



THE  
**ARTON**  
BY ROCKWELL

EAST TOWER



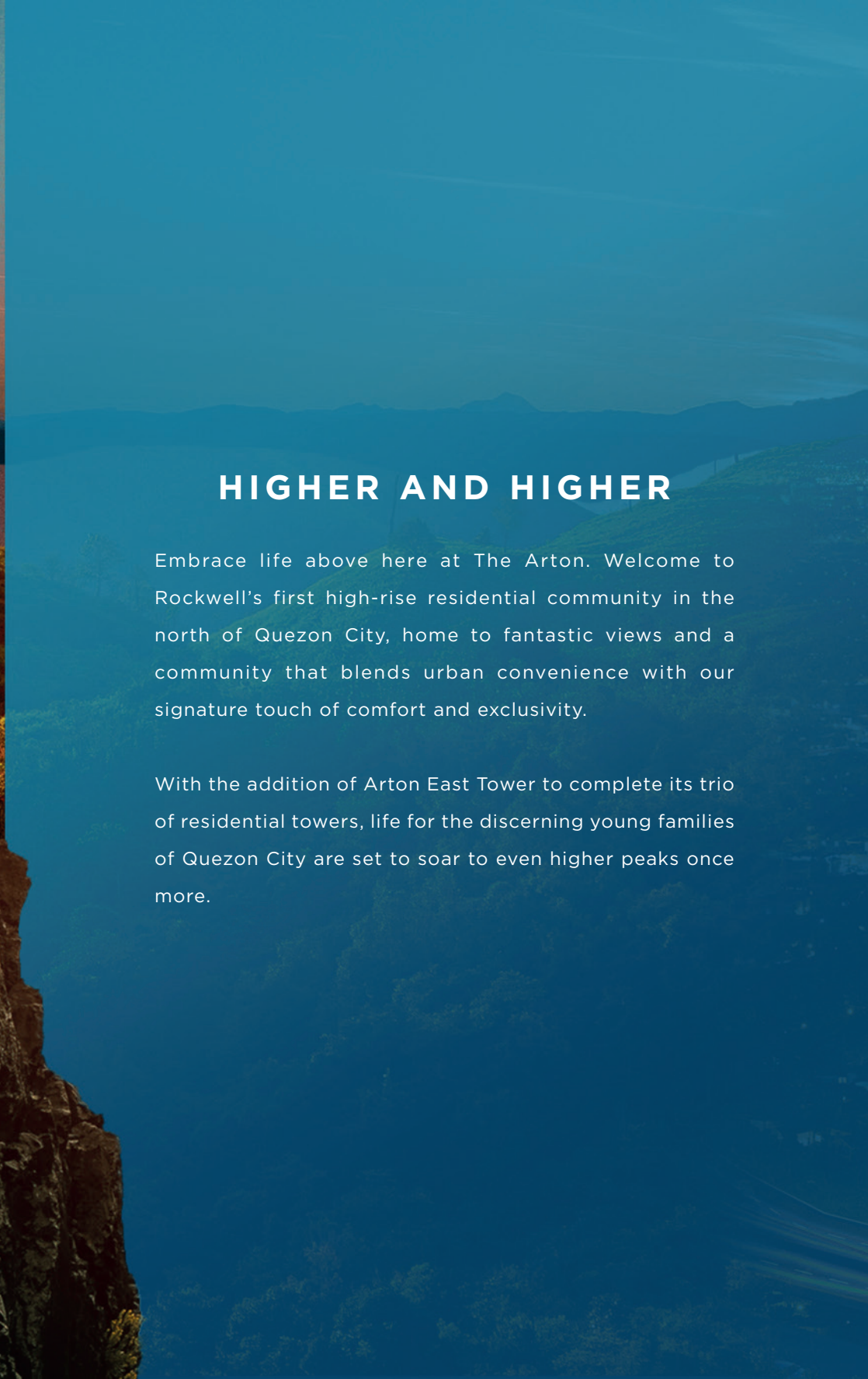
## THE ROCKWELL POINT OF VIEW

Since the beginning, we've always done things from our perspective - aiming higher, shooting beyond, and designing pictures of grand scale. Our journey began with an abandoned thermal power plant in the center of Makati, and since then we've taken that same drive and vision to cities all over the country.

That relentless commitment has taken shape in Katipunan with a promise to create a community that is beyond the ordinary. With our sights set even higher than before, The Arton by Rockwell welcomes its newest and tallest tower — The Arton East.







## HIGHER AND HIGHER

Embrace life above here at The Arton. Welcome to Rockwell's first high-rise residential community in the north of Quezon City, home to fantastic views and a community that blends urban convenience with our signature touch of comfort and exclusivity.

With the addition of Arton East Tower to complete its trio of residential towers, life for the discerning young families of Quezon City are set to soar to even higher peaks once more.







## VIEWS TO SEE AND THE PLACE TO BE

Katipunan, Quezon City has always represented the evolution of the modern Filipino family, and we saw an opportunity to create a community that caters to the growing needs of the evolving market.

We aimed to meet the needs of this evolving audience while paying tribute to the community landscape we've redefined the past years. The result was The Arton, which fits Katipunan beautifully by being in close proximity to the country's top universities, residential villages, and established commercial centers.







Mood Image

## KATIPUNAN FROM A ROCKWELL PERSPECTIVE

From the beginning, this master-planned high-rise residential community was designed to fit the different facets of the modern Filipino family's fast-paced lifestyle.

So The Arton was born — a 1.9 hectare, 80% open space development comprised of three residential towers — The Arton West, Arton North, and Arton East towers. Nestled atop a hill in Katipunan and located near many key locations in Quezon City. With its distinct placement and key amenities, The Arton blurred the lines between recreational and professional needs to create something distinctly Rockwell in Katipunan.



Artist's Illustration





## A PEEK INTO LIFE AT THE PEAK

Picture golden rays coming through the windows, night skies dotted with brilliant stars, and a majestic and unobstructed view of the serene Sierra Madre mountain range. This is what you can expect to see and so much more from life here at The Arton.







Mood Image

## DINE AND UNWIND

Just a few paces away from the residential units is our dedicated Retail Row which completes our self-sustaining community. Here, residents can shop and dine with wonderfully curated dining and shopping destinations to satisfy even the most discerning of tastes and palates.



THE ARTON RETAIL ROW

Artist's Illustration





## ARRIVE HOME IN SAFETY AND STYLE

Each of our three residential towers boast their own dedicated drop-off lobby, 24/7 security, and dedicated property management to ensure a safe and efficient welcoming space the moment you enter our grounds.



ARTON EAST TOWER  
EXCLUSIVE DROP-OFF





## A GRAND ENTRANCE WITH HOMEY COMFORTS

We designed the living experience at Arton East to go beyond at every level, starting at the ground level with our tower lobby. With ever-present staff, 24/7 security, and finely-designed furnishings, you'll find safety and comfort a top priority here like any Rockwell community.



ARTON EAST TOWER LOBBY



## ROOM TO BREATHE, MOMENTS TO LIVE

Sit back, relax, and get lost in the breathtaking views of the nearby mountains while relaxing in our open space amenities that lie in a class of their own. With The Arton's 80% open space, take an easy stroll through the two Great Lawns or in the pocket gardens and enjoy the privilege of privacy and comfort one can expect from any Rockwell.



**GREAT LAWN**

Artist's Illustration



## BREATHING SPACE FOR BODY AND SOUL

With expansive open spaces and breathtaking views, life at The Arton is the ideal background for a lifetime of bliss. Located in the heart of the development is the Main Pool and Pavilions where it houses a spacious pool for the whole community to enjoy. Residents can also enjoy a pool in each tower for a more private leisurely swim.



MAIN POOL AND PAVILION  
Artist's Illustration





## TO RISE ABOVE

Destressing from work? Taking a study break jog? Whether you're aiming to sweat it out or challenge yourself, look no further than our private gym complete with a full set of equipment that caters to any and all residents.

Mood Image



FITNESS GYM

Artist's Illustration



## AT THE HEIGHT OF THE MOMENT

The best memories are seen from a Rockwell point of view, so feel free to plan and create more here at our exclusive function room.







Mood Image

## AT HOME AND IN YOUR ELEMENT

Come and focus in comfort at Rockwell's first ever co-working spaces situated in a residential development. Being home to a host of students and young professionals alike, we designed each tower's co-working area to be a productive and conducive space for both me-time and crunch times for any resident.



CO-WORKING SPACE

Artist's Illustration



## TO SOAR BEYOND

Soaring is the standard here at our FIBA-sized multi-purpose court. This space was designed for the hardworking athletes of our community, featuring professional-grade facilities to turn any practice session into a productive occasion.



Mood Image



MULTI-PURPOSE COURT

Artist's Illustration





Mood Image

## SETTING OUR SIGHTS TO EVEN GREATER HEIGHTS

Introducing the newest addition to the Arton, the Arton East. Towering over its already-impressive siblings, Arton East is the highest tower of the development and ripe with views of the Sierra Madre mountain range and Ortigas skyline in all their glory.

Sitting at a lofty 34 floors, the Arton East will feature an impressive collection of unit styles ranging from intimate 27 sqm studio spaces to expansive 130sqm 3 bedroom units.

### UNIT TYPES

STUDIO: 24-28SQM

ONE BEDROOM: 37-49SQM

TWO BEDROOM: 64-72SQM

THREE BEDROOM: 84-130SQM



THE  
**ARTON**  
EAST TOWER is the tallest within the property,  
with residential 34 floors, housing 716 units.

Artist's Illustration





N  
KEYPLAN  
LEVEL 2 - 37

## STUDIO UNIT 24SQM, UNIT G

Whether you're a young professional or student looking for your own personal space, come and see what independence looks like from a Rockwell point of view. With its cozy furnishings and close proximity to top-tier universities and workspaces alike, these 24 sqm units are the perfect balance of exclusivity and productivity for any budding lifestyle.





## ONE BEDROOM UNIT 45SQM, UNIT K

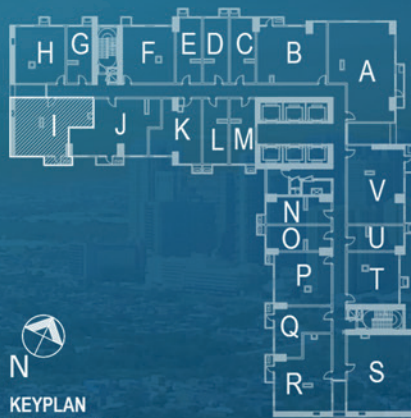
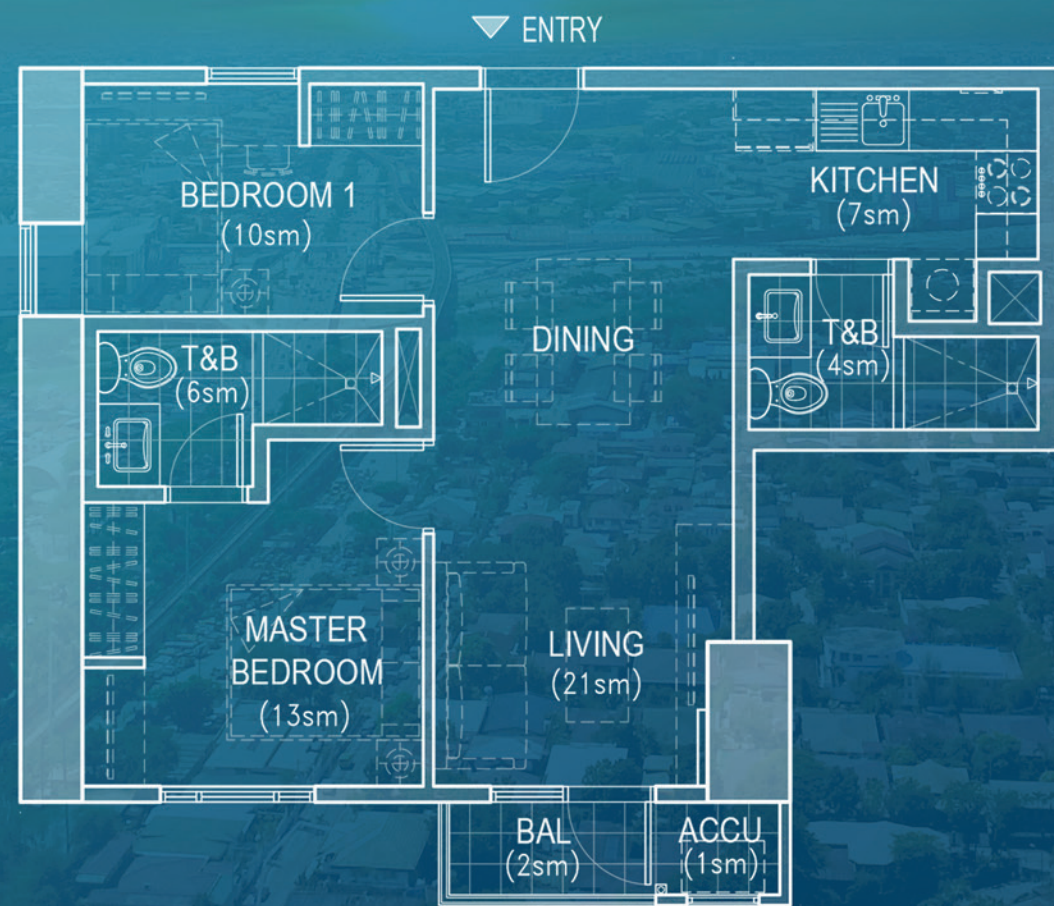
New life chapters call for expansive new spaces to match your family's goals. Our 45 sqm, 1BR units offer the convenience and comfort needed for any young family to reach greater heights together in the heart of our holistic and secure community.



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KEYPLAN  
LEVEL 2-37







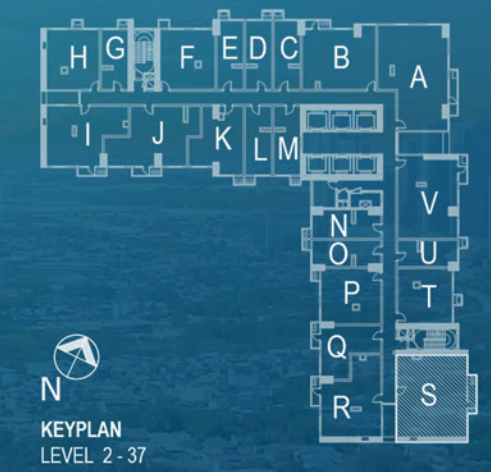
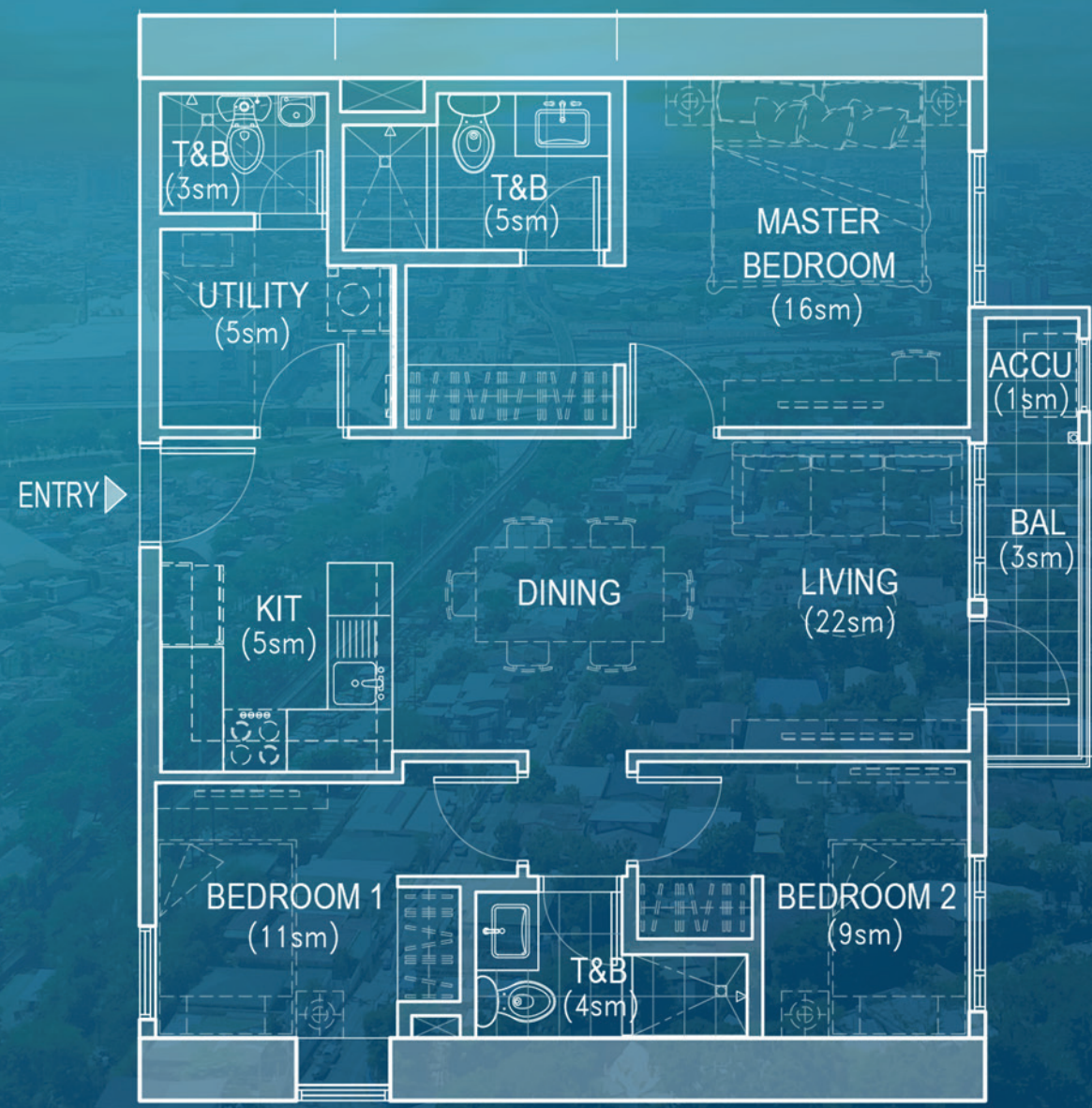
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KEYPLAN  
LEVEL 2 - 37

## TWO BEDROOM UNIT 64SQM, UNIT 1

With a spacious 64 sqm layout, our 2BR acts as a canvas for any young family to color their days with amazing moments. Boasting incredible window views, beautiful furnishings, and enough room for both family and recreational time, you'll be sure to experience life above at every occasion.







**THREE BEDROOM UNIT  
84SQM, UNIT S**

Being one of our larger units, our 3BR units boast a spacious 84 sqm layout that embraces any lifestyle your family sees fit. Here, sit back and enjoy the view of your family's chapters coming to life set against the wondrous Sierra Madre mountainscape beyond.



Actual Photo



## UNIT FINISHES

### LIVING AND DINING AREAS

**FLOOR**  
Laminated wood flooring

**WALL**  
Paint with wood baseboard

### ALL BEDROOMS

**FLOOR**  
Laminated wood flooring

**WALL**  
Paint with wood baseboard

**CLOSETS**  
Off-white laminated closet doors with white interiors

### KITCHEN

**FLOOR**  
600 X 600MM homogenous tiles

**WALL**  
Paint

**CABINETRY**  
Top: High-gloss laminate  
Bottom: Laminated wood finish

**COUNTERTOP**  
White solid surface

**OTHERS**  
Single bowl sink with Gooseneck faucet



Actual Photo

### TOILET AND BATH

Single bowl sink with Gooseneck faucet with single lever basin mixer

**FLOOR**  
300 x 600 homogenous tiles

**WALL**  
300 x 600 homogenous tiles for shower area  
Paint on other areas

**COUNTERTOP**  
Solid surface

**MIRROR**  
Included

### PLUMBING FIXTURES & FITTINGS

- Kohler under counter lavatory or approved equal
- Kohler mixer or approved equal
- Kohler exposed bath & shower mixer or approved equal
- Katalyst round overhead shower and Rainjoy hand shower or approved equal
- Kohler toilet or approved equal

### WINDOWS

**LIVING, DINING, AND BEDROOMS**  
1450mm high windows with 700 mm upstand wall



## BUILDING FEATURES

- Four high-speed elevators: three passenger and one service
- Automatic fire alarm, fire detection, and sprinkler systems
- 100% standby emergency power
- Security system with electronic access control
- Closed circuit TV monitoring
- Basement parking equipped with ventilation system
- Exclusive drop-off bay
- Pre-assigned parking spaces



## PROJECT TEAM

### CONSULTANTS AND ARCHITECTS

**Architect:**

Pimentel Rodriguez Simbulan & Partners

**Interior Design:**

Erfe & Associates

**Structural Design:**

Sy2 + Associates

**Building Services Design:**

Mellor Engineering Partners  
(MEP)

**Quantity Surveyor:**

Arcadis Philippines, Inc.

**Traffic Study:**

SDMI Consultants

**Feng Shui:**

Dr. Andy Tan

Actual Photo