophilic twist on luxury living, it is a bold new interpretation of modern architecture and sustainable

NICHE

Style
Posted: September 6, 2022

Reimagining Luxury Real Estate with Pakistan's First Vertical Forest.

Niche
Administrator



As more and more people move to cities, rural areas are shrinking and urban centres are expanding. This means more people need to be accommodated, ensuring that the city's environment is conducive to healthy communities has also become essential for sustainable urban planning. However, a major challenge that urban planners often face is how to provide the urban densification needed for growing populations without sprawling and also maintaining green spaces needed for the wellbeing of humans and other local inhabitants.

With global warming triggering extreme weather events the world over, people in Pakistan are also faced with a double whammy in the form of increasing air pollution and disappearing trees, inflicting a green emergency on their quality of life. The country's mega cities, Lahore and Karachi, have repeatedly been featured among the world's most polluted cities, with the former topping the list last year with the worst hazardous air quality levels.

In addition to this, Pakistan is losing almost 27,000 hectares of natural forest area annually - in part due to urbanization - stripping itself off natural air-purifiers. The natural area lost to built-up area over time results in an increase in the land surface temperature of the city that adversely affects biodiversity, results in heat waves, and increases pollution, leaving people gasping for clean air to breathe in the midst of congested urban landscapes.



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An Overview of Forest V, Pakistan's First Vertical Forest

are on

Posted on December 21, 2022

GRAANA BLOG



A black and white photograph of a Rolls-Royce Phantom, a luxury sedan, shown from a front-three-quarter perspective. The car is dark-colored, possibly black or dark grey, and is parked on a reflective surface. The background is dark and textured. The car's headlights are on, and the front grille with the Rolls-Royce logo is prominent. The text "Why for High Net Worth Overseas Pakistani Families?" is overlaid in white, sans-serif font across the middle of the image.

Why for High Net Worth Overseas Pakistani Families?



THEFORESTV.COM

WHAT IF?

you & your family can live in surreal luxury without having to worry about what will happen to your investment & home while you are away.

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F O R E S T ✓

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ONCE IN A LIFETIME & PRESTIGE
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- Designed based on the experience of The Founders of 101 Group, who are Overseas Pakistanis themselves & determined to provide a **ZERO PAIN POINT LIFESTYLE** for other Overseas Pakistanis & deliver a world class, green & smart building, along with an amenities & lifestyle design that exceeds the standards Overseas Pakistani & their families are accustomed to in developed countries.

- Forest V** is Pakistan's first Smart Building powered by AI, & features an **Intelligent Concierge 360 & Managed Lifestyles Solution** offering quintessential living at the touch of button for all homeowners, & residents at Forest V

THE FOREST V LIVING & CULTURE QUOTIENT - *DUM VIVIMUS VIVAMUS -

*A LATIN PHRASE THAT
MEANS "WHILE WE LIVE,
LET US LIVE.

THE V IN
FOREST V IS



VIVIMUS

HOW WE LIVE.



THE FOREST V LIVING & CULTURE IQ. | INTELLIGENCE QUOTIENT - DUM VIVIMUS VIVAMUS

*** DUM VIVIMUS VIVAMUS**
ZERO PAIN POINT LIFESTYLE


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F O R E S T V

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Forest V Living is also perfect for young dynamic Overseas Pakistani's looking to start their business, or expand their business footprint in Pakistan. In addition to Concierge 360 Living, **THE B.101 Network brings to you over a decade of experience in doing business with networks that facilitate exceptional levels of ease & trust, & are committed to doing business the right way for the progress of Pakistan's economy.**



Forest V is the perfect 2nd home for Retirees who travel back & forth between Pakistan, or Retirees who would like to move back to Pakistan & want to feel safe, stress free, & enjoy secured living in a designed sanctuary living experience that IS BOTH world class & conscious of their health needs. Besides Health at a Touch of a Button, Living in Biophilic Environments prolong human life, & elevates human happiness. You can fact check the science on that. Forest V will truly elevate what retirement can mean.



Forest V is a Haven for Overseas Pakistanis with Young Kids, and offers designed programs to help your kids assimilate with our world class amenities & activity planning, both at Forest V & with Vetted Partners Outside Forest V - with the aim to reduce your children's stress points & culture shocks when shifting back, or visiting Pakistan, during their annual vacations. | **There is NO REAL ESTATE DEVELOPER IN PAKISTAN THAT HAS MORE EXPERIENCE WITH KIDS DEVELOPMENT & GOOD CULTURE PLANNING THAN THE 101 GROUP. WE ARE GLOBAL AWARD WINNERS WHEN IT COMES TO DESIGNING CULTURE & ENTERTAINMENT FOR KIDS & FAMILIES.**

FOREST V BY THE 101 GROUP | LEADING THE WAY FOR **A SUSTAINABLE FUTURE OF URBAN LIVING IN PAKISTAN**

THE 101 GROUP IS PAKISTAN'S FIRST SUSTAINABLE REAL ESTATE DEVELOPER, **INNOVATING & INVESTING** TO DESIGN ENERGY EFFICIENT & SUSTAINABLE BUILDINGS, & SOCIETIES FOR THE FUTURE OF URBAN LIVING IN PAKISTAN.

KEY CAUSES OF CLIMATE CHANGE

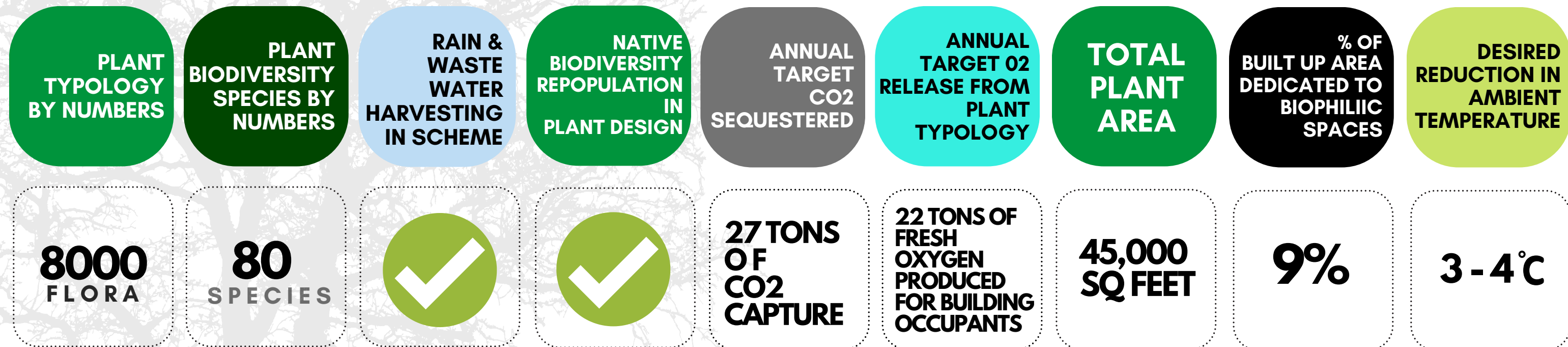
- BURNING OF FOSSIL FUELS
- DE-AFFORESTATION FOR AGRICULTURE
- USE OF CHEMICAL FERTILISERS & PESTICIDES AS INPUTS FOR FARMING | KILLS HEALTHY SOIL MICROBE & REDUCES ABILITY OF SOIL TO CAPTURE CARBON.
- RAPID URBANISATION & REMOVING NATURAL VEGETATION
- HEAT & DANGEROUS GHG'S GENERATED FROM URBANISATION | UIH EFFECT
- WASTE & DANGEROUS GHG'S GENERATED FROM FOOD WASTE GOING TO LANDFILLS
- INTENSE SEASONAL CROP RESIDUE BURNING BY DEVELOPING COUNTRIES | ASIA & AFRICA
- GLOBAL SOIL & RIVER SYSTEM DEGRADATION BY ALL OF THE ABOVE, VIA THE RAIN RETURNING THE TOXINS FROM THE POLLUTION CAUSED BY COMPONENTS OF THE ABOVE.





PAKISTAN'S
FIRST
VERTICAL
FOREST.

Biophilic Milestones & Green Building Objectives.





PLANT AREA OF BUILT UP SPACE | 3.7%

**16370 TREES,
PLANTS &
SHRUBS**

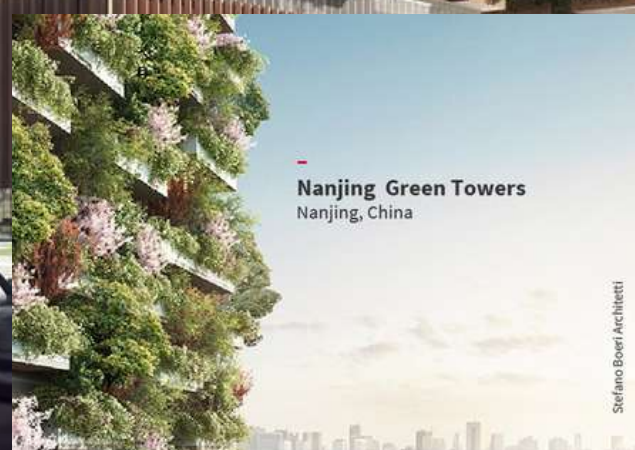
CO2 CAPTURE 19
TONS
O2 RELEASE 18.9
TONS



PLANT AREA OF BUILT UP SPACE | 5.6%

**3300 TREES,
PLANTS &
SHRUBS**

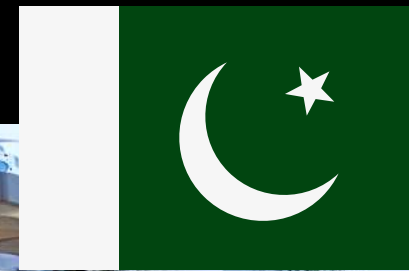
CO2 CAPTURE 18
TONS
O2 RELEASE 16.5
TONS



PLANT AREA OF BUILT UP SPACE | 6.9%

**30000 TREES,
PLANTS &
SHRUBS**

CO2 CAPTURE 150
TONS
O2 RELEASE 140
TONS



PLANT AREA OF BUILT UP SPACE | 9%

**8000 TREES,
PLANTS &
SHRUBS**

CO2 CAPTURE 27
TONS
O2 RELEASE 22
TONS

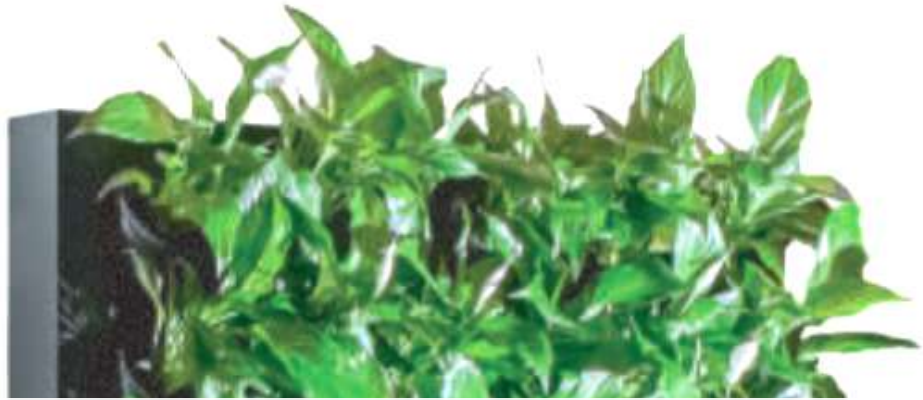


HOW FOREST V WILL COMPARE. | BIOPHILIC EFFECT



Designing sustainable ecosystems that set world class benchmarks for Forest V, include a “soilless indoor plant system, along with the use of smart bio-based fertilizers, & bio-based soil substrates that eliminate the use of chemical-based fertilizers, or the use of pesticides integrated within our biophilic plan, as part of our goals for a regenerative & climate conscious ecosystem at Forest V.

Working with International Partners, Forest V will also adopt the use of sustainable materials made from sustainable water proof fabric instead of plastic pots, for Forest V Biophilic Pocket Walls & Biodiversity Housing Systems, within the building’s design as part of it’s plant management system.



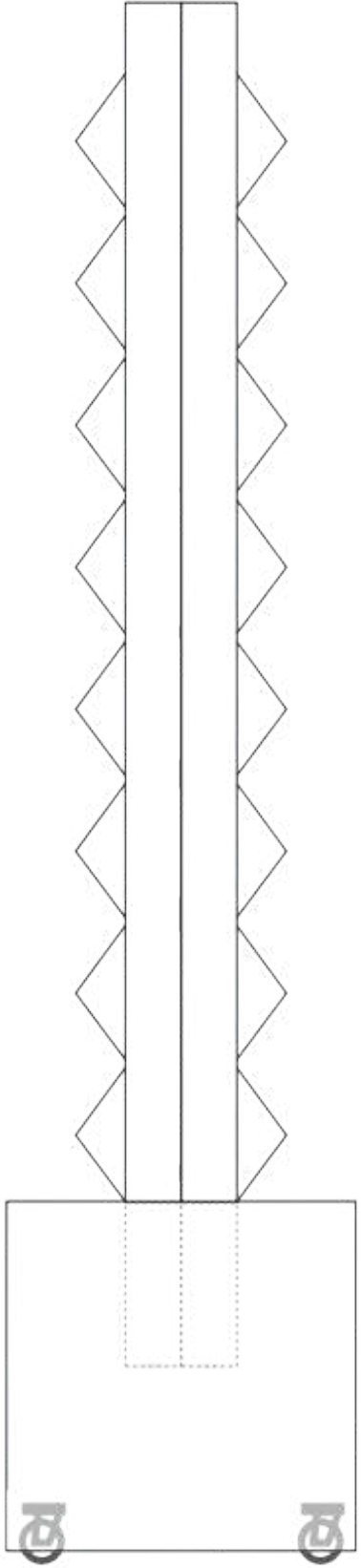
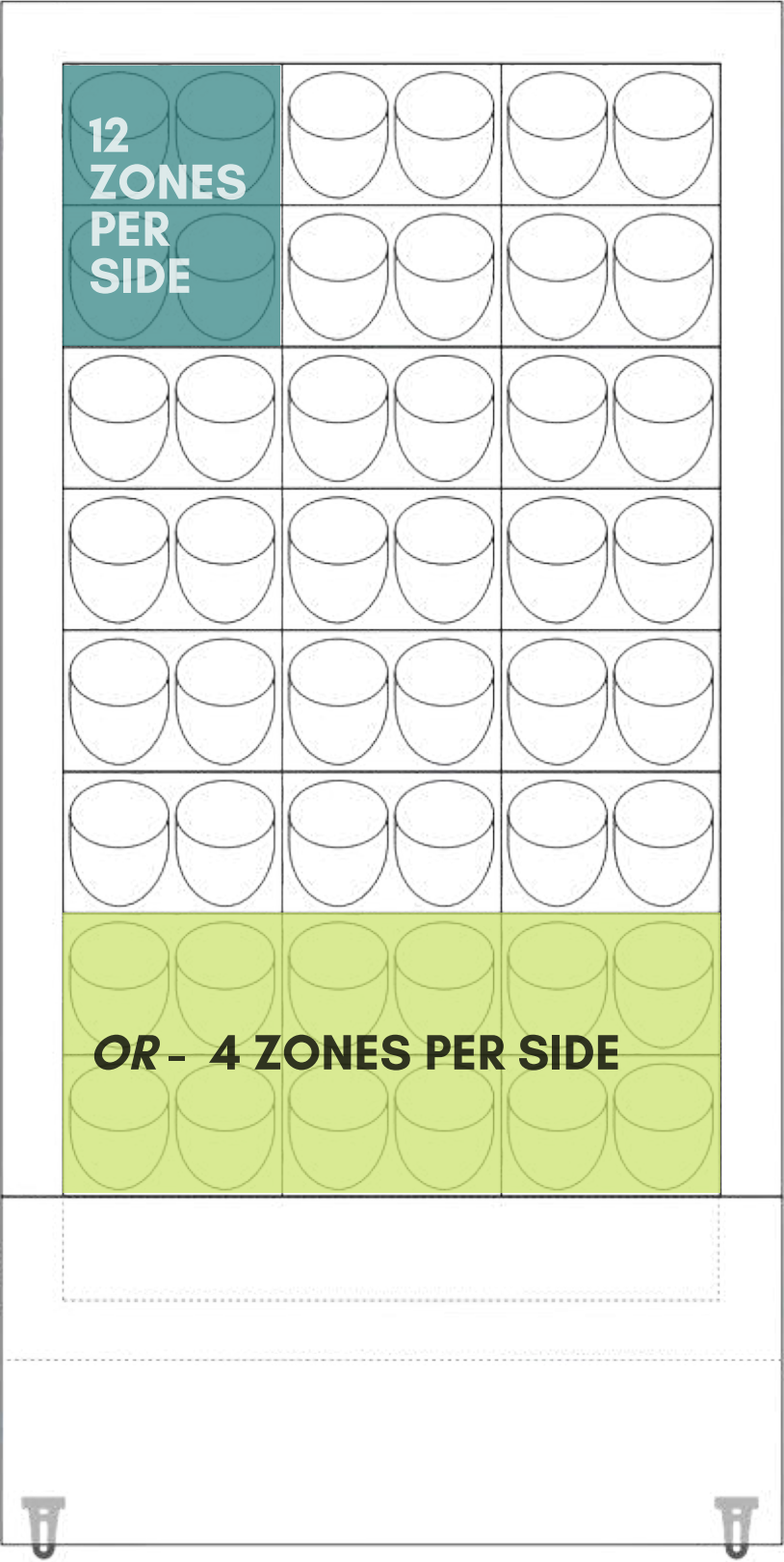
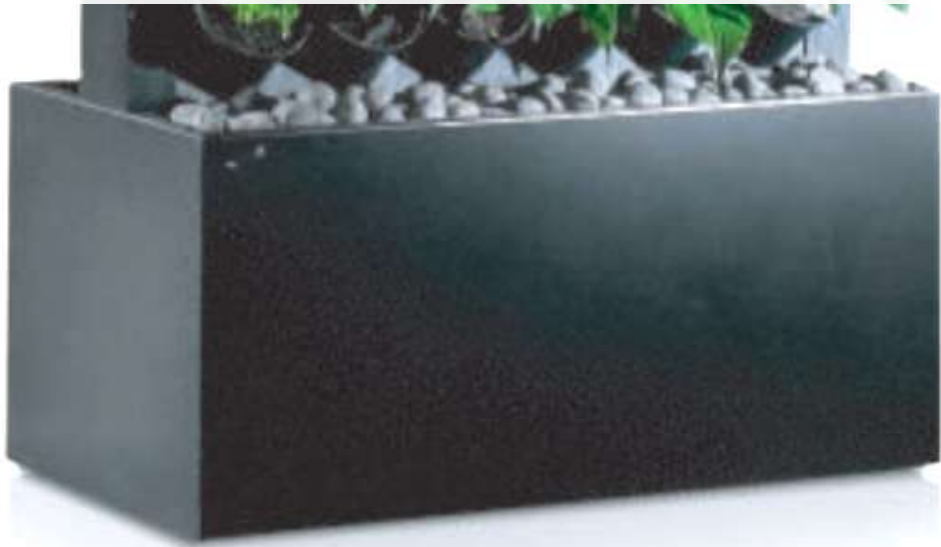
VERTICAL BIODIVERSITY HOUSING SYSTEMS.

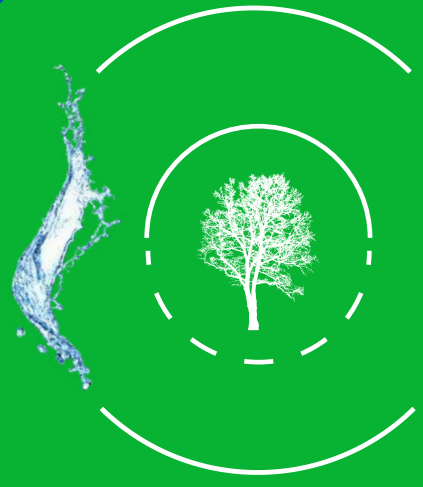
WITH INTERNAL DRIP IRRIGATION TECHNOLOGY *

BETWEEN 4 - 12 FLORA SPECIES HOUSING
ZONE CAPACITY PER SIDE.

The Forest V Green & Sustainable Design Plan include **the use of both single sided, & double sided vertical biodiversity housing systems** at Forest V Foyer, Amenities Wing, along with Apartment Biophilic Interior Add-On's customisable for Homeowners to integrate in Apartment Interiors, Lawn & Terrace Spaces.

*POWERED BY SMART WATER BOXES, WITH **SUSTAINABLE GREEN ZONE WATER FROM THE FOREST V CIRCULAR WATER SYSTEM** - REGENERATED FROM HARVESTING THE GREY WATER FROM BUILDING, APARTMENT & RESIDENT USE DAILY.





CIRCULAR WATER SYSTEM FOR SUSTAINABLE GREEN ZONE MANAGEMENT


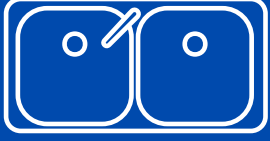





GREEN BUILDING SYSTEM CHANGE FOR PAKISTAN

SEASONAL RAINWATER HARVESTING




SSYS 1.

DAILY GREYWATER HARVESTING

 	SHOWER & KITCHEN SINK WATER	DGSYS 1.
 	URINAL TOILET WATER	DGSYS 2.
 	WC TOILET WATER	DGSYS 3.
	DAILY CLEANING & RUN OFF WATER	DGSYS 4.

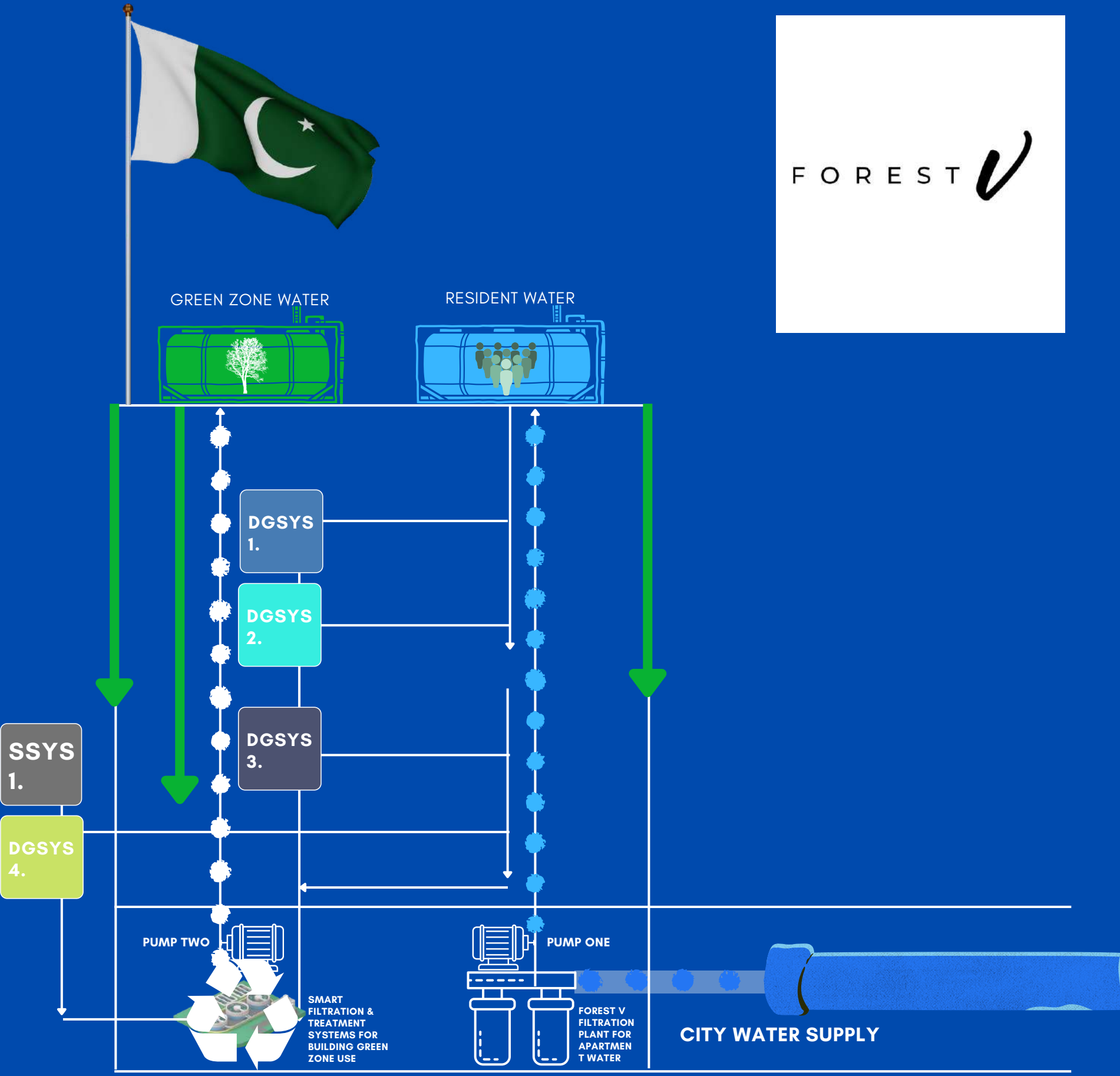
SUSTAINABLE SOURCES OF WATER FOR MANAGING GREEN ZONES OF FOREST V.

WATER REGENERATED FROM BUILDING ECOSYSTEMS TO MANAGE PLANT TYPOLOGY.

A SYSTEM DESIGN TO ERADICATE USE OF PUBLIC UTILITY WATER FOR WATERING & SUSTAINING THE FOREST V BIOPHILIC PLAN.



GREEN BUILDING SYSTEM CHANGE FOR PAKISTAN



The Forest V Indoor & Outdoor Plant Typology Management System uses a combination of sustainable components, including the use of vertical drip irrigation from grey & waste water harvesting, as part of the circular system design implementation within the ecosystem of the building.

We are currently engaging specialist global partners focused on renewables, climate & soil tech for the biophilic design implementation, & vertical garden systems to help us measure, monitor & acquire data on the plant areas. This will create the ability to tweak & enhance the biophilic effect on residents & guests, & improving their quality of living & happiness quotient by data validations.



Moss is the future of green walls, & is a source of rich microbial health that has the ability to create, & self-sustain a unique & natural plant biodiversity within a Moss wall ecosystem.

Forest V is working with a global partner in developing Moss Green Inspired Biophilic & Forest Walls, BOTH as art & biophilic installations on walls at Forest V Foyer Area & Amenities Wing, And as Moss Green Forest Lawn options that replicate the sensory effect of walking barefoot in a forest in apartment terraces & balconies, customisable for Home Owners as part of the Biophilic & Interiors Design Plan, & Apartment Lifestyle Add-Ons at Forest V.



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Forest V puts Lahore & Pakistan on the world map of sustainable & iconic building design & is a true biophilic wonder of modern architecture.

Forest V, is the ultimate sanctuary lifestyle, that redefines the meaning of luxury living in Pakistan.

THE ARCHITECT

MARCUS
WILKINS

Signature

ARCHI-TEX

“

THE 101 GROUP ARE OVERSEAS PAKISTANIS WHO ARE VISIONARIES DISRUPTING THE REAL ESTATE INDUSTRY OF PAKISTAN. WORKING WITH THEM TO DESIGN AN ICONIC BUILDING & PRESTIGIOUS RESIDENTIAL PROPERTY, AS PAKISTAN'S FIRST VERTICAL FOREST IN THE HEART OF GULBERG HAS BEEN A SURREAL PROJECT FOR ARCHI-TEX, & ME. CRAFTING SANCTUARY LIVING & DESIGNING A SENSORY LUXURY EXPERIENCE FOR JUST 87 FAMILIES, & DISRUPTING THE TRADITIONAL APARTMENT DESIGN NOW BEING DEVELOPED IN PAKISTAN, WITH ULTRA LARGE APARTMENTS & OPEN PLANNED LIVING DESIGNED TO BE INNATELY, & INTRICATELY CONNECTED TO BIOPHILIC DESIGN, WAS A REFRESHING & ENTICING PROPOSAL, & AS THEY SAY QUITE SIMPLY AN OFFER, I COULD NOT REFUSE. FOREST V BY THE 101 GROUP IS TRULY A WORLD CLASS & UNIQUE PROJECT THAT WILL REDEFINE THE SKYLINE OF THE NEW URBAN LAHORE IN THE FUTURE. WITH ARCHI-TEX EXPANDING ITS FOOTPRINT IN PAKISTAN, I AM NOT JUST THE ARCHITECT OF FOREST V, I AM ALSO AN INVESTOR, & THE FIRST HOME OWNER OF FOREST V. THIS WILL BE MY HOME IN PAKISTAN ALSO. THIS IS WHERE I WILL FEEL SAFE SPENDING TIME WITH MY FAMILY TOO WHEN THEY VISIT ME. I AM EAGER TO MEET 86 MORE FAMILIES WHO WILL LIVE IN THIS AMAZING LIFESTYLE OFFERING STUNNING PANORAMIC VIEWS WITH ME & MY FAMILY.

Marcus Wilkins”

THE ARCHITECT

MARCUS
WILKINS
signature

ARCHI-TEX



Partner & OWNER - ARCHI-TEX UAE | 2016 to present

Over 28 years experience in designing and delivering large scale schemes across the globe, with an array of international awards for his schemes (most recently with the Cityscape Award for Emporium Mall). Working in the Middle East & Pakistan for over 25 years, Marcus has built up a reputation of design quality, and assured delivery.

Key Projects (in progress) - **Forest V**, a 3M sq.ft retail centre, Packages Mall Phase 2; Dalmia Road, Karachi, The Residence, Lahore; Orchid Tower, Karachi, Retail Strategic Global Expansion-New Retail Mall for Nishat Properties, 44 Storey Movenpick Hotel Lahore, New City Masterplan, Islamabad, IT Park, Islamabad, ARY Laguna, Karachi.

Partner - AHR UK & UAE | 2013 - 2016

Key Projects - Emporium Mall, Packages Mall, Lahore; Dubai Clinic, City Walk, Dubai; Dubai Hills Estate Masterplan, Dubai;

Partner - AEDAS UK, HK & UAE | 2010 - 2013

Key Projects - Taiyun Children's Hospital; Heart Hospital, Singapore

Director - Broadway Malyan UK & Europe | 2008 - 2010

Key Projects - Edirne Retail Centre, Turkey; SITAC Parc, Berlin; Ancora Istanbul, Turkey; Ancora Sanliurfa, Turkey; La Spezia, Italy

THEFORESTV.COM

**THE INTERIOR
& BIOPHILIC
DESIGN**

by Callie Van Der Merwe



“

WE BELIEVE IN DESIGN FOR PREDICTIVE HUMAN BEHAVIOUR. UNDERSTANDING THE PURPOSE OF A GIVEN SPACE AND KNOWING THE ACTIONS AND ATTITUDES THAT WILL INHABIT THAT SPACE WILL LEAD TO INFORMED DESIGNS WHERE HUMANS BEHAVE MORE NATURALLY, INTUITIVELY, AND MORE COMFORTABLY. **UNDERSTANDING AND FRAMING THESE BEHAVIORS, LEADS TO MORE DELIGHTFUL HUMAN EXPERIENCES.** THE HUMAN CODE IS OFTEN MEASURED BY AN INNATE LOVE OF NATURE & A DESIRE WITHIN THE HUMAN SUB CONSCIOUSNESS TO CONNECT TO IT. SCIENCE HAS SHOWN THAT WITHOUT CONNECTING TO NATURE, HUMANS TEND TO SUFFER FROM LOWERED HEALTH & MENTAL WELL BEING. NATURE BALANCES US. FOREST V BY THE 101 GROUP IS A DEFINING STATEMENT, A GLIMPSE OF WHAT THE FUTURE OF LIVING IN URBAN LAHORE CAN LOOK LIKE, & HOW WITH A SWITCH TO BIOPHILIC DESIGN, WE CAN CREATE A TRULY WORLD CLASS GARDEN CITY OF THE FUTURE, WHERE THE BUILDINGS ARE THE FORESTS, & GARDENS ARE THE GREEN IN THE SKY.

Callie Van Der Merwe

”

THE INTERIOR
& BIOPHILIC
DESIGN
by Callie Van Der Merwe

DP DESIGN
PARTNERSHIP
AUSTRALIA
DESIGNING FOR HUMAN BEHAVIOUR



Callie Van Der Merwe is a Sydney based multiple award-winning Interior Architect & founder of Design Partnership Australia and South Africa with a global footprint of projects across 12 countries.

He is notable for his unique human centred design philosophy called “Design for Human Behaviour”

Awards.

Restaurant and Bar Design Awards, Shortlist, Barangaroo, Sydney, Australia, 2018 ;
Middle East & North Africa Awards, Kuwait 2018 ; International property award 2016 ;
The Loeries Silver Award, 2015 ;
Retail Design and Development Awards, First place, 2009, 2012, 2013, 2015, 2017, 2018
;
The South African Institute of Architects Citation 2009 ; Future Projects Award, 2009,
Architectural Review

Van der Merwe is considered one of South Africa's most successful design entrepreneurs gracing the cover of Entrepreneur magazine in 2016. He is a noted speaker and writer on human centred design and has had multiple international TV appearances & interviews on the subject. Van der Merwe is a regular international judge of multiple awards in both architecture & Interior Architecture.

Callie & DESIGN PARTNERSHIP AUSTRALIA are also the Interior Designer for The Hilton's Upcoming Hotel, near Lahore's International Airport.

THEFORESTV.COM

BESPOKE
HOME
CURATION

by
julie johnson



“

KIT & KABOODLE, AND I, ARE ABSOLUTELY DELIGHTED TO BE PART OF THE BESPOKE HOME DESIGN & GLOBAL LIFESTYLE CURATION TEAM FOR THE HOME OWNERS OF PAKISTAN'S FIRST VERTICAL FOREST. FOREST V REPRESENTS UNPARALLELED & ELEVATED LUXURY LIVING, SOMETHING THAT LAHORE, & PAKISTAN HAS NOT EXPERIENCED BEFORE. I HAVE BEEN WORKING WITH OVERSEAS PAKISTANIS DESIGNING LUXURY HOMES, VILLAS & PENTHOUSES BOTH IN UAE & PAKISTAN FOR CLOSE TO A DECADE NOW. I UNDERSTAND THIER INTERIOR DESIGN & INTERIOR DECO PAIN POINTS. I UNDERSTAND THEIR GREAT DESIRE TO CREATE HOMES & LIVING SPACES, THAT EPITOMISES THIER ASPIRATION FOR LUXURY WORTH DEFINING THIER DREAMS, STATUS & QUALITY OF LIFE. FOR MOST OVERSEAS PAKISTANIS, THIER HOMES IN PAKISTAN ARE THIER SAFE SANCTUARIES, & THIER PERSONAL SPACES TO LIVE WHO THEY ARE & THE WAY THEY WANT, & ARE ACCUSTOMED TO LIVING OVERSEAS. HELPING FOREST V HOME OWNERS CREATE BESPOKE & STATEMENT HOMES ON AN ULTRA LARGE CANVAS, ALONG WITH CURATING SOME OF THE GLOBE'S BEST LUXURY LIVING LIFESTYLES TO CREATE ELEVATED DREAM HOMES, IS TRULY A PHENOMENAL, & EXHILARATING JOURNEY THAT I AM THRILLED TO EMBARK ON WITH YOU.

julie johnson”

BESPOKE
HOME
CURATION
by
julie johnson



Julie Johnson’s portfolio of interior architectural work, & design curation for bespoke projects spans across luxury homes, & luxury retail in Europe, the Middle East, & in Pakistan over the last decade; and over the last 5 years with Kit & Kaboodle International. Starting from scratch & setting up the first Kit & Kaboodle showroom in Lahore, she also designed The Kit & Kaboodle Mansion in the prestigious neighbourhood of DHA, PHASE 5, as the living testament of the world class imagination, & design possibilities, behind the spirit of elevating luxury living in Pakistan, & the Globe.



PORCELANOSA

LAMINAM
SUPERIOR NATURAL SURFACES

MIRAGE
Porcelain Design Sustainability



GAGGENAU



Poliform



SieMatic

TURRI
The Italian way to beauty



THE WORLD'S FINEST
FURNITURE, LIGHTING, &
FINISHING INTERIORS
CURATED FOR YOUR
BESPOKE HOME CREATION.

APARTMENT INTERIORS & LIFESTYLES

by *julie johnson*

PAKISTAN NORWAY UAE

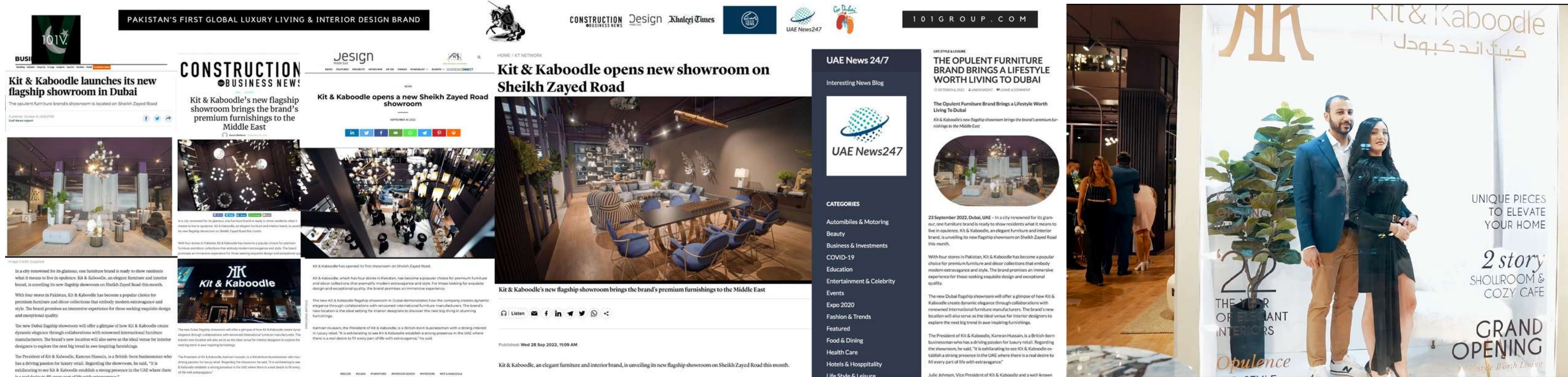
**PAKISTAN'S
FIRST GLOBAL
FURNITURE &
LUXURY
LIVING BRAND.**



Born in Punjab, PAKISTAN, &
Now in the UAE.



THEFORESTV.COM | BESPOKE HOME PARTNER



Born in Punjab, PAKISTAN, & Now in the UAE.

KK LUXURY LIVING IS THE FINEST CURATION OF LUXURY FURNITURE, HOME DÉCOR & ACCESSORIES, & STATEMENT LIGHTING PIECES FROM ACROSS THE WORLD, & ALSO DESIGNS STUNNING INTERIOR SPACES FOR LUXURY HOMES, CORPORATE, C-SUITE & FAMILY OFFICES

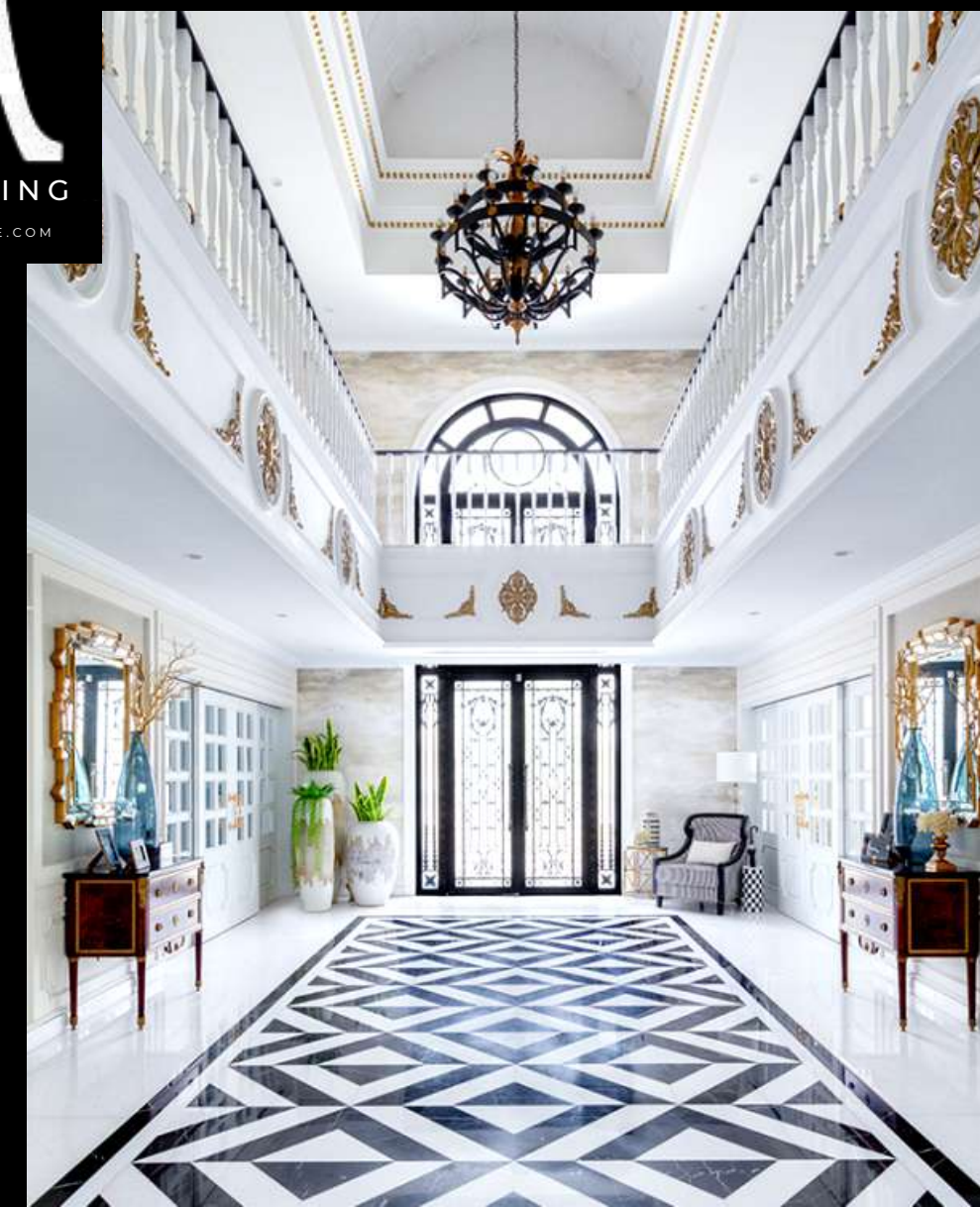
KIT & KABOODLE, ALSO WORKS DIRECTLY WITH BUILDERS, PRIME REAL ESTATE DEVELOPERS, & BUSINESSES IN BOTH PAKISTAN, & THE UAE, TO CREATE STUNNING LUXURY OFFICES, LUXURY RETAIL & INTERIOR FIT-OUTS, ALONG WITH LUXURY APARTMENTS WITH A FOCUS ON FOYERS & AMENITIES INTERIOR & DESIGN, APARTMENT LUXURY LIVING CURATION, & BESPOKE INTERIOR ARCHITECTURE FOR PREMIUM APARTMENTS & PENTHOUSES. KIT & KABOODLE SIMILARLY WORKS ON TURN-KEY PROJECTS FOR LUXURY HOMES & VILLAS, HOSPITALITY ID. & GLOBAL LUXURY LIVING SOURCING, & CURATION FOR PRESTIGIOUS LEISURE, TRAVEL & TOURISM PROJECTS.

KIT & KABOODLE IS A DEFINITIVE GLOBAL SUCCESS STORY OF THE 101 GROUP, & WILL LOOK TO EXPAND ACROSS THE GCC IN THE NEAR FUTURE.

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SINCE MMXVII
KK
LUXURY LIVING
WWW.KITANDKABOODLE.COM



ULTRA LARGE ART HOMES
FOR HIGH NET WORTH
OVERSEAS PAKISTANIS &
LEGACY FAMILIES

PAKISTAN'S FIRST VERTICAL FOREST



THEFORESTV.COM

LIKE A MONET OR VAN GOUGH... APARTMENT LIVING, COMMUNITY & CULTURE IS AN ART FORM BY DESIGN AT FOREST V



DUM VIVIMUS VIVAMUS

APARTMENTS AT PAKISTAN'S FIRST VERTICAL FOREST ARE ICONIC PROPERTIES - A ONCE IN A LIFETIME STATEMENT HOME & LIFESTYLE CULTURE RESERVED ONLY FOR THOSE WHO DEMAND & CAN AFFORD QUINTESSENTIAL LUXURY LIVING. AS A VALUABLE PRIME ASSET, YOU CAN SELL YOUR FOREST V PROPERTY AT ANY TIME, HOWEVER TO MAINTAIN THE INTEGRITY OF THE CULTURE & COMMUNITY DESIGN AT FOREST V, AND FOR THE COMFORT & PEACE OF MIND OF ALL FOREST V HOME OWNERS, YOUR BUYER NEEDS TO BE VETTED & APPROVED BY BOTH FOREST V MANAGEMENT, & THE FOREST V RESIDENT CULTURE PANEL, BEFORE THE SALE CAN BE PROCESSED.

IN THE EVENT YOUR BUYER DOES NOT MEET THE CULTURE CRITERIA FOR THE DESIGNED COMMUNITY LIFESTYLE AT FOREST V, THE 101 GROUP WILL BUY BACK YOUR PROPERTY AT THE SAME VALUATION AS YOUR BUYER, AND OFFER IT TO OUR PRE-APPROVED WAITING LIST.

THE PRESTIGE OF THE BUILDING AS PAKISTAN'S FIRST VERTICAL FOREST, & ITS HOMEOWNERS & RESIDENTS ARE OF THE UTMOST IMPORTANCE IN ENSURING A CONSTANT & INCREMENTAL VALUATION OF **THE FOREST V PRIME ASSET** (YOUR PROPERTY) FOR ALL INVESTORS & HOMEOWNERS IN THE LONG RUN.



101 GROUP

PRESENTS

101GROUP.COM/WHOWEARE



F O R E S T



BY THE 101 GROUP



101 GROUP

PAKISTAN'S DISRUPTIVE LIFESTYLE DEVELOPER REDEFINING THE FUTURE OF URBAN LIVING IN THE PUNJAB, PAKISTAN.

From developing Award Winning Family Leisure & Entertainment Hubs to developing Pakistan's First Global Luxury Furniture, Living & Interior Design Brand; And from developing Pakistan's First Vertical Forest in the prestigious & exclusive neighbourhood of Gulberg, Lahore, to developing Future Ready Smart Society Models across The Punjab - The 101 Group is one of the most dynamic & disruptive rising global commercial groups with diversified business holdings & lead by visionary Overseas Pakistanis who are passionate & determined to elevate the quality of life in Pakistan, & raise the Trust Barometer of doing business in Pakistan.

The 101 Group is Pakistan's Only Real Estate Developer investing in Sustainable System Change & Smart Ecosystems Design in Real Estate & Property Development for their projects in The Punjab Pakistan

• THEFORESTV.COM •



REAL ESTATE SUITE OF SUSTAINABLE SYSTEM CHANGE PROJECTS IN PUNJAB PAKISTAN

CURRENT PROJECTS



PAKISTAN'S FIRST
VERTICAL FOREST.



GRAND SHIKAAR
PARKS & RESORTS

THE STANDARD FOR ECO-TOURISM,
RE-WILDING & SUSTAINABLE GAME
HUNTING.



DISTRICT ONE

DESIGNING FUTURE SMART
SOCIETIES IN PUNJAB | THE FUTURE
OF SMART GATED COMMUNITIES IN
PAKISTAN.

FUTURE PROJECTS.

THE SUSTAINABLE
QUOTIENT FOR THE FUTURE
OF INTEGRATED WORK,
LIFESTYLE, & LIVING.



THE CAPITAL'S NEW
PERSPECTIVE & GLOBAL
BUSINESS ADDRESS.

CAPITAL⁵⁹.



Pakistan's First Sustainable Developer.

#punjababhi

AT THE HEART OF SUSTAINABILITY FOR THE PUNJAB.

GLOBAL PARTNERS



THEFORESTV.COM

THE ARCHITECT

ARCHI-TEX

THE INTERIOR &
BIOPHILIC DESIGN



THE
ENGINEERS



BESPOKE
HOME CURATION



PROJECT
CONSULTANT



FINANCIAL CONSULTANT



THE
AUDITORS



ARCHITECTURAL
VISUALISATION
PARTNER

THE BOUNDARY

THE GROUP BUSINESS BRANDS

REAL ESTATE PORTFOLIO

FOREST 

QU
3E


GRAND SHIKAAR
- PARKS & RESORTS -


DISTRICT ONE

CAPITAL⁵⁹

LUXURY HOMES & INTERIOR DESIGN


Kit & Kaboodle
LIFESTYLE WORTH LIVING


Kids

URBAN LEISURE & ENTERTAINMENT





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F O R E S T 



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