

TRANSFORMATION OF WISMA KFC

The Transformation Journey: From Wisma KFC to Hyatt Centric City Centre Kuala Lumpur

For many Malaysians, Wisma KFC holds fond memories of childhood visits, standing as a recognizable landmark in Kuala Lumpur. Today, it has embraced a new identity, transforming into the vibrant Hyatt Centric City Centre Kuala Lumpur while honouring its historical roots.

The hotel demonstrates the beauty of adaptive reuse by retaining the original structure and essence of Wisma KFC. Instead of tearing down the building, we meticulously modified and upgraded specific areas to meet modern standards and design aesthetics. This thoughtful transformation allows us to preserve the legacy of the beloved Wisma KFC while offering guests a fresh hotel experience.

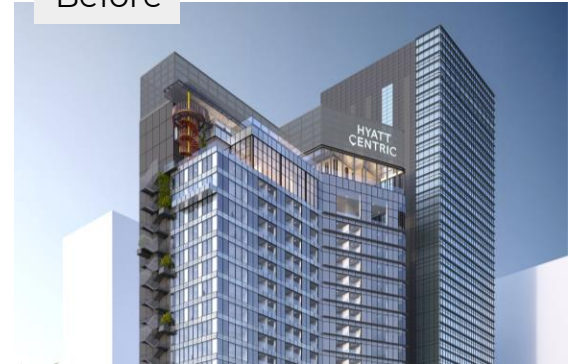
Through innovative design and careful planning, Hyatt Centric City Centre Kuala Lumpur now serves as a stylish and contemporary space where guests can create new memories while reminiscing about the past. The hotel's design reflects a seamless blend of history and modernity, making it a unique destination in the heart of the city.

Before



After

Before



After

Entrance Transformation: A Strategic Move

The journey was not without its challenges. A major obstacle was the absence of a private access road, which required lengthy applications to authorities to modify public roads, drop-off points, landscaping, and other services beyond the lot boundary. Additionally, the original main entrance was confined to a tight triangular corner, further complicated by a 2-meter height difference, making guest arrivals difficult.

Our strategic solution? Relocating the main entrance to the centre of the façade, creating easier access and enhancing the guest experience. This involved a complete redesign and a lengthy approval process, made more complex by missing original drawings and unforeseen surprises.

Elevating the Dining Experience: From Ground to Level 19

Originally, our all-day dining outlet – IL Forno was located on the ground floor, with limited street view blocked by the monorail track. Our next major move? Relocating IL Forno to Level 19 to offer guests a truly memorable experience with stunning views of Kuala Lumpur's skyline and the Petronas Towers.

This complex upgrade involved reshaping the building structure—adding new floors at levels 17 & 18, reworking existing floors and supports at level 19 to create a spacious double-height dining area, and constructing an external fire escape staircase. We also refined the building's distinctive triangular shape to give it a sleek, modern look.



Revamped Roof: Sky Bar, Infinity Pool & Fitness at Level 21

Our third major redesign involved creating a stunning Sky Bar, infinity swimming pool, and gym on Level 21 (the old roof level). This move unlocks incredible views of KL's skyline and the Petronas Towers. It required a complete roof renovation, demolishing and reshaping existing floors, structural reinforcement, and constructing new areas at Level 22 for chiller equipment, water tanks, and signage.

We also refined the building's unusual triangular shape, transforming it into a sleek, functional space free of sharp corners. This upgrade maximizes the views and enhances both the building's appearance and its usability.



Seamless Access: The Perfect Link Between Hap Seng & Hyatt Centric City Centre KL

All three towers—Menara Hap Seng, Menara Hap Seng 2 & 3, and Hyatt Centric City Centre KL—are connected via sheltered link bridge located at Level 1, ensuring effortless movement for guests and tenants. This seamless integration provides ultimate convenience, giving hotel guests quick access to diverse dining options including Japanese, Chinese, and Korean cuisines not available within the hotel. Additionally, the towers offer essential amenities like ATMs, FamilyMart, and Guardian, making your stay more comfortable and enhancing the overall experience.



Wisma KFC - 吉隆坡肯德基总部的蜕变新生

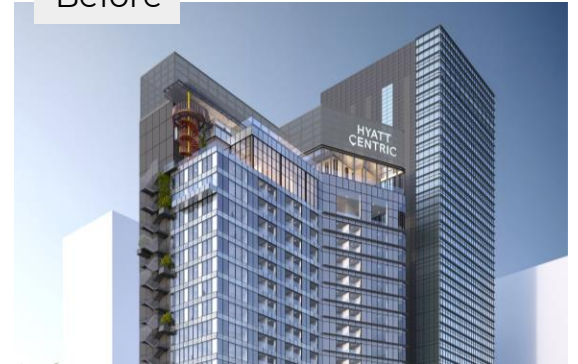
从肯德基总部 (Wisma KFC) 到 吉隆坡凯悦尚萃市中心的转型之旅

对许多马来西亚人来说，Wisma KFC 承载着童年的回忆，是吉隆坡一座极具辨识度的地标。如今，这栋熟悉的建筑以全新的身份亮相，蜕变为吉隆坡凯悦尚萃市中心，在焕然一新的同时，依然保留着原有的历史记忆。

酒店采用“活化再利用”的理念，在保留 Wisma KFC 原有建筑结构与精神的基础上，对部分空间进行精心改造与升级，使其符合现代酒店的功能需求与设计美学。通过这样的方式，我们不仅延续了肯德基总部 (Wisma KFC) 的历史价值，也为宾客带来全新的住宿体验。

在创新设计与周密规划的加持下，吉隆坡凯悦尚萃市中心 成为一处兼具现代感与历史底蕴的城市酒店，让宾客在创造新回忆的同时，也能感受到昔日地标的情感连结。这种新旧交融的设计，使酒店成为市中心别具一格的目的地。

Before



After

Before



After

入口改造：一项关键的策略性决策

这段转型过程并非一帆风顺。其中一大挑战是酒店缺乏专属的进出道路，团队必须向相关单位提交多轮申请，以调整公共道路、落客区、景观设计及地段范围以外的配套设施。同时，原有主入口位于狭小的三角角落位置，并且存在约 2 米的高差，进一步增加了宾客进出时的不便。

我们的策略性解决方案，是将主入口移至建筑立面的中央位置，以提升通行便利性并优化整体宾客体验。这项调整不仅需要对口进行重新设计，还经历了漫长的审批流程，加上原始建筑图纸缺失及施工过程中出现的未知状况，使整个改造过程更具挑战性。

提升餐饮体验：从地面层到 19 楼

最初，酒店的全日制餐厅 IL Forno 设于地面层，街景视野受单轨列车轨道遮挡，空间体验有限。因此，我们作出另一项重要决策——将 IL Forno 迁至 19 楼，让宾客在用餐时可尽览吉隆坡天际线，并将国油双峰塔美景尽收眼底，打造更具记忆点的餐饮体验。

这是一项高度复杂的升级工程，涉及对建筑结构的全面调整，包括在 17 与 18 楼增建新楼层、重新规划 19 楼的原有楼板与支撑结构，以形成宽敞的双层挑高用餐空间，同时增设室外消防逃生楼梯。此外，我们也重新修整建筑原有的三角形轮廓，使整体外观更显利落与现代感。



屋顶焕新：21 楼空中酒吧、无边泳池与健身房

第三项重点改造聚焦于原有屋顶层的全面升级，在 21 楼打造空中酒吧、无边泳池及健身房，为宾客呈现开阔的吉隆坡天际线景观，并可远观双峰塔。

这一转型工程涉及对屋顶的整体重建，包括拆除并重塑原有楼层结构、进行结构加固，同时在 22 楼新建机电设备空间，用于安置冷却系统、水箱及建筑标识等设施。

此外，团队也针对建筑原本较为特殊的三角形结构进行优化调整，消除尖角，将其转化为更流畅、实用的空间布局。此次升级不仅最大化了景观视野，也同步提升了建筑外观与整体使用效率。

无缝衔接：合成大厦 (Menara Hap Seng) 与吉隆坡凯悦尚萃市中心的完美连接

合成大厦 (Menara Hap Seng) 1, 2 和 3，以及吉隆坡凯悦尚萃市中心三座大楼通过位于 1 楼的有盖连通天桥相互连接，让宾客与办公楼租户都能轻松往来，动线顺畅。

这一无缝整合大幅提升了便利性，酒店宾客可快速前往多元餐饮选择，包括酒店内未设的日式、中式及韩式料理。同时，周边配套齐全，设有取款机、全家及 Guardian 等生活设施，让入住体验更加舒适、完整。

