

iD INDONESIA DESIGN

VOL XX NO. 102

THE NEW DESIGN HUB in INDONESIA



- Cover Story: IDD - PIK2
- Agung Sedayu Group Development in PIK2
- Italian Elegance: A Symphony of Design

RP 120.000 (JAVA & BALI), RP 125.000 (OTHER ISLANDS)
USD 10.00 (U.S. & OTHER COUNTRIES)



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- Italian Elegance: A Symphony of Design





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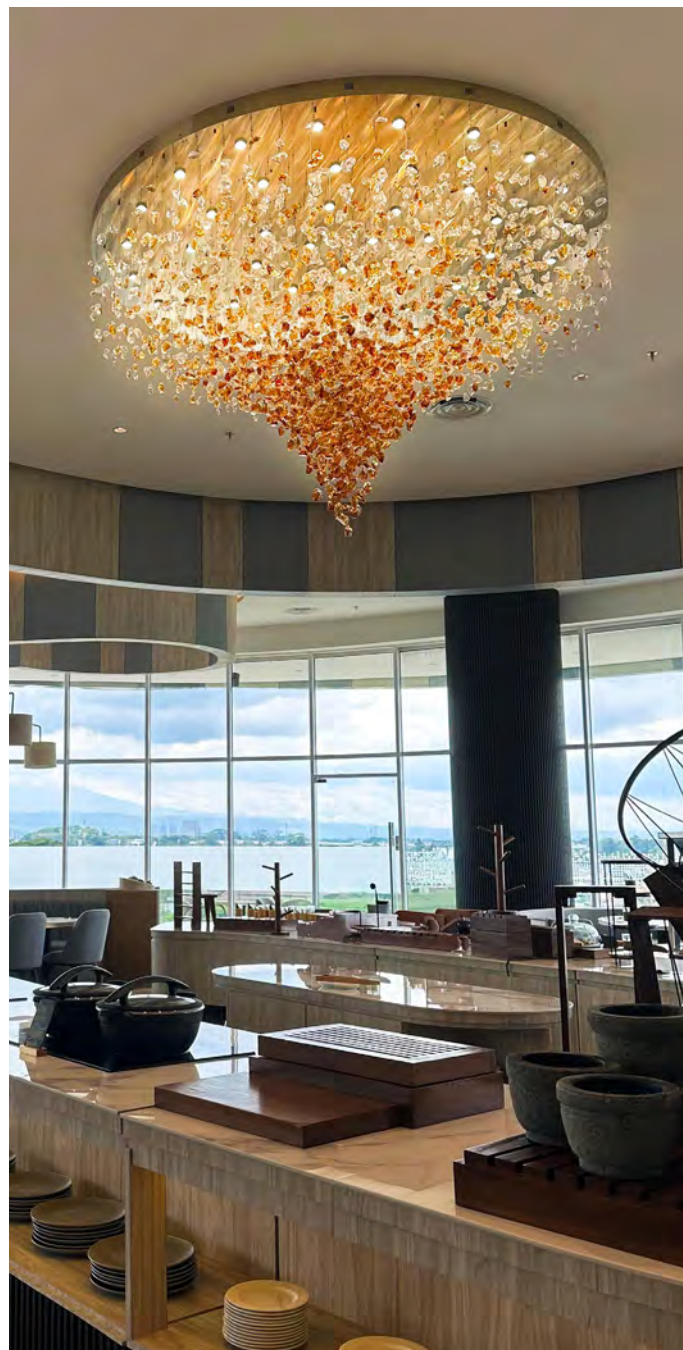


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MainFeatures

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Indonesia Design District (IDD)

20-133



PIK2 has unveiled a new destination: Indonesia Design District (IDD), the biggest furniture centre in Indonesia. Located adjacent to Erajaya Digital Complex (EDC), it houses more than a hundred of showrooms, as well as F&B outlets, amongst other facilities.





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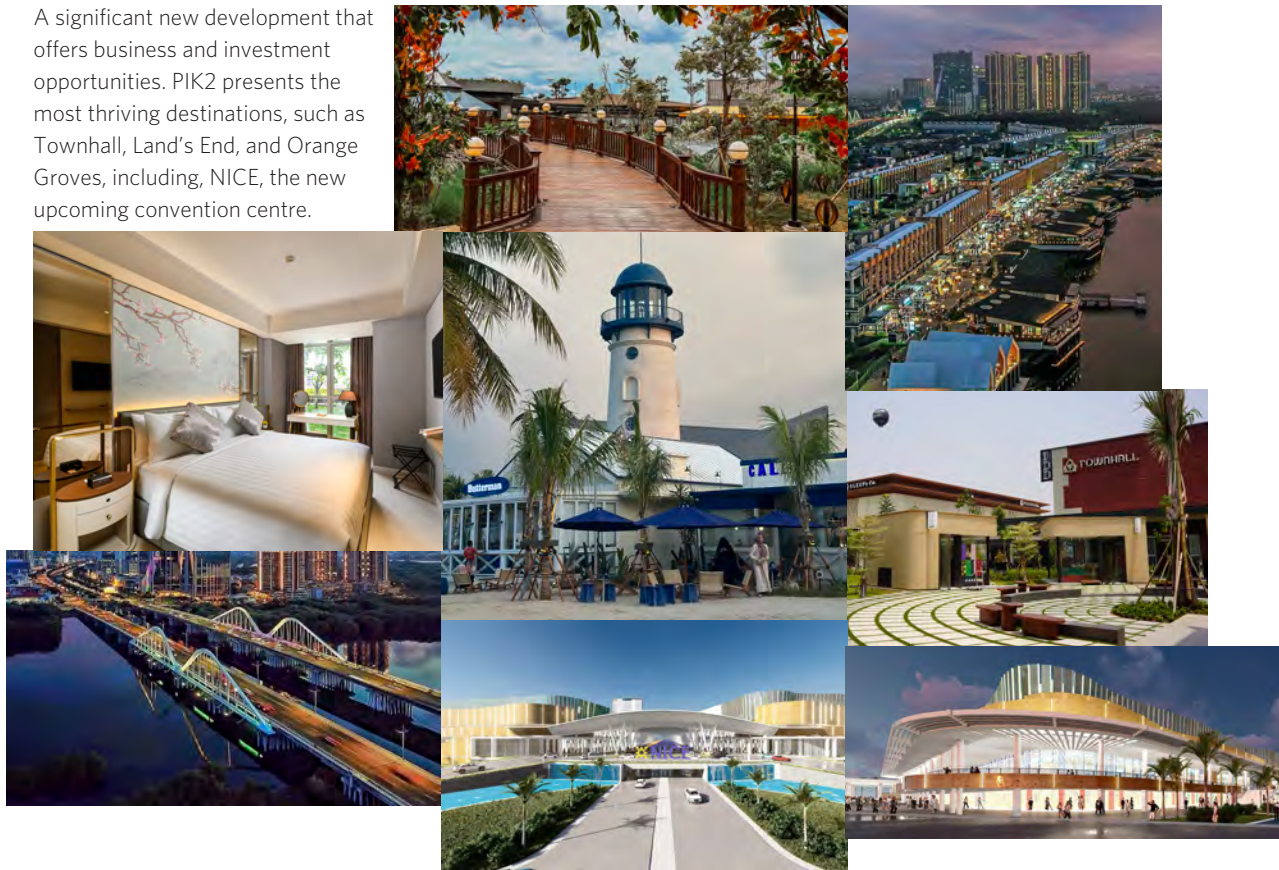
Features

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Agung Sedayu Group Pantai Indah Kapuk (PIK) 2 Development

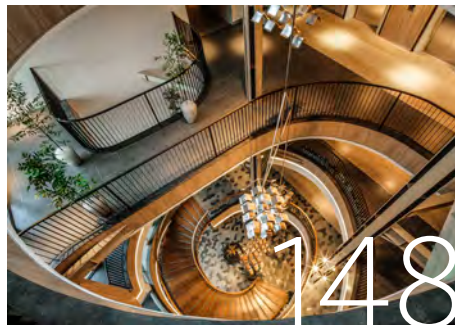
134-153

A significant new development that offers business and investment opportunities. PIK2 presents the most thriving destinations, such as Townhall, Land's End, and Orange Groves, including NICE, the new upcoming convention centre.



The Botanica Sanctuary

The Botanica Sanctuary Hotel in Bogor offers a peaceful haven that combines 166 rooms with beauty and relaxation.



148

Vertu Harmoni Jakarta

The sophisticated Vertu Harmoni is conveniently located in Central Jakarta making the most coveted choice for discerning travellers.



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DYLAN SEATING SYSTEM | RODOLFO DORDONI DESIGN
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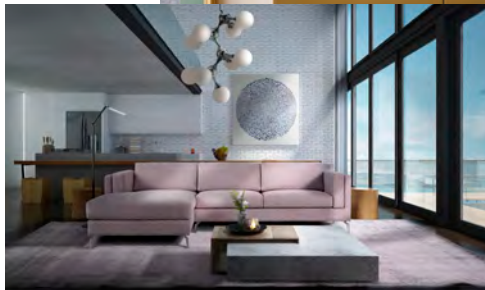
Features

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Italian Elegance: A Symphony of Design

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Explore the realm of Italian design, renowned for timeless sophistication and exquisite craftsmanship.
Brought by Embassy of Italy Jakarta, Italian Trade Agency in Jakarta and Italian Cultural Institute of Jakarta



REGULARS

178 Reportage

182 Design Event



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from the editor



LOCATION Indonesia Design District, Thamrin Lobby
PHOTOS BY Bagus Tri Laksono

Celebrating Indonesia's Design Diversity

Indonesia, with its vast expanse stretching over 17,000 islands spanning around 5,200 km from east to west, serves as a treasure trove of design inspiration. Each island and region carry its own unique culture, woven from the rich threads of the nation's history, geography, and diverse ethnicities and traditions. These elements have collectively shaped Indonesia's distinctive identity over the centuries.

However, this diversity is not limited to traditional homes and vernacular architecture. Our products, from furniture and home decorations to fashion, are imbued with the same rich tapestry of influences. Teak and mahogany, sourced from our abundant forests, form the backbone of much of our furniture, their natural beauty harnessed by local craftsmen whose skills in intricate wood carving are unparalleled.

In our ongoing quest to celebrate and promote Indonesian design, we're excited to highlight initiatives like Indonesia Design District (IDD). Spearheaded by Agung Sedayu Group (ASG), IDD brings together a myriad of home furnishing companies under one compound, featuring the best of local craftsmanship alongside imported treasures.

Currently, ASG has completed developments on a 2,650-hectare plot of land in PIK2, with plans for further area expansion in the pipeline. Indeed, the presence of IDD and PIK2 projects brings new opportunities for growth and innovation across major commercial sectors as well as residences and tourist attractions.

With the support of the Italian Embassy, the Italian Trade

Agency, and the Italian Culture Institute in Jakarta, we aim to bridge cultures and spark new creative dialogues. We're delighted to have our involvement in the 8th edition of Italian Design Day, set to exhibit a series of Italian design companies seeking collaboration in Indonesia.

We are excited to be participating in events like the 62nd edition of Salone del Mobile.Milano, where Indonesia Design has consistently received invitations, representing Indonesia as the only media representative. This time, we are also eager to join the Indonesian pavilion organised by the Ministry of Tourism and Creative Industry, where we aim to showcase the best of Indonesian design on a global platform.

In closing, as we extend our warmest wishes to those celebrating Ramadhan, we invite all our readers to join us on this journey of discovery and celebration. Whether it's through the pages of our magazine or the vibrant communities we bring together, let's continue to champion the beauty and diversity of Indonesian design.

Lina Gan
EDITOR IN CHIEF

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BOOK REFERENCE

A Collection of Extraordinaire



Title: UNDESIGNED!
 Author: Diana Nazir & Stephanie Mamonto
 Year of Release: 2024

Initiated by **Diana Nazir** and co-written by **Stephanie Mamonto**, the book aims to transcend traditional design standards by exploring the multidisciplinary mindset and extraordinary creative processes that challenge conventional ideas through their “undesign” paradigm. Enriched with photographs by Kafin Noe’man, the yellow book is designed by Studio Woorok.

Having over 30 years of experience as an interior designer, Diana believes in the importance of working across disciplines, emphasizing that the most exciting innovations happen at the intersection of various fields. She brings together likeminded designers, artists, media professionals, academics, entrepreneurs and other creative individuals in this book.

UNDESIGNED! is available at Art & Science store in Ashta District, Jakarta, or DM to Instagram @icadartura.

TRIBUTE

In loving memory of HENDRA

7.10.1978 – 29.02.2024

Indonesia Design lost one of our dedicated members. Hendra was our graphic designer from 2017 until recently. May he rest in peace.



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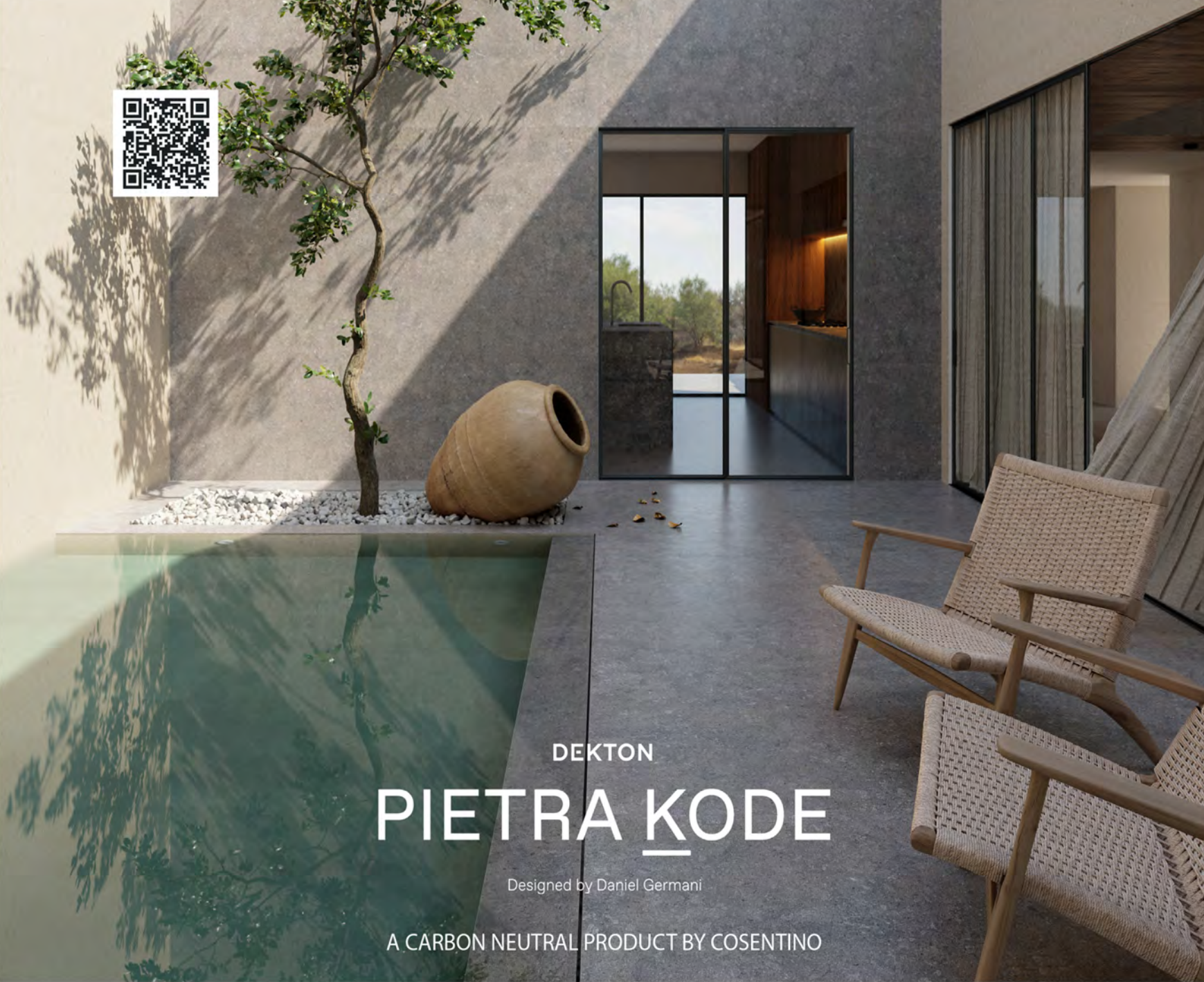
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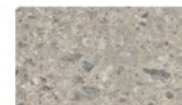
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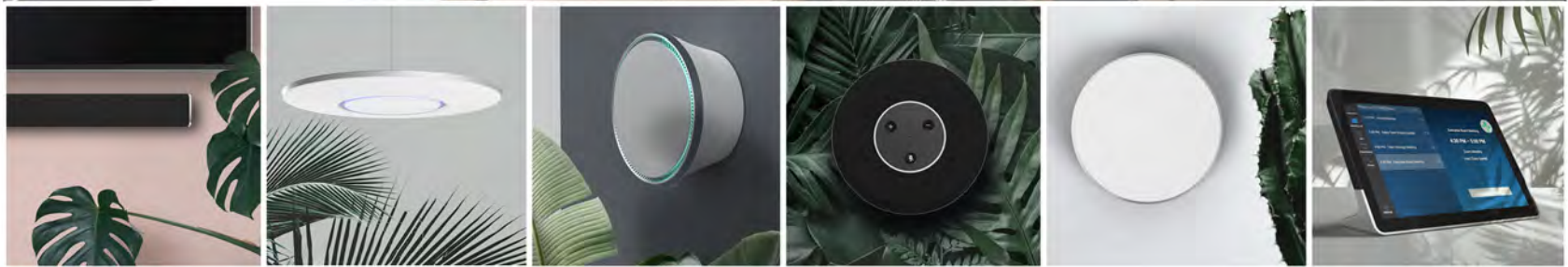


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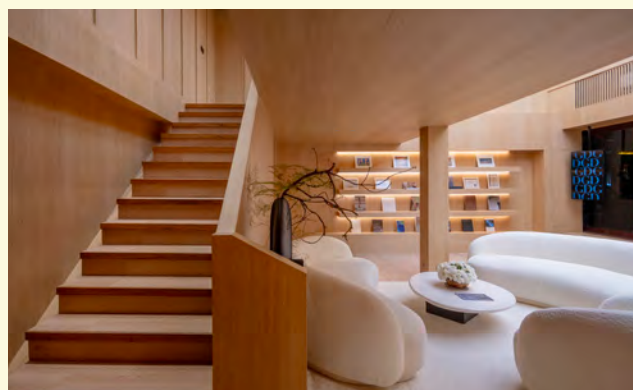
UPDATES OF THE HOTTEST AFFAIRS AROUND THE DESIGN WORLD

PG 17

REAL ESTATE FIRM



GD & Associates has completed the renovation of its headquarters in Bali, within Made's Warung Seminyak. The design of GD Headquarters was created by Ridha Rahmatika Swahafi (@swahafi).



Please visit us:

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Jalan Raya Seminyak, Kec. Kuta,
Kab. Badung,
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T. +62 81 9999 71591
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IG. [@gdassociatesbali](https://www.instagram.com/gdassociatesbali)
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When Neuroscience Meets Design

STORY BY Natasha Gan

PHOTOS BY Guido Stazzone & Delfino Sisto Legnani

After studying the emotional and subconscious responses of visitors navigating through the pavilions and booths in the previous edition, Salone del Mobile.Milano will be the first trade fair to use neuroscience to redesign its layout to optimise visitors' experience. We speak to President Maria Porro, who's leading the change as the fourth generation of her family's business legacy, to understand what this means for the upcoming 2024 Salone del Mobile.Milano.

Salone del Mobile.Milano is redesigning based on the human experience. How did the exhibitors respond to the new design layout?

The past edition of the Salone del Mobile.Milano was an international success; exhibitors were very pleased with it since it exceeded expectations. We, together with them, have learnt that it is indeed possible to redesign a huge event like the Salone in order to propel it into the future. Exhibitors had the opportunity to introduce themselves and make themselves known not just to their target groups but also to new interlocutors with whom they came into contact thanks to the new layout.

There is great curiosity from the exhibitors' side towards neuroscience and its relation to the trade fair experience and relational engagements designed to foster quality events and contacts. The redesign of the upcoming edition started from this excitement and enthusiasm by listening to exhibiting companies along with visitors and stakeholders during field interviews or more specialised round tables to identify perceptions, desires and needs.

EuroCucina and the International Bathroom Exhibition will move to pavilions 2-4 and 6-10, which were originally occupied by furniture exhibitors. Are you anticipating any push-back?

The results of our encounters with the usual furniture tenants

denote that these exhibitors understand Salone's choices and new vision based on last year first successful step and the use of neurosciences for the first time at a trade fair.

They have full faith in our decision to design experiences that reflect real behaviours, creating new ways of using spaces and unprecedented emotional engagements through the set of disciplines that study the biological bases of the mind and behaviour, offering insights into complex social processes.

After the success of EuroLuce, we have continued listening to our stakeholders, allowing us to gather the desires and ideas shared in work groups dedicated to the 2024 Biennials, with the participation of representatives from the world of bathrooms and kitchens.

We read your article about sustainability in December 2021. Could you comment on the progress you've made so far, and the achievement(s) you're most proud of?

The trade fair achieved ISO 20121 sustainable events management certification in 2023. I'm very proud of it even though these days, sustainability is no longer a differentiating and competitive element, rather a condition without which there can be no chance of entering the market.

Salone is driving the "responsible" revolution of the trade fair world, taking a concrete, quantitative and far-ranging



approach, and putting one of the most pivotal meanings of the word – circularity and regeneration – into practice. The 2024 edition will reconfirm the “good practices” that saw the trade fair achieve ISO 20121 sustainable events management certification in 2023. We will source suppliers of recycled, recyclable or reusable materials for building the common parts and will flesh out the guidelines for sustainable installations issued to the exhibiting companies.

I’m proud of the fact that Salone has been an accelerator of virtuous environmental processes, deeply believing in creating sustainable and long-lasting value, through the management of trade fairs and exhibitions.

We learnt you had done a road trip to several countries in Europe and the U.S.. Can you please share which countries you are considering in Asia (besides China) for 2025 road show and why that specific country?

We went to Paris, London, Berlin and Copenhagen in Europe, and then Dallas, New York in January, and Las Vegas and Chicago in February. Aside from the Salone in Shanghai in November, we have not planned anything specific [for Asia].

There are countries like India, for example, that are very interested in Italian design and furniture. Indian trade operators last year gained the seventh position with more than 5,000 attendees, whilst Indian Press was at the 14th place. In fact, I have just been invited to an event organised in New Delhi in February.

How do you handle your activities as the President of Salone and as the Head of Marketing and Communication at your family company (Porro S.p.A)?

This is a good question, which sometimes I ask myself! You need to be well organised and not let yourself be overwhelmed – at least mentally – by the amount of work, duties and responsibilities. Carpe diem is the perfect recipe, that is facing the days one by one, aware of your work and personal roles, trying to give the best of your abilities. I try to tackle my tasks with passion and creativity, but also with method and dedication – according to my professional ethic. ^{id}

Indonesia Design District: A New Destination

STORY BY Vira Tanka PHOTOS BY Bagus Tri Laksono & Amantara





01



02

Sprawling over 6,000 hectares of land situated in North Jakarta and Tangerang is the Pantai Indah Kapuk 2 (PIK2), developed by Agung Sedayu Group (ASG) and Salim Group. Out of the 1,000 hectares on which projects have been completed, lies Indonesia Design District (IDD), conceived by Amantara, a subsidiary of ASG. It's the first of its kind in the country, offering a new retail experience to Indonesians and design enthusiasts alike.

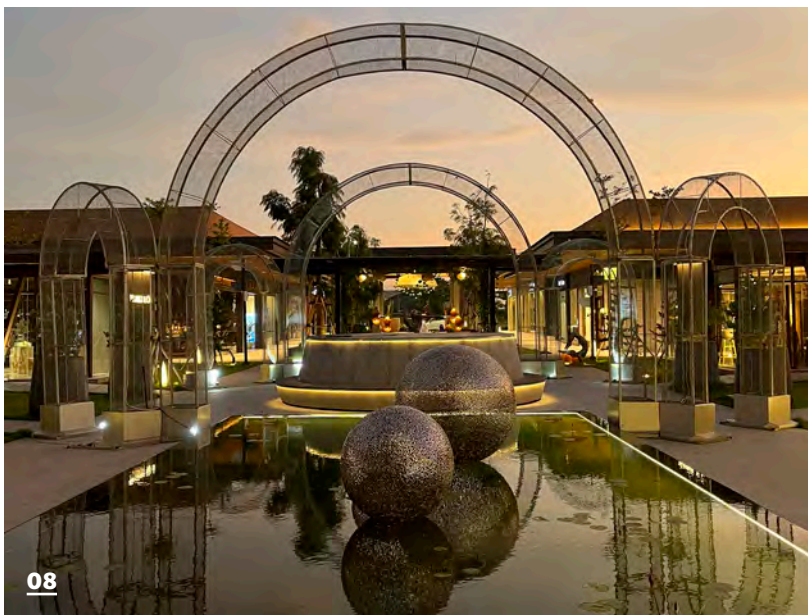


IDD was planned to be the biggest and most complete home and living centre in Indonesia. Occupying 8 hectares plot of land adjacent to another 2 hectares Erajaya Digital Complex (EDC), IDD is home to more than 120 tenants. They include showrooms of furniture, home appliances, construction material, as well as F&B outlets, art galleries, a playground, a multifunction hall, and more.

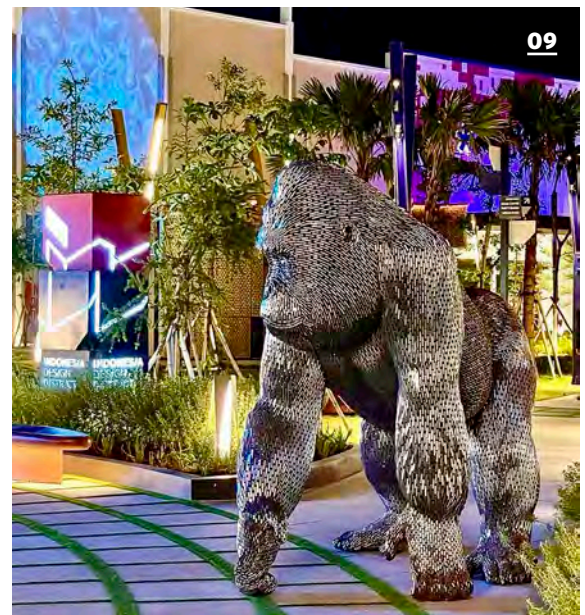
The land could've been developed for a culinary, fashion, food hub, or even school. But why did Amantara choose to fill it with home and living stores? Ipeng Widjojo, the CEO of Indonesia Design District, answered, "We noticed that furniture stores in Jakarta have become a necessity but they are scattered throughout the city. It's a madness to get to each store with Jakarta's traffic. So, we decided to build a lifestyle compound dedicated for home & living and building hardware materials, which will be a solution to those who are renovating or simply finding inspiration in building their houses."



07



08



09



10

The design of the compound was entrusted to Singapore-based DP Architects (DPA), especially for the main buildings. When asked why Amantara hired DPA for the project, Ipeng answered, "We thought that mini-box concept would suit the project well. Seeing that DPA is one of the architecture studios that have a long list of projects such as factory outlets and low-rise retail compounds in several countries, they are perfect for this project." Adjusting with the tropical environment, the establishment is outdoor oriented, offering a unique shopping experience.



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1. Indonesia Design District at PIK2, the nation's largest design and lifestyle centre
2. The Indonesia Design District unique signage designed by Bentuk Consultant
3. Natural House Homedeco from Yogyakarta created this artistic wall installation using the recycled painting cans.
4. Artificial rattan skinning created by BYO Living
5. Signage by Bentuk Consultant combining modern and traditional design
6. Lush and rustic landscaping creating a boho atmosphere
7. A playground in the middle of Indonesia Design District designed by SIURA Studio
8. Metal works by Chenergy Bali decorate the open area
9. One of the last masterpieces by the late Timbul Raharjo, a master of sculpture from Yogyakarta

Complementing the design, Jakarta-based Seniman Ruang was appointed to design the dynamic pockets within the site plan which contain buildings for F&B, small retails shops, as well as the hardscape. Halfway of the project, Seniman Ruang had changed their identity and the principal, Helen Agustine, continued the project under Helen Agustine Studio.

“We were asked to create a vibrant, playful, and dynamic design to add to the existing grid-based site plan,” Helen said. They then came up with an organic site plan that incorporates circles and half circles, and some areas are arranged asymmetrically. “We intentionally grouped the buildings to create gathering areas in between tenants, where visitors can sit and discuss their ideas,” she added. The use of rattan is predominant on the buildings in the middle, while the ones near the fringe emphasise on wood to frame the glass.

IDD accommodates those who come with their children with a playground located near the east lobby. Designed by Singapore-based SIURA Studio, the playground represents a unique fusion of Indonesian traditional furniture and games. “The play structure takes inspiration from a traditional game called ‘conglak’, where its seeds are interpreted as the trampoline and springer. A giant peacock chair and Betawi-style table become a climbing, balancing and sliding play structure. IDD playground becomes an inspiring community space that seamlessly blends modern aesthetics with Indonesian local heritage,” Anton Siura, the founder and principal of SIURA Studio, explained the design concept.



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15



- 10. A warm and poetic ambiance during the late afternoon
- 11. The 'Ballerina' in the middle of a lotus pond created by the late Timbul Raharjo
- 12. Lighting dome designed by Kezia Karin in collaboration with Viro graces the Thamrin Lobby
- 13. Evening at Thamrin lobby drop-off zone
- 14. Viro tapestry adds the evening beautiful atmosphere in front of Townhall
- 15. Evening in the southern corridor
- 16 & 18 Beautiful designed restroom powered by Hellenoz and Roca
- 17 & 18 Another artistic designed restroom powered by Magran and Kohler

The location of IDD is not exactly in the heart of Jakarta, but it is easily accessed via toll. So far, the many shops have successfully attracted visitors from all over Jakarta and other cities of Indonesia. The visitors are not limited to architects, designers and homeowners, but also students who come to learn and look for inspirations. Art exhibitions, pop-up markets and events held by tenants help to attract more visitors. By the end of this year, IDD will also be accessible directly from Soekarno Hatta International Airport, taking only a 15-minute drive. It will make IDD an even more attractive destination with more visitors from other cities, even abroad.

The opening of IDD took place on 16 September 2023. Six months after the opening Ipeng is already thinking about the second phase of development. Countless other brands are waiting to be part of IDD and will be housed in the new extension. Some of them are sister brands with the ones that are already open there whilst some are totally new.

IDD is part of Urban Hub, which occupies a 50-hectare land in PIK2. It was foreseen that after IDD, new projects will pop up on the plots around it. And the prediction came true. Now there are five plots that are being developed and already in the construction process, which hopefully will be operating starting next year and make IDD an even more exciting destination. 



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Project Data

INDONESIA DESIGN DISTRICT (IDD)

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Tangerang, Banten 15214

Company Name

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E: indonesiadesigndistrictpik2@gmail.com
IG: @indonesiadesigndistrict
www.amantara-asg.com/lifestyle/
indonesia-design-district

Total Site area:

12 Ha (IDD mega complex including EDC and Bandar Jakarta)
Total Showroom area: 4,2 Ha

Master plan:

DP Architect Singapore

Principal Designer:

Rida Sobana

Landscape Consultant:

PT. Alam Cipta Nuansa Hijau

Lighting Consultant:

PT. Lvd And Pt Teranova Teknologi

Interior Design Consultant:

Each tenants has their own appointed designers;

TOWN Hall by NN STUDIO

Main Contractor:

PT. Wijaya Kusuma Contractors

M&E Consultant:

PT. Daya Cipta Anugerah Mandiri

Civil & Structural Consultant:

PT. Prima Detailindo

Started Construction:

April 2022

Opened:

September 2023



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18



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Towards a Better Future



STORY BY Edith Emeraldalda PHOTOS BY ASG TEAM

Natalia Kusumo, CEO of Commercial and Hotels at Agung Sedayu Group (Amantara), elaborates on the importance of all design aspects of a township to enhance quality of life.

Indonesia's capital is poised to be relocated to Nusantara, a new city in West Kalimantan. In spite of this, Jakarta will maintain its status as the archipelago's economic hub. Boasting a population exceeding 10 million, Jakarta stands as Southeast Asia's most populous metropolis. Thus, discussions on master planning and urban design have gained prominence, with developments aiming to accommodate the rapidly growing population.

Setting the bar amongst major developers in the country, Agung Sedayu Group (ASG), in collaboration with its primary partner, the Salim Group, is transforming a 7,400-hectare expanse in northern Jakarta into the Pantai Indah Kapuk (PIK) township. This partnership endeavour involves engaging top-tier consultants in various facets of city planning, including AECOM and Witteveen Bos.

Since its inception in 2003, PIK has evolved into a vibrant township featuring residential, commercial, educational, hospitality, and recreational zones, alongside supporting amenities. Positioned along Jakarta Bay's extensive coastline, PIK boasts scenic vistas and advantageous land features. The Long Island residential and commercial area, for example, lies strategically on the waterfront bordered with a white-sand beach. Bisected by canals and waterways, residents and visitors can enjoy an active seafaring lifestyle just a hop away from the Thousand Islands system.

However, being formerly marshlands by the open seas, ecological priorities come to the forefront to ensure the health of a livable town. To care for mangrove forest at the Angke area, ASG has a longstanding partnership with the State Forestry Public Company (Perhutani). This collaboration continues to another mangrove forests at the Teluk Naga area, ensuring its healthy growth to protect the coast while providing ecotourism at the River Safari. Other than managing existing natural resources, the company also strives to implement green values throughout its practices.

“The first successful green project we have is Central Market PIK, which is a community hub located on Golf Island PIK. Built during the COVID-19 pandemic era, this project saw no shortage of challenges either from internal or external parties,” said Natalia Kusumo, CEO of Commercials and Hotels at ASG (Amantara). Central Market PIK utilises plenty of greeneries and gardens throughout the building although it means sacrificing sellable spaces. These plants work in tandem with a cross ventilation system to cool the main public areas without any air conditioning units.

“At first, some visitors who are used to malls with AC find it difficult to adjust. They have since come to enjoy the atmosphere at a comfortable temperature and appreciate a greener lifestyle.” Thus, Amantara worked together with PTI Architects, Bitte Design Studio, and Eco Mantra, to ensure that each aspect fulfils the sustainable criteria. Their hard work has paid off with Central Market becoming the first retail building in Indonesia to earn the EDGE Advanced Green from International Finance Corporation (IFC).

Natalia and her teams at Amantara, in charge of curating and managing travel destinations, hotels, and commercial spaces

around the PIK area, now turn their focus to make Orange Groves a greener destination. Opened earlier this year as a community hub part of the Greenbelt PIK2 ecosystem, the Orange Groves neighbourhood sits right by the Tahang River and provide a different semi-outdoor experience. Working with A+A Architecture, the overall masterplan here followed the layout of small towns in Italy, where the shops cluster organically among natural features with a chapel in the centre of the plaza.

“We also installed green roofs for the buildings at Orange Groves, which is quite challenging since it’s never been done before on such a big scale,” Natalia said. “We have to learn from experts in Singapore and import the materials, quite a pricey and time-consuming undertaking but worth the effort to keep our sustainable commitment.” Up next, Amantara is building Orange Groves Cabin in the compound, a curated boutique property managed by Kimpton Hotels & Restaurants. There is also a mid-rise residential planned, Orange Groves Residential, consisting of two- and three-bedroom units.

With much excitement for the project, Natalia shared that “this is our first residential project where we highlight the spirit to create a better life. From our projects in the PIK area, we aim to improve the livelihood of the people around us, support the creative economy industry, and create more job opportunities for the people in the surrounding areas.

In Natalia’s words, “Our successes at Amantara and Agung Sedayu Group reflect the successes of the community around us. We are committed to fostering a better quality of life, supporting local economies, as well as creating sustainable and thriving communities.”



Heart of the Art

Ipeng Widjojo, CEO of Indonesia Design District, shares the plans and challenges to grow a thriving creative ecosystem in PIK2

STORY BY Edith Emerald
PHOTOS BY ASG TEAM

A cup of coffee followed by a brisk walk, weaving through landscaped gardens and decorated storefronts, sets the tone for Ipeng Widjojo's mornings. He pauses here as the maintenance team conducts an inspection and briefly stops there to greet a store proprietor preparing for an inaugural opening. Surveying the range of Indonesian-made furniture, paintings, and accessories, Ipeng is pleased with their quality, which rivals that of market players. Outside, more shop merchants open their doors wide, signaling a bustling day ahead for Indonesia Design District (IDD)—a one-stop marketplace in PIK2 for all things home and living, lifestyle, and design.

Divided into four main clusters spanning from the southward Thamrin drop-off lobby to the northward Rasuna drop-off lobby, IDD provides directories and wayfinding to guide visitors.

For those building their dream homes, there are established tenants here deal in stones and tiles, wood and ironworks, hardware and fittings, mechanical and electrical. Meanwhile, interior design enthusiasts can enjoy offerings ranging from home and living items to kitchen equipment and appliances, bedroom furnishings, and lighting — not forgetting the latest state-of-the-art sanitary and office furnishing trends.

With equal emphasis, IDD also presents many distinctive art galleries, curated handcrafted wood products, and landscaping accessories. Amidst the vast retail compound, there are pockets of culinary delights and entertainment activities, such as a design-centric indoor and outdoor children's playground.

Featuring more than 200 brands in IDD, Ipeng was actively involved in the conception,



curation, and construction of the development. As the CEO of IDD, he ensures a quality experience across the board, from the moment of arrival into the compound to the culinary journey, accompanied by pleasant music along the airy corridors.

Even before the opening of IDD last year on 16 September, as the business development director at Agung Sedayu Group (ASG), he was already contemplating the big picture within the growing township in the Pantai Indah Kapuk (PIK) area. “IDD, curated by Amantara as a subsidiary of Agung Sedayu Group, is one of the catalysts igniting inspiration for upcoming projects in the surrounding area, benefiting residents and visitors alike. All these facilities will enhance PIK2 as an ideal township to support Jakarta’s growing population,” Ipeng explained.

However, today, visitors travel approximately 10km across three bridges connecting two reclaimed islands before arriving in PIK2. “Our challenge is to change people’s perception of distance by improving accessibility through transportation services, opening tollway access, and creating attractive destinations. Thus, they will grow accustomed to visiting PIK and enjoying each moment here.” Amongst the many destinations and facilities here, everyone benefits from increased public transport connectivity thanks to partnerships with JRConnexion, DAMRI, and Transjakarta buses.

Looking ahead, ASG plans to add an advanced public transportation system to serve the growing population. Additionally, the PIK2 Interchange Tollway will soon open near the PIK2 CBD area, complementing the existing toll exit by the PIK Avenue Mall. “This new tollway will connect PIK2 to the airport in less than 10 minutes and to the inner ring road system as we expand access to other parts of Jakarta,” Ipeng further said.

Meanwhile, visitors seeking to spend their weekends and holidays exploring events and happenings in the area have several choices, including Oakwood Residence PIK, Hotel Osaka PIK2, Swissôtel Jakarta PIK Avenue, and Mercure Jakarta PIK. Additionally, Ipeng, in his capacity as the Executive Advisor to the hotel team under Amantara, has disclosed plans for further collaborations with global hotel brands, set to commence from 2025 onwards.



Furthermore, Ipeng and his teams at IDD collaborate and extend invitations to assorted communities for events and initiatives at the expansive compound. Central to IDD is the Townhall, a 1,000 sqm multi-function space situated near the Mandapa Lobby and seamlessly connected to the Erajaya Digital Complex (EDC). The outdoor area adjacent to the Mandapa Lobby serves as an extended showcase space for events and exhibitions, mirroring the Markethall area situated across from the Townhall.

Amongst the events hosted by IDD are the annual ASG Expo and Synergy Green Building Festival, which draw architects, interior designers, property developers, and various supporting industries. With attendance frequently exceeding 1,000 participants, these events feature expert talk shows, product showcases, and university visits for study tours around the seaside township.

Weekly musical performances, art expositions, and vintage flea markets enrich the vibrant bazaars at IDD’s multifunctional event spaces, showcasing tenants and artisans from both Indonesia and abroad. Ipeng remarked, “Reflecting on the success of our Oktoberfest PIK2 event with the German embassy last September, we have planned further visits and collaborations with embassies, including those from China and Italy. Hopefully, these cultural collaborations will contribute to the expansion of the ecosystem within IDD and PIK2, fostering overall growth in Indonesia.



Rifyo and Herman Miller's Strategic Partnership

STORY BY Iman Hidajat PHOTOS BY Bagus Tri Laksono

As the Indonesian design and architectural scene flourishes, Herman Miller recognises the immense growth potential within this dynamic market. Collaborating closely with esteemed authorized dealers like Rifyo, Herman Miller is poised to make a significant impact in Indonesia's evolving design landscape. In an exclusive discussion with Indonesia Design, Fify Manan, CEO of Rifyo Group, elaborates on this strategic partnership.

“Indonesia boasts a strategic market with a discerning clientele who highly value innovation, quality, and design excellence,” remarks Fify Manan. “The reception of Herman Miller's products in the region has been remarkably positive, reflecting the sophisticated taste and appreciation for quality craftsmanship amongst customers. Our ergonomic seating solutions and design-forward furniture resonate deeply with individuals and businesses striving to elevate their work environments.”

When asked about the presence of Herman Miller's brand in Indonesia Design District, Fify asserts that the collaboration with Rifyo signifies a strategic alignment with the region's vibrant design community and emerging creative hub. “Indonesia Design District at PIK 2 is an ideal platform for Rifyo to exhibit the world's best iconic and authentic designs and engage with design enthusiasts, architects, and professionals.”

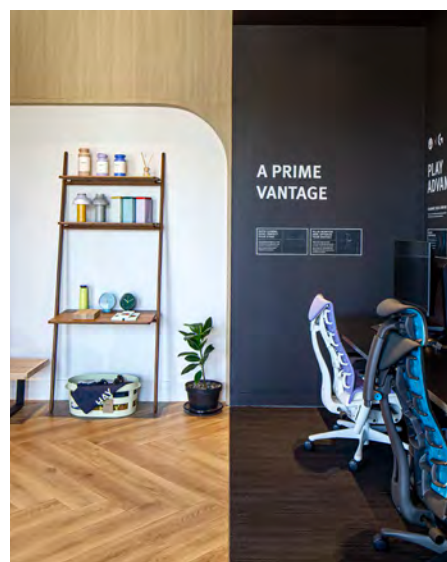
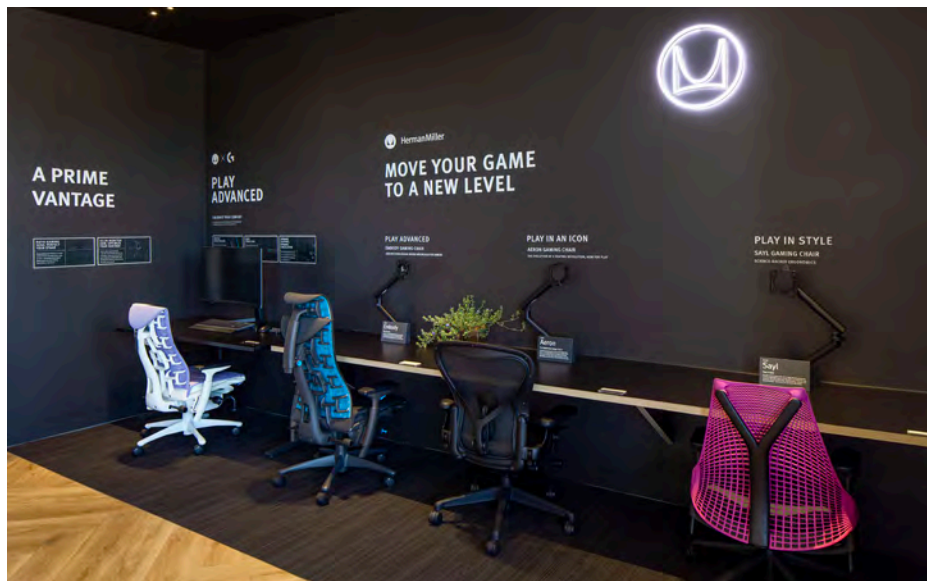
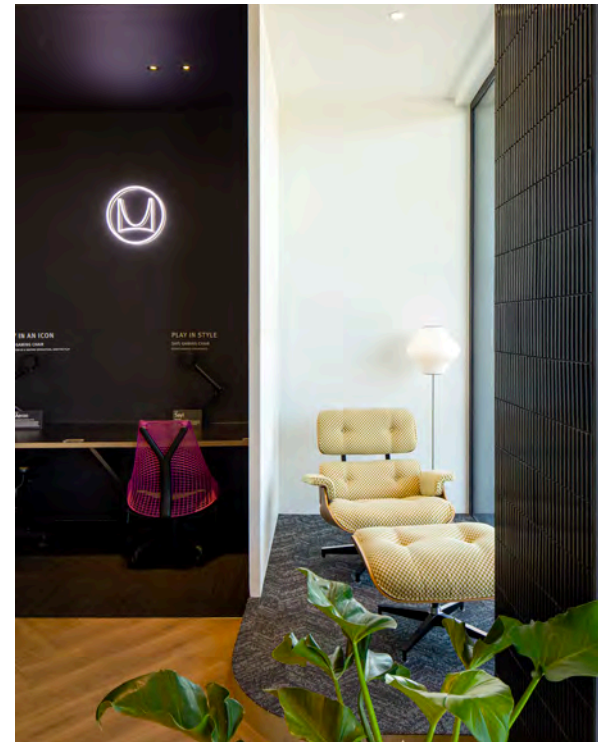
The envisioned Herman Miller mono-brand store, in collaboration with Rifyo, is poised to contribute to the district's ethos of innovation and design excellence while providing a curated experience for visitors seeking premium and authentic design solutions."

In a competitive retail landscape, Herman Miller distinguishes itself through innovation, heritage, and a steadfast commitment to holistic well-being. The brand's relentless focus on research-driven design, sustainable manufacturing practices, and customer-centric solutions sets it apart. Herman Miller endeavors to offer products and transformative experiences that enrich lifestyles and workspaces.

Prospective buyers of Herman Miller products prioritize functionality, comfort, and sustainability. Investing in pieces that

enhance the space aesthetically while supporting well-being and productivity is essential. Therefore, it is highly recommended to explore the diverse range of products tailored to various work styles and lifestyles. Leveraging expert guidance and personalized consultations can help find the perfect fit for individual needs.

The key lies in choosing timeless designs that resonate with personal values and elevate the living or working environment, not only for now but also for future generations. Today, in addition to classic pieces and new designs for the home, Herman Miller is a recognized innovator in contemporary interior furnishings, work chairs, healthcare solutions, and technologies and services. In 2021, Herman Miller became part of the MillerKnoll collective, an unparalleled platform of brands that design the world we live in. **id**



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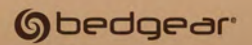
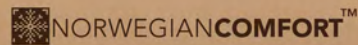
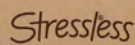
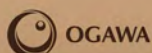
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
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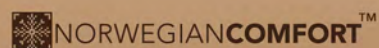


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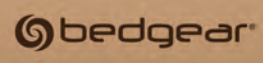
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Between Heaven and Earth

Skelevator has been a distributor for Aritco HomeLift throughout all regions of Indonesia since 2015. Just recently it launched its first showroom located in IDD PIK2. Parallel to the product, the showroom boasts a sleek and futuristic design, yet it maintains a warm ambiance to ensure visitors feel comfortable.

STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono

Upon entering the Skelevator showroom, visitors are greeted with a strong modern atmosphere. To the left, there are curvy multilevel long seats with planters that add a touch of balance to the sleekness. On the right, there is a cosy sofa reminiscent of a living room. The multilevel seats, designed to accommodate up to 20 people, are ideal for events like talk shows or for visitors to learn more about the product. The curved design adds a dynamic element to the interior.

Designed by architect Jeffri Angkasa, the founder of Angkasa Architects, the showroom's design concept is called "Liftway to Heaven." The ground floor, predominantly brown and grey, symbolises the earth, a place for gathering, whilst the mezzanine with white walls signifies the heaven.

Two lifts are installed in the showroom: the Aritco HomeLift and the Aritco PublicLift Access. Visitors are encouraged to take a few rides, ascending to the mezzanine and descending back down. This hands-on approach allows customers to experience the smooth movement of the lifts first-hand. A





wheelchair is provided for visitors to assess the accessibility of having a home lift. Informative displays inside highlight the features of the lifts. The showroom is designed to be accessible to all, ensuring that every visitor feels valued and accommodated.

Aritco lifts are crafted entirely in Sweden, boasting a unique Scandinavian design by Swedish designers, ensuring aesthetic appeal. One of their strengths lies in innovative engineering, with the lifts requiring no pit or shaft, offering versatile and easy installation options. Moreover, they produce minimal noise, making them perfect for homes. What's more, customers are entitled to customisation with a plethora of options, from flooring to wall colours.

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Skelevator decided to open its showroom in IDD because it's the perfect place to promote its innovative products to the right market. The complex houses over 200 brands, both local and international, spanning various categories such as home living, interior design, art, and lifestyle.

All in all, Skelevator's presence in IDD underscores its commitment to positively contribute to the Indonesian communities of architects, interior designers, and lifestyle enthusiasts. 

Infusing Tradition into Contemporary Design

STORY BY Vira Tanka PHOTOS BY Yori Antar



Amidst the array of contemporary structures in the Indonesia Design District (IDD) PIK2, one stands out – a traditional building adorned with a thatched roof and wicker walls, featuring a quaint balcony. Encircled by a stone garden with pathways leading to the entrance, it's unmistakably Viro showroom, a creation of Polymindo Permata, the country's prominent producer of environmentally friendly all-weather wicker and thatch.

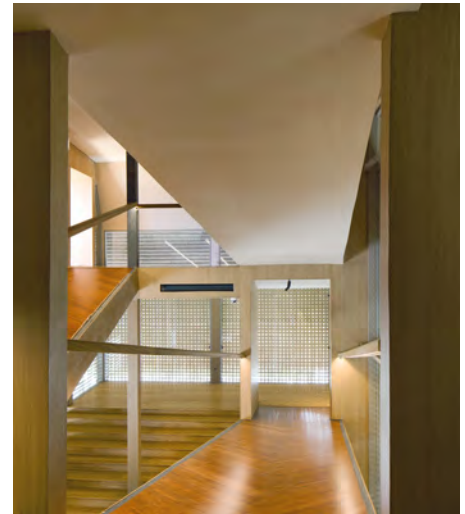
In 2023, Yori Antar, principal of Han Awal Architects, undertook the renovation of five traditional houses in Alor, East Nusa Tenggara, as part of the Uma Nusantara Foundation projects. In designing the Viro showroom, this endeavour became his wellspring of inspiration that was incorporated into the modern contemporary style. The prominence of roofs in the architecture of Alor's traditional houses provided an ideal canvas to showcase Viro's synthetic thatch, indistinguishable from its organic counterpart.

Yori has dedicated himself to acquainting a broader audience, including Indonesians, with traditional Indonesian architecture, countering the prevailing familiarity

with Western-influenced styles. "Whilst I identify as a modern architect, I strive to infuse our traditional values into contemporary designs," he asserted.

With a repertoire of conservation projects in Indonesian traditional villages, Yori possesses profound insights into traditional architecture's adaptability to modern contexts. "Viro draws inspiration from natural elements like reeds, palm fibre, and bamboo, catering primarily to modern structures with a natural aesthetic and demanding durability."

The three-storey structure features ramps connecting each level, offering a journey through an array of Viro products showcasing diverse shapes, types, and



applications—from wall materials to flooring, ceilings, and beyond. “As you ascend, you’re treated to a visual feast of Viro’s versatility until you reach the zenith,” Yori described the showroom experience.

The interior, curated by the renowned Kezia Karin, embodies a contemporary style accentuating clean lines and a neutral palette. Karin, as she prefers to be called by her last name, commented, “Synthetic woven materials adorn various features, from walls to railings, furniture, artworks, and decor, imparting texture, warmth, and an amalgam of ethnic and contemporary vibes.”

Art pieces showcased are crafted from Viro’s synthetic woven materials, featuring the material’s creative potential in generating unique patterns and forms, hence accentuating its aesthetic allure.



“This showroom transcends its role as a mere display space; it’s a platform for designers and visitors to explore the product’s potential and, ideally, draw inspiration to craft beautiful, functional spaces,” Karin expressed her aspiration. 

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The Great Outdoors

Launched in 2007, MAMAGREEN is the brainchild of Belgian designpreneur Vincent Cantaert. Distributed globally, with the biggest market in the U.S., the furniture is manufactured in Semarang, Indonesia.

STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono



MAMAGREEN specialises in luxury outdoor furniture designed to endure the elements whilst seamlessly integrating with indoor spaces. Headquartered in Atlanta, U.S., the brand is represented by 50 retailers across the country and has been chosen for high-end residential and commercial projects in the Americas and Asia-Pacific regions.

Initially focused on export markets, MAMAGREEN embarked on its first local project in 2017. “Our inaugural local project was with Padma Resort Ubud. Subsequently, we undertook more local projects, including properties under the Agung Sedayu Group (ASG), such as The Botanica Sanctuary in Bogor and Oakwood Apartments PIK in Jakarta,” Vincent, the CEO of MAMAGREEN, recalled.

Recognising growth in the local market, Vincent decided to expand into retail. An opportunity arose when ASG began developing the Indonesia Design District (IDD), targeting the high-end market. Previously, MAMAGREEN had only one showroom at the factory, accessible by appointment only. In September 2023, a new showroom was launched at IDD, open to the public during operational hours. “Since the opening of the new showroom, we’ve welcomed a significant number of end-users, including homeowners from Jakarta and Bandung,” Vincent said excitedly.

Designed by MAMAGREEN’s in-house design lab, the showroom concept revolves around a compact experience centre where customers can visualise the collection in their own spaces. Due to space constraints, rotating displays of best sellers are featured every six months.



Vincent built the company from the ground up and is still hands-on with the product design until now. “Design is my passion. And I want to make sure that MAMAGREEN products look like MAMAGREEN. We have collaborated with designers, but sometimes the results look very different from one another. I want to have one look for the whole brand,” he explained. And by the ‘one look’ he meant unique, innovative, and quirky without being extravagant or extreme. The idea is for the collections to fit in any residential or hospitality projects, unless it’s a very classic building. “The style of the furniture revolves around the contemporary. It can be contemporary tropical, contemporary minimalist or others,” he added.

Vincent’s next objective for MAMAGREEN is to establish a presence in the European market. One of the initial steps towards this goal is participating as an exhibitor in Milan Design Week this year, where designers from around the world converge. Vincent expressed confidence, saying, “We believe our designs have relevance in the European market, and we’re eager to make a lasting impression.”

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Snaidero: Italian innovation in Jakarta



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Snaidero has been emblematic of made-in-Italy design since 1946. Founded that year as an artisan workshop by Rino Snaidero, the company transformed passion and craftsmanship into an immensely successful brand that quickly made its mark around the world. Its history is a journey through Italian excellence, where aesthetic innovation meets industrial craftsmanship to create a unique and distinctive narrative.



Over the years Snaidero has worked with world-famous designers, forging a strong visual identity and earning frequent accolades, including 15 Good Design Awards from the prestigious Chicago Athenaeum museum of architecture and 1 German Design Awards, the coveted and celebrated award presented by the German Design Council. These collaborations, with partners like Pininfarina and Massimo Iosa Ghini, have helped make Snaidero and its kitchens synonymous with quality, design and innovation.

Every kitchen that Snaidero exports beyond Italy's borders is an ambassador of the company's values and heritage.





Design, experimentation and beauty : the essence of Snaidero

Snaidero kitchens, made entirely in Italy, encapsulate a unique style that enhances any surroundings. A Snaidero kitchen is more than just a place to cook it's where individuals can express their personality in a perfect union of style and function. Models like OLA and VISION by Pininfarina, and FRAME by Iosa Ghini, are prime examples of how Snaidero can turn a simple space into a liveable work of art. The curved elements of Ola, the personality of the exclusive leg of Vision and the workmanship of the door of Frame make these three kitchens true icons. The wide range of customizable features, with an almost infinite choice of materials and finishes, makes designing a Snaidero kitchen a journey of self-discovery and the most authentic expression of one's lifestyle. A wide range of choices, as well as highly distinctive workmanship and materials such as micralized lacquer, ribbed, diamond-effect lacquered aluminium and woven glass, allow to tell a personal story and help create an environment that's like a portrait of the soul.



New horizons in Indonesia

Already sold in 86 countries around the world, Snaidero is expanding its international presence with a new space inside the SPHERE store, strategically located in Indonesia Design District. More than just a showcase for Snaidero products, the new opening is a symbol of the brand's global vision and its commitment to bringing made-in-Italy excellence to every corner of the globe. The showroom displays models that best interpret the sophistication and quality of Italian design, which is especially admired in Asia. To round out the experience, Snaidero is offering an impeccable planning and consulting service, to make sure every customer can create the kitchen of their dreams with expert support from store personnel.

SPHERE
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BIZZOTTO ITALIA

Sculpting lifestyle, **sphere** embraces a cornerstone of curated excellence in refined living by embodying Bizzotto Italia's elegance and functionality.

The Classic Sidney Table displays the natural impression of a tree, the relationship between roots and trunk, in the form of a very smooth design and finish.

With the metal structure finishing in 24K as a support and a full solid wood table-top providing security for the strength of the table.

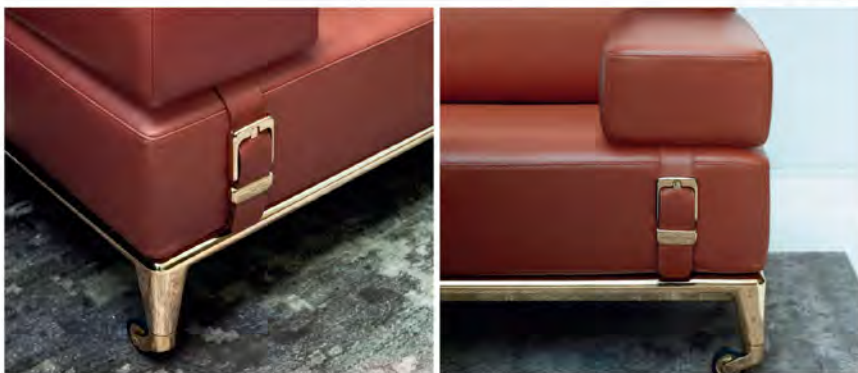


GHIDINI 1961 INICIHI

Crafting masterpieces with international designers, Ghidini1961 stands as a symbol of artistry in metal and brass works, selected by sphere to redefine style in interior design.

Shaker as seen, sofa with a memory and sophisticated elegance. The rigorous layout of the cushions and the backrest is combined with precious metal elements that give to the product a strong identity.

The strap holding the armrests and wheels in continuity with the support feet, specifically designed by the designer, are die-cast with the quality and craftsmanship that distinguishes the Ghidini1961 master craftsmen.



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Timeless Luxury

Malinda Furniture Gallery is renowned as a premier destination for those seeking to elevate their living spaces with various options of luxury brands. Pioneering its path twenty-four years ago, it recently launched its seventh gallery in Indonesia Design District PIK2.

STORY BY Vira Tanka *PHOTOS BY* Malinda Furniture Gallery doc.

Situated at the east entrance of Indonesia Design District (IDD), Malinda Furniture Gallery boasts a minimalist modern design characterised by tall glass windows and white painted walls. Spanning two storeys, the ground floor showcases an extensive collection of classical, glamorous, and luxury designs, whilst the upper floor boasts more modern and simplistic options. These curated items originate from seven U.S. brands exclusively distributed by Malinda in Indonesia: Caracole, Bernhardt, Hooker, Michael Amini, ART, John Richard, and California Home.

With a vast array of collections occupying a total area of 3,000 sqm, Malinda Furniture Gallery does not only display its items but arranges them in ways that inspire homeowners and designers alike. “Some of the highlight collections are the sofas from Caracole, with their stylish and classic design, not to mention very comfortable to sit on, Aura cocktail table from Bernhardt, a brand that has existed since 1889,” says Tommy Christian Yoestanto, the manager of Designer and Architect Program.





The decision to open a new showroom in IDD was greatly influenced by the backing of Agung Sedayu Group. “Their previous projects have demonstrated success. As we witness now, their other projects in PIK and PIK2 attract crowds, such as Pantjoran, Pasir Putih, Aloha, and Land’s End,” says Shanti Dewi, the branch manager of Malinda Furniture Gallery in IDD PIK2.

The Malinda team places high value on their customers, which is a key factor in their success alongside providing high-quality products at competitive prices. They ensure existing customers are informed about updates, especially regarding the latest collections in the gallery. “Our strategy to promote this branch involves a personal approach, as well as leveraging social media to reach potential new customers,” Shanti explains. With many developing areas in the vicinity, Malinda is poised to benefit, as it not only focuses on retail sales but also undertakes interior projects for luxury residences, apartments, office buildings, and more. ¹⁰



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Commitment to Excellence

STORY BY Vira Tanka PHOTOS BY VIVERE Group



With 40 years of expertise in the furniture industry, VIVERE GROUP stands as a prominent player, offering a diverse collection for various living spaces, including living rooms, dining rooms, bedrooms, home offices, kitchens, and outdoor areas. The Collection by VIVERE and Kids by VIVERE cater to local retail furniture needs, boasting over 200 product selections. CASAKA specialises in live edge furniture, highlighting the uniqueness of wood through contemporary style. Meanwhile, IDEMU, an affordable luxury custom furniture brand, provides end-to-end services and incorporates advanced technology 4.0.

At VIVERE, design takes centre stage as it collaborates with highly skilled local designers, seamlessly merging their expertise with international trends. This dynamic synergy empowers the company not only to meet the demands of the Indonesian market but also to export to various countries, including the U.S., Canada, Spain, India, China, Japan, Australia, and more, facilitated by its dedicated B2B team. The brand proudly showcases the finest Indonesian locally-made products and aspires to expand its presence on larger and more diverse international markets. VIVERE'S commitment to excellence is exemplified as it provides access to the best collections, offering top-tier solutions for various needs. At VIVERE, the team consistently meets customer needs by delivering the highest quality products and exceptional services. 

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Putting the Customers First

Leading the VIVERE Group since 2011, Director *William Simiadi* emphasises innovation to provide customers with the best products and service. Indonesia Design had an insightful conversation with him at VIVERE's new showroom in IDD PIK2, and here is an excerpt from it.

One of your brainchildren at VIVERE Group is IDEMU. What encouraged you to create it?

Unlike fashion, customers in the realm of furniture also wants personalised things for their homes. We have the right technology to accommodate that. So, when the opportunity knocked, we launched IDEMU in 2019 with only three months of preparation. Soon after, the pandemic hit, which turned out to be a good timing because people used the downtime to renovate their homes.



PHOTO BY BAGUS TRI LAKSONO

How about the creation of Kids by VIVERE?

We aim to enhance the lives of our customers and be part of their journey. We have Collection by VIVERE and CASAKA, brands for a mature market, and IDEMU for a younger market. Kids was an untapped market, and we saw an opportunity for further innovation there.

What is the significant challenge in keeping your team innovating?

The ingrained values in our company include innovation. In retail, it means creating new products not just for ourselves but ultimately for our customers. We encourage our team to keep learning, be open-minded, and collaborate. Complacency is our enemy. When we collaborate with product designers, we learn from them. We innovate for customers; we create what they seek.



The most challenging aspect is the trend cycle, which keeps getting shorter. We have to keep guessing what's coming next, aside from unexpected factors like the pandemic. So, we must adapt and learn quickly, engage with people for insights, and remain open-minded. 

Spring Air, Unparalleled Comfort and Feeling



NICK BATES

President of The Spring Air International

Crafting dreams since 1926

Spring Air originated in the U.S., founded by Francis Karr. A pioneer in the mattress industry, the brand introduced innovative designs, notably Karr's free-end offset coil design, revolutionising sleep comfort and becoming the most copied in bedding history.

The Indonesian Chapter - Pioneering Licensing Since 2000

In 2000, Massindo Group set forth on a pioneering journey, becoming one of the first international licensees of Spring Air International. The partnership emphasises a commitment to sustaining the brand's legacy, expanding its global reach, and delivering groundbreaking products to the Indonesian market.

Spring Air is preferred by prestigious hotels

Spring Air mattresses bring luxury comfort to hotels in Jakarta, Bali, and other cities in Indonesia including Ayana Bali, Courtyard Marriott Nusa Dua Bali, Renaissance Nusa Dua Bali and Pullman Jakarta Central Park. Spring Air upholds high standards through rigorous quality control, ensuring every mattress meets expectations for both hotels and residences.



Unveiling the Spring Air Boutique Store

Adding a new chapter, the recently opened Spring Air Boutique Store in Indonesia Design District PIK 2 underscores the brand's commitment to a unique, immersive experience. The 200 sqm showroom welcomes visitors into a symphony of comfort, designed for them to touch and feel the luxury embodied by Spring Air mattresses. Experienced Sleep Consultants guide visitors through the extensive collection, making the Boutique Store not just a shopping destination but a haven where dreams are crafted and the promise of luxury becomes a tangible experience. ¹⁰

SPRING AIR BOUTIQUE STORE

Indonesia Design District
 Jl. M.H. Thamrin Unit 11B & 12A
 Tangerang, Banten 15214
 IG @springair.id
 springair.co.id

Tranquillity and Inspiration



STORY BY Vira Tanka PHOTOS BY TOTO

Established in 1917 by Kazuchika Okura, TOTO has continued to flourish to this day, maintaining an unwavering commitment to quality and innovation. This dedication has earned the company a reputation as a trendsetting and trustworthy go-to brand for both private homes and commercial establishments. This year, TOTO is extending its influence by spreading tranquillity and inspiration through its brand-new gallery that boasts captivating architecture and interior design.

A household name in sanitary products in Indonesia, TOTO has expanded its presence with the opening of a gallery in IDD. The reason behind choosing the location is the confidence that the compound is set to play a major role in shaping the development of interior design in the country.

Designed by Nikita Stephanie, founder of NN Studio based in Singapore and Bandung, the showroom blends functionality with artistry, offering visitors an immersive experience.

Inspired by the concept of “Hashi - Boundary in Motion,” the façade features vertical lines with random spacing, evoking a sense of fluidity and movement. These lines animate the building, blurring the distinction between inside and out, whilst the translucent façade serves as a canvas for a dynamic interplay of light and form.

Upon stepping into the showroom, visitors find themselves surrounded by an atmosphere of tranquillity and inspiration, sparking ideas for their



own living spaces. Beyond offering sanitary products, the gallery serves as a one-stop solution for bathroom and home essentials, featuring highlighted brands such as TOTO and TOTO Kitchen. It's also worth noting, there's a café within the gallery to enrich visitors' experience, taking them into a space where art, design, and innovation converge at TOTO Gallery. ¹⁰

TOTO

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 toto.co.id



Let's Go Outside with Luar Living

STORY BY Iman Hidajat PHOTOS BY Bagus Tri Laksono



In recent years, the trend of open living has sparked an increased interest in decorating outdoor spaces in homes. Outdoor furniture has become an essential part of many shopping lists. LUAR emerges as the ultimate outdoor furniture brand, designed exclusively for the young. Bursting with vibrant colours, bold patterns, and a touch of whimsy, their collection redefines how people experience the outdoors.



LUAR presents unique touches that were not previously available in Indonesia. The brand's mission is to explore the experience of the outdoor area and how it can bring joy and brighten the space at one's home. They believe that great things happen outdoors.

Whether lounging by the pool, hosting a barbecue with friends, or simply unwinding on the patio, LUAR brings the party to the outdoor backyard. Step into a world of excitement and joy with the fun and playful designs crafted to add colour and liveliness to any outdoor setting.

LUAR understands that outdoor living is more than just furniture; it's about creating unforgettable memories. That's why their products are stylish, trendy, and built to last, ensuring that every outdoor moment is filled with laughter, relaxation, and cherished experiences.

LUAR at Indonesia Design District

LUAR is now opening its first showroom in Indonesia's most extensive design and furniture centre. With Indonesia Design District showroom, everyone can see the complete selection of what LUAR offers in a typical modern minimalist style.

LUAR is proud to announce the opening of its first showroom in the country's largest design and furniture centre. With its Indonesia Design District showroom, everyone can explore the complete selection of what LUAR offers in a typical modern minimalist style.

"We are happy to be able to provide various needs for outdoor furniture in our new showroom, starting from the furniture, lamps, and other accessories to complement your outdoor space," DJ Mear, the marketing director of Malka, asserted. "Our products are made from sturdy materials resistant to all weather conditions. With a wide range of options, from garden chairs and dining tables to lamps, parasols, and accessories, we've curated our collection to meet customer needs and tastes."





The best European furniture brands, including Plust, Fermob, Diabla, and Qeeboo, and also Tucci from the United States are set to add the LUAR showroom collection. Therefore, customers can get the access to the broadest and most stylish exterior furniture selection. Besides the complete collection, LUAR features many interesting iconic products such as Giraffe in Love, Rabbit, Sherwood, Gumball, just to name a few.

Amongst these imported European products, LUAR also presents a local

gem: Monolith - an outdoor cooking product dedicated to the Indonesian people. Offering innovative designs of the highest quality, Monolith also offers quality innovative designs - proof of the creativity and vision of Indonesian designers who can compete with foreign products.

Interior design and furniture enthusiasts will feel right at home whilst exploring LUAR showroom. The brand aims to provide an extraordinary, fun, and vibrant shopping experience for everyone. ^{id}

LUAR LIVING

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The Key to Design Photography

Paloma's purpose is to empower excellent living by flawlessly blending aesthetics with cutting-edge technology, unlocking a lifestyle of innovation and sophistication. This vision resonates with what Mario Wibowo envisions as one of the leading architectural photographers in Indonesia.

STORY BY Iman Hidajat PHOTOS BY Mario Wibowo



Mario embarked on his career in 2012 as a general photographer, initially focusing on weddings and family portraits. He mentioned that he explored almost every photography genre out of passion and curiosity.

“However, I believe that my degree in architecture and seven years in the industry have significantly influenced me,” he said. “Even when I was engaged in wedding or street photography, I always sought out an appealing architectural backdrop. Eventually, a good friend noticed my talent and took a chance by hiring me to photograph one of his projects.”





When asked about the elements that constitute satisfying projects for him, Mario replied that great design, favourable weather conditions, and the freedom to implement his vision are crucial for successful photo projects.

“But, the most important aspect of photographing a project is understanding the design intent and translating it into a dimensional form. Challenges vary on-site, including weather conditions, crowd control, on-site coordination, limited shooting time, and more,” he explained.

Mario also mentioned his recent project photographing the Paloma showroom at the Indonesia Design District. “I’ve revisited IDD several times to shoot for the Paloma Experience Centre and am grateful for their trust in allowing me to execute my vision,” he acknowledged. “Paloma also ensures their team fully cooperates with us and accommodates any requests, no matter how unconventional, such as asking a team member to walk back and forth to be included in the frame,” Mario added with a smile.

He further said about incorporating Paloma products into his studio. At first, he was interested in the products because of the design. They are modern, sleek, and have a premium feel. “After more than a year of using the products, they have also proven durable,” he remarked.

Closing the conversation, Mario shared his message. “Building a home is a commitment, and not everyone possesses extensive knowledge about all the items needed. Having the opportunity to touch, feel, and experience the product before purchase is essential.” ¹⁰

Paloma

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In the Zones

STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono

Since its establishment in 1994, Dekkson's journey has been marked by continuous innovation and expansion of its business scope. Initially focusing on distributing accessories for aluminium doors and windows, the company gradually diversified its offerings to include variations for wooden and glass doors and windows. Over the years, Dekkson strategically opened showrooms in Bali, Purwokerto, Manado, Medan, Makassar and Jakarta. Recently, it unveiled its seventh showroom in IDD PIK2, featuring a new conceptual design. More than just a showroom, it aims to share knowledge with customers as well.

“We are on the track to achieve the target of having a total of 30 showrooms, each of which has its own unique design concept that allows customers to get a new experience during their visit. With Dekkson's showrooms spreading across the country, customers can have the convenience of seeing and experiencing our products,” said Lucky Nugroho, the marketing director of Dekkson.

The one in IDD boasts a unique layout that combines two distinct areas known as the Formal and Informal Zones. In the Formal Zone, products are traditionally displayed in vitrines, shelves, and drawers. Conversely, the Informal Zone offers customers a hands-on experience with products applied to doors and windows, doubling as a flexible space for events and programs.



A pivotal element within the showroom is the 5x10 sqm revolving box, which serves as a dynamic separator between the two zones. This innovative feature facilitates various activities such as smart home pod demonstrations and consultations. By rotating the box, new pockets of space are created, accommodating intimate workshop sessions and collaborative discussions with customers. This design approach truly reflects Dekkson's commitment to pioneering advancements within the doors and windows accessories industry, with a strong emphasis on enhancing customer experiences.

Nadia Lee, co-principal of K'Thengono, explained on the rationale behind the unconventional design concept. "We see Dekkson as an industry pioneer in architectural hardware in the Indonesian market with knowledge and experience based on their innovative design backed with research and development. Therefore, in this concept store, we would like to be able to showcase that in order for Dekkson stand out among the rest of the brands."



However, Dekkson's iconic electric blue remains untouched. "With the material palette we have selected, we decided to bring a fresh look for Dekkson with mainly monochromatic grey tones with different textures and contrast it with their iconic electric blue to create an atmosphere that feels forward thinking and trendy," Nadia further said. On the façade, the blue door becomes the most standing-out feature, combined with stainless steel that exudes futuristic atmosphere.

Ultimately, the showroom is expected to be an inspirational hub for designers and customers alike. By providing detailed information about products in a visually appealing and tactile manner, Dekkson seeks to foster creativity and engagement within the industry. ^{id}



DEKKSON

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FRITZ HANSEN



EXTRAORDINARY DESIGN SINCE 1872

Fritz Hansen's collection of furniture, lighting and accessories spans iconic designs from renowned Danish and international architects and designers to contemporary pieces by today's most acclaimed creatives.

W. ATELIER SHOWROOM

at TOTO Gallery

Indonesian Design District PIK 2, Unit R.1

Instagram: @fritzhansenstore_jakarta

Explore more at [fritzhansen.com](https://www.fritzhansen.com)

Assuring Quality of Rest

STORY BY Iman Hidajat PHOTOS BY Bagus Tri Laksono



Alga takes pride in its location at the heart of Indonesia Design District as the nation's largest design and lifestyle centre. As the country's first locally produced premium mattress brand, our presence is set to serve a broader clientele in the surrounding areas.

Upon stepping into ALGA Sleep Store, our retail location, you are welcomed by a cosy and inviting ambiance. The space exudes warmth and subtle design elements, creating a balanced energy conducive to relaxation

and sleep. You will also notice that our showroom is more than just a display area. It's a dedicated sleep store where customers can test the mattresses by sleeping on them.

The tranquil atmosphere is evident through neutral colours inspired by Japanese style and culture. Iklim Tan, the architect and interior designer behind the store, explains that the Japanese design elements were chosen to cultivate a Zen-like ambiance. The primary focus is facilitating quality rest, so we refer to it as a sleep store rather than a mattress showroom.

The expertise of ALGA is the ability to carefully curate the ambience of its sleep store with semi-private

bedrooms, soft lighting and personalised aromatherapy. This creates a tranquil setting where customers can unwind, explore different mattresses, and decide on their purchase.

By cultivating an inviting ambiance and offering a knowledgeable sleep consultant, the objective is to empower our clientele to select the perfect mattress, guaranteeing a restful night's sleep. ¹⁰

ALGA SLEEP STORE

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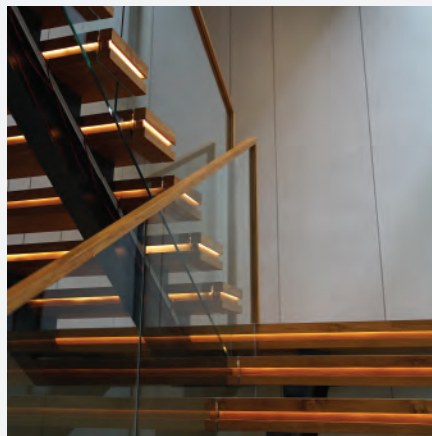
Personalize Your Own Luxury Door

Presenting WIRADOOR, the esteemed purveyor of exquisite wooden doors, brought to you by PT Sumatera Timber Indo Industry. Our expertise lies in the seamless fusion of contemporary custom designs with the opulence of Indonesia's premier wood selection for elevating interior design beyond doors. WIRADOOR's esteemed clientele graces every corner of Indonesia, from the captivating shores of Aceh to the vibrant streets of Bali, reflecting its widespread appeal and influence.

In the realm of WIRADOOR, craftsmanship transcends mere production; it embodies an elevated art form, infusing vitality into each meticulously crafted door. We staunchly believe that the genesis of every door is a singular masterpiece, meticulously tailored to encapsulate the essence of our discerning clientele's unique tastes and lifestyles. Welcome to the world of WIRADOOR, where every threshold tells a story of unparalleled elegance and sophistication.

Wiradoor x CONTI Experiential Centre

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Expanding into New Markets

STORY BY Iman Hidajat PHOTOS BY Juno Home



With an established brand presence in South Jakarta, Juno Home is now extending its reach into the northern areas of the city by opening a showroom in Indonesia Design District. The unique concept and styles of Juno Home have been warmly welcomed and appreciated by the younger and affluent generations in the vicinity.

Upon entering Juno Home, visitors are taken to a distinctive experience of walking straight into a liveable house or apartment. The showroom boasts a rustic American theme infused with Indonesian ethnic-inspired furniture collections, embodying a unique collaborative style.

“The showroom was designed based on the conceptualisation from the entire Juno Home internal team,” Nikko Wonoto, the brand’s product & interior designer, explains. “Starting from the shape of the façade, which has a pivotal role in drawing customers in, to the room’s layout, lighting, and furniture displays - all of which create a homey and inviting atmosphere.”

By establishing the showroom and fostering a community with other brands, Juno Home aims to educate the market about the

quality of Indonesian-made products, which are on par with, if not superior to, imported collections.

Throughout 2024, Juno Home is set to host a series of seminars and gatherings, inviting loyal customers, architects, designers, product designers, and students. “These events serve as a platform to exhibit our new 430-square-metre showroom in the area,” announces Nikko, concluding the conversation. ¹⁰

Juno Home

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Refining Practical Urban Homes

This dynamic and vibrant brand, OSLO, offers a diverse range of home goods, from furniture to flooring, accessories to publications, catering to individuals seeking an identity within the immersive beauty of home living.

STORY BY Iman Hidajat *PHOTOS BY* OSLO





Established in 2018, with dynamic practicality and function-driven, OSLO is a lifestyle home and living brand based in Jakarta. Today, the brand is proud to announce its first flagship store at the prestigious Indonesia Design District in Pantai Indah Kapuk 2. Over the past five years, this detailed, innovative, and pragmatic brand has collaborated with several establishments such as Kevala Ceramics and prominent public figures around Indonesia. With a mission to curate inspiration for the home, OSLO transforms houses into personalized sanctuaries with stylish and artistic yet practical objects.

Anastasia Tiffany, director of OSLO, emphasises the brand's philosophy of creating spaces where individuals can truly express themselves. "We believe that the home reflects one's personality and values," she shared. "Thus, our pieces harmoniously balance form and function, ultimately transforming homes into sanctuaries."

In addition to its flagship store, they have officially launched their luxury flooring line offering locally manufactured Stone-Polymer Composite (SPC) flooring. OSLO is launching OSLO Luxury Flooring, offering locally manufactured Stone-Polymer Composite (SPC) floorings. Designed with diverse finishes, from wood-grain to stone-concrete, OSLO Luxury Flooring enhances the quality of living spaces while catering to customers' personalities.

In its new flagship store, OSLO has also curated multiple necessary home goods and decorations from local Indonesian artistry to international brands from South Korea, Australia, and more. The collection of products brings exciting categories for those who seek the comfort of modern living: furniture, tableware, fragrance, bedding and bath, decoration, stationery, kitchen lighting, storage systems, rugs, and publications.

The store was designed with an urban mindset with three zoning areas. A retail area will welcome the customers in the front, the Creation & Consulting section in the middle section, and a multi-purpose room in the back of the store. The second floor is a creative studio space where the OSLO creative department works. [®]



OSLO Flagship Store

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The Innovative Stone Specialist

STORY BY Iman Hidajat *PHOTOS BY* MM Galleri

MM Galleri, the stone specialist, pioneers innovative designs that accentuate the natural beauty of marble. Utilising cutting-edge techniques such as bending marbles, state-of-the-art 7-axis CNC technology, economical 8-millimetre thick marble, and exquisite craftsmanship, the company is at the forefront of revolutionising the application of natural stone.

Established in 1992, MM Galleri specialises in supplying a wide range of natural stones. Catering to architects, interior designers, furniture craftsmen, developers, and homeowners in Indonesia, Singapore, and beyond, the company has earned a reputation for excellence. Serving prestigious clients like Louis Vuitton, Christian Dior, and various 5-star hotels, MM Galleri collaborates with renowned designers such as Philip Stack and Yamazaki to introduce exclusive collections.

For over 30 years, MM Galleri has made the mission to continuously innovate and create new applications of stone for daily lives. Based in South East Asia, the company is the leading stone supplier in the region with 700,000 square metres of stock in stone. As a world-class stone player, the company is always updating to the latest trends and technologies available in the industry. MM Galleri factories are equipped with the latest technology and machinery to provide customers more options on a more complicated natural stones request.

Founded by Tjioe Peter Sutjiono, who believes in the paramount importance of ideas and their development, MM Galleri embodies a philosophy that places creativity at the forefront. "Ideas are more valuable than money, which is why companies now sell ideas," asserts Sutjiono.

Speaking about MM Galleri, he elaborated, "We no longer market stone in conventional sheets or uniform sizes. Instead, we fuse artistry with cutting-edge marble curving technology to create works of art suitable for both interiors and furniture in hotels and residences. We've patented this marble bending technology."

The unique and exclusive designs produced by MM Galleri swiftly capture the interest of discerning customers. Its products are highly sought after by prominent contractors in Singapore and the U.S.

Sutjiono has also been bestowed with the Pinnacle Award from the Natural Stone Institute in January 2019 in Las Vegas and was included in "Building Stone" magazine by Natural Stone Institute as the only person capable of breaking Italy's dominance in the world of stone, especially marble. Other awards he has received, among others, are the Tatler Design Award Singapore, SIDS Luminary Award, and BCI Asia Award. ^{id}



MM GALLERI

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German Living Culture

Indonesia Design District (IDD) at PIK 2 is a haven of design. Here, we discovered a newly opened gallery named Eurotheum, which offers sophisticated premium products to elevate your home and living spaces. Inside, they showcase the renowned kitchen solutions leader BLANCO and the innovative German brand Brennenstuhl. We stroll through the store with Santi Alaysius of Domisilium, the designer behind the store, and Andrew Hansel, the founder of Eurotheum.



STORY BY Barbara Hahijary *PHOTOS BY* Leo Kusnadi

Walking through IDD exposes design diversity from both home and abroad. From the street view, it's evident that Eurotheum's architecture holds modern treasures within. The façade maintains a sleek and masculine appearance with streamlined wall and ceiling finishes, complemented by subtle lighting. The sense of luxury is evident here, as everything was crafted using slabs of marble and solid teak wood.

The exclusive ambiance reveals what Eurotheum has to offer an exceptional shopping experience featuring world-renowned premium brands. It serves as the ultimate destination for those seeking high-quality products with innovative designs. Eurotheum provides a diverse portfolio of products ranging from premium kitchen solutions and accessories to leading electronic solutions, focusing on bringing German products to boost Jakarta's design landscape.



Upon entering, guests are greeted with a lighter ambiance, characterised by arched ivory-toned interiors, designed to enhance product visibility. “BLANCO, as a German product, is often associated with hypercool, hypermodern, stainless steel, and functional designs. In designing this showroom, we took a difference approach by having homey and a touch of classic design to contrast the products. We aimed to demonstrate how BLANCO can perfectly integrate into any interior scenes; from modern commercial spaces to homey residences, even traditional-

inspired kitchens,” explained Santi Alaysius, one of the principal designers at Domisilium Studio.

BLANCO leads the way with its premium kitchen sinks, mixer taps, and complementary seamless solutions. The BLANCO UNIT, featuring a sophisticated seamless solid basin made of silgranit renowned for its durability, takes prominence. Paired with a wide colour range, shapes, and faucet utilities, the display showcases three vignette kitchens, demonstrating how products can be mixed and matched for personalised designs. As we admire its craftsmanship, another surprise awaits beneath the sink with BLANCO Food Waste Disposer (FWD) technology.

“BLANCO is dedicated to streamlining and enhancing the kitchen experience. The BLANCO FWD is a gesture of making everyday life easier by preventing clogs with minimal maintenance. This covers all water sequences in the kitchen, from fresh clean water to disposal,” said Andrew Hansel, the founder of Eurotheum.

The holistic kitchen water experience offered by BLANCO is complemented by Brennenstuhl, another German brand featured at Eurotheum. Brennenstuhl sets the benchmark for electronic products

with its focus on safety, durability, energy efficiency, and sleek design. It presents a diverse range of innovative solutions, from durable and feature-rich Garant cable reels to LED lighting solutions. The Brennenstuhl zone contrasts with BLANCO, drawing inspiration from old-fashioned European material shops. Warm finishes with accents of dark oak shelves evoke a sense of nostalgia.

The opening of Eurotheum marks a significant moment for the city’s design enthusiasts. A visit to the store allows architects, contractors, and design aficionados to discover a meticulously curated selection of solutions tailored to their precise requirements. With BLANCO, Brennenstuhl, and its commitment to creating an inspiring and immersive experience, Eurotheum is poised to become the go-to destination for those seeking exceptional quality and innovative design solutions. 

EUROTHEUM

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Unveiling BLANCO's Kitchen Innovations

Upon our visit to Eurotheum, we had the opportunity to meet Lars Myrup, managing director of BLANCO Asia Pacific. With over 25 years of experience in global premium and luxury brands, this Danish business leader now drives BLANCO's growth and strengthen the company's position as a leading provider of premium kitchen water appliances. Below are his insights into the values upheld by Blanco and how their products can simplify everyday kitchen life.

What is the history behind BLANCO?

BLANCO is a family-owned company founded in 1925 in Germany. To this day, all our innovation, design, and manufacturing are rooted in the rich German tradition of precision engineering, consistency, and craftsmanship.

What is BLANCO's design approach?

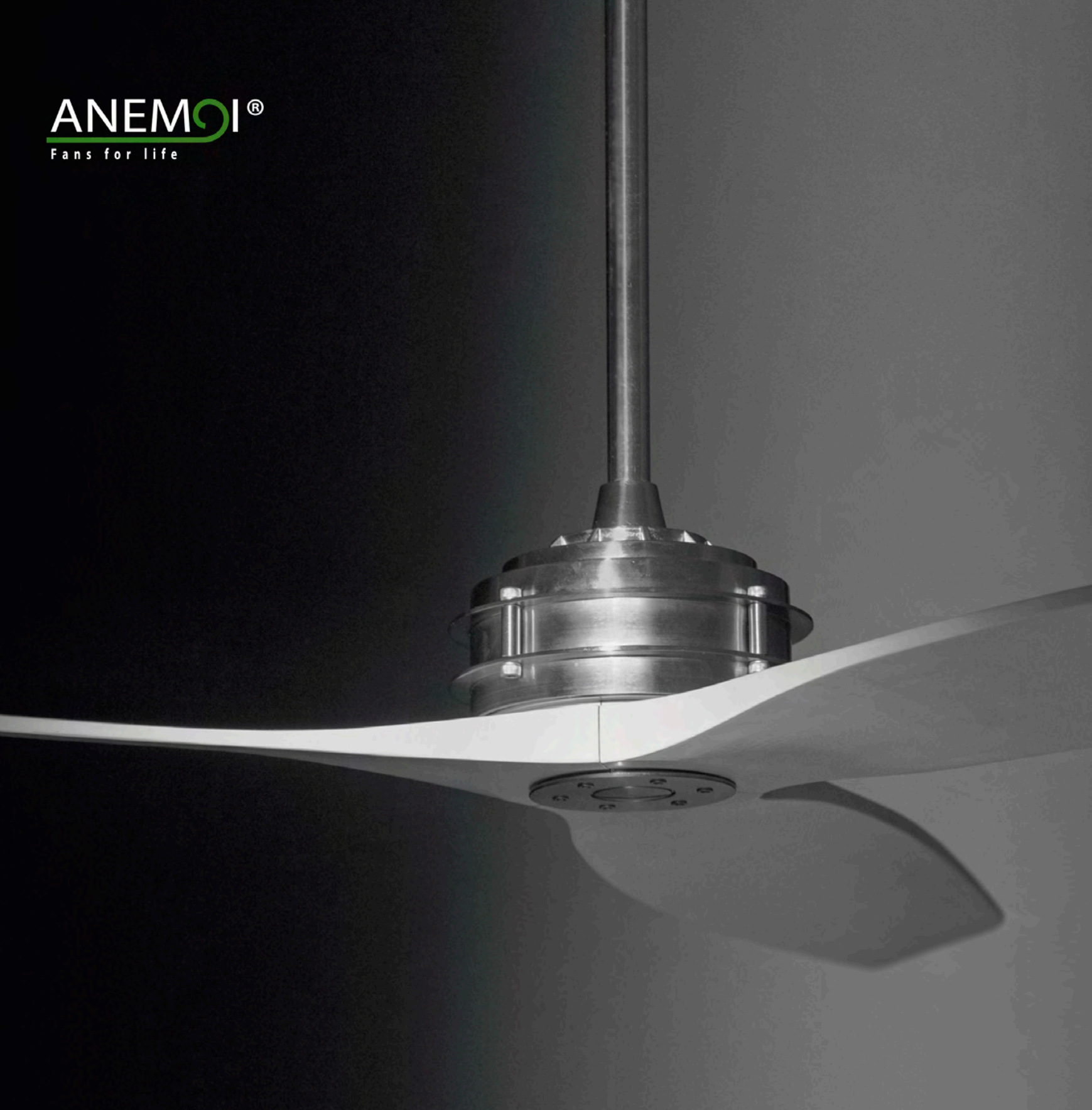
Everything we do is with the end consumer in mind, aiming to enhance their joy in the kitchen. We take great care and pride in creating the BLANCO UNIT, which significantly improves daily kitchen chores, ensuring seamless integration of taps, sinks, and even food waste systems beneath the sink. Colour coordination is also crucial for enhancing the beauty of a new kitchen. We offer a range of options in different colours, including Silgranit composite materials for sinks, allowing for coordination of chosen colours to optimise kitchen aesthetics.

How do you envision Blanco in the Indonesian market, particularly with its presence in this showroom?

We are particularly proud of BLANCO's presence in Indonesia. It's where we aim to be in the future, considering the brand's 37-year history here. We value our long-standing relationship and tradition in Indonesia. The premium positioning of the brand in this market, evidenced by the showroom we are in today, is appreciated by our partners, including developers, architects, interior decorators, and most importantly, the satisfied consumers who have been enjoying our products for generations. 



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ONIX® designs conceived of glass mosaic as a fundamental element in interior and exterior decorating - offering a wide range of aesthetic possibilities and a great capacity for customization, decoration and design.

Onix Showroom
Indonesia Design District
Zona Thamrin No. S9, Jl. MH Thamrin
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FELIPE PANTONE RESIDENTIAL
LOCATION: JAVEA, SPAIN
YEAR: 2022
DESIGN: FELIPE PANTONE
PHOTOGRAPHY:
FELIPE PANTONE



Redefining Elegance in Indonesia Design District



Singres Mosaic heralds its grand entrance into Indonesia Design District, offering a glimpse into a world where craftsmanship meets elegance and design. The inaugural flagship showroom invites visitors to explore a realm where artistic expression uniquely blends with spatial aesthetics.


They are not just a company. What makes Singres stand out is their dedicated team of curators, specialising in decorative tiles

that transcend the ordinary, transforming spaces into realms of imagination. With a keen eye for detail and an unwavering commitment to quality, their presence is set to revolutionise the Indonesian market.

Their journey begins with a clear vision: to exceed the expectations of Indonesia's vibrant market. Indeed, they understand the significance of each tile in bringing architectural and interior designs to life. The collections are thoughtfully curated to complement creative visions, ensuring that every pattern, texture, and colour reflects the essence of artistic expression.

Beyond being suppliers, their endeavour extends to being partners in realising

design aspirations. At Singres, imagination converges with artistry, resulting in spaces that tell compelling stories.

Here is where you can embark on a transformative journey where each tile is a masterpiece; and what lies in every masterpiece is a step for Singres to scale at greater heights in the industry. 

ILLUSION OF ILLUMINATION BY SINGRES

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Cassina



THE CASSINA PERSPECTIVE
cassina.com

Sengu Bold - Sofa
designed by Patricia Urquiola



W. ATELIER SHOWROOM
at TOTO Gallery
Indonesian Design District PIK 2, Unit R.1

Living Room Essential

STORY BY Vira Tanka PHOTOS BY Bagus Tri Laksono, Zolano



Founded in 1978, Zolano excels in crafting high-end Italian genuine leather sofas. The brand has since 2011 been carried by Versailles for the Indonesian market, establishing flagship stores in Malaysia, China and Australia before recently launching their flagship store in IDD PIK2.

Compared to Versailles, Zolano caters to a younger market, featuring contemporary, simple, and slim sofa designs. The most sought-after types are those utilising nubuck leather, which is top-grain leather sanded or buffed on the grain side, resulting in a velvet-like surface. “We have showcased Zolano, one of our best-selling brands, in our Versailles showroom at

another location. People adore them for their Italian-style furniture at affordable prices,” explained Henny Makmur, the COO at PT Versailles Home Indonesia.

The opening of Zolano’s flagship store in IDD signifies the company’s readiness to expand its venture. Correspondingly, the team views the PIK area as an ideal location to capitalise on a lucrative business opportunity. This area is experiencing a surge in housing developments, creating a demand for home furnishings amongst homeowners.

Designed by Zolano’s in-house team, the showroom prioritises the comfort of a living room. Rooted in Zolano’s slogan, “Make Your World Complete,” the concept revolves around the philosophy that the living room serves as the heart of a home, with the sofa being its quintessential centrepiece. Since its inauguration, the store has successfully shipped furniture

to various cities, including Bandung, Surabaya and Makassar. It’s only a matter of time before extending its reach further across the country. ^{id}



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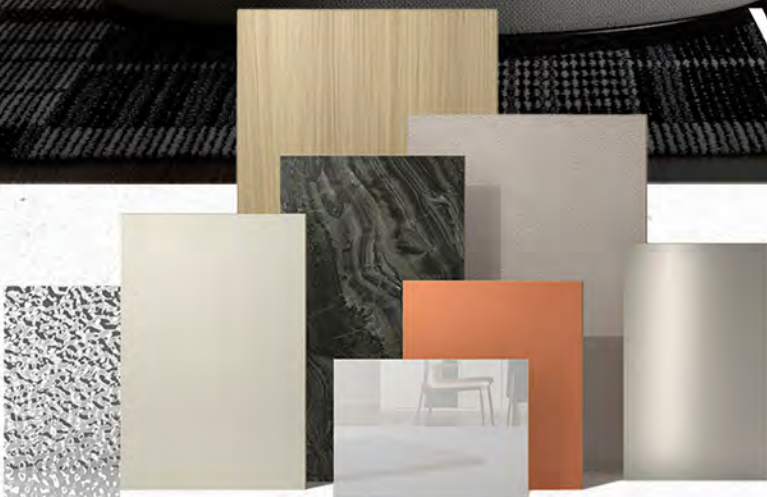
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TACO

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Impressive Inspiration

STORY BY Vira Tanka PHOTOS BY Mario Wibowo



In December 2023, TACO unveiled its newest store in Indonesia Design District (IDD) PIK2, curated as an experiential centre for customers whilst introducing a variety of surface products.

As a leading company offering interior design solutions, TACO has distributed its products through many stores across the archipelago. One of the considerations behind the decision to open an experiential centre in IDD was the recognition of this location as the future 'go-to' destination for home living and lifestyle products.

Designed by Reza Wahyudi, the founder and principal of Bobos Design, the showroom's interior embodies the

concept of "All About TACO." Its aim is to introduce visitors to TACO's products whilst featuring the beauty and comfort of spaces created using TACO products.

"At every turn, I showcase various flagship TACO products to provide an overview of what they offer," Reza, commonly known as Bobos, explained. The showroom features collections where visitors can explore the range of colours, patterns, and textures of TACO HPL and TACO Flooring. To reinforce the theme, certain interior sections are designed in accordance with the brand's colours, such as orange and black. This not only aligns with the aesthetics but also strengthens TACO's brand identity.

The showroom highlights several collections that cater to the target market. The TACO HPL Ultimate collection takes the spotlight due to its premium

quality and versatility, making it suitable for various types of residential and commercial spaces. Other products exhibited include TACO PVC Board, TACO PVC Sheet, TACO Edging, TACO Hardware, and TACO Adhesive. By emphasising these collections, the company aims to facilitate visitors with a comprehensive understanding of TACO's product offerings, thus enabling them to find solutions that match their design preferences and project requirements. ¹⁰

TACO

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A Japanese Resort

Hemmen's showroom in IDD PIK2 is hard to miss, thanks to the striking large glass circular window. Stepping into the showroom, you're instantly enveloped by a serene Japanese ambiance. Founded in Indonesia, crafted with German technology, and infused with various ethnic designs, this sanitary brand represents a unique amalgamation of global cultures.

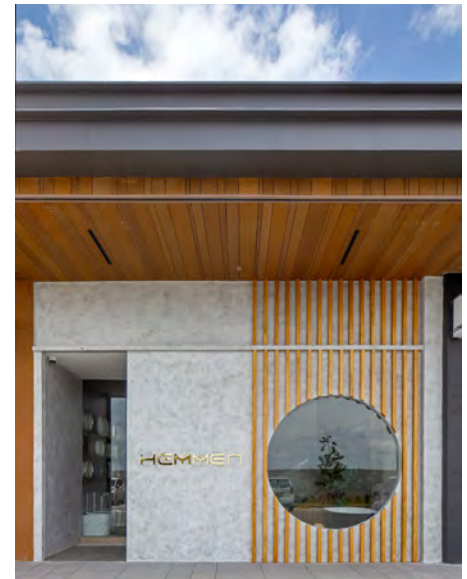
STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono



Established in 2017 by Aliong Lie, Hemmen initially distributed its products nationwide before opening its flagship showroom in IDD. This dream was harboured by Aliong, CEO and head designer of the company, for many years. "Agung Sedayu Group has a longstanding presence and is known for outstanding project planning. I believe IDD's concept is excellent, and its proximity to my office is favourable," Aliong commented when asked about the decision to open Hemmen's inaugural showroom. He remains optimistic, particularly seeing

customers flocking from Jakarta, Tangerang, and even Bandung to their store.

Armed with 15 years of experience in the similar industry in Belitung, Aliong founded Hemmen from the ground up. The products include faucets, washbasins, showers, toilets, bathroom accessories and kitchen sinks. Many of these designs are a result of collaboration with German designers.



Apart from design, Hemmen prioritises the use of premium materials. “We consistently utilise grade A materials, predominantly brass. Following moulding and polishing, the material undergoes chrome plating to prevent corrosion,” he explained.

Each Hemmen product comes with a 5-year guarantee, reflecting their commitment to after-sales service. Spare parts and 24-hour support are also provided, underlining the manufacturer’s confidence in product quality. “Before introducing any product to the market, it undergoes rigorous Quality Control testing for at least two weeks,” Along asserted.

Hemmen’s recent collaborations include a partnership with a Moroccan designer, resulting in wash basins adorned with Moroccan-style decorations. Another recent venture involves an Italian series featuring glass washbasins, a result of partnering with an Italian designer. As these collections represent the latest offerings, Along has highlighted them for Hemmen’s IDD customers.

In line with the product ethos, Hemmen’s showroom embodies a natural, elegant, yet minimalist aesthetic to ensure customers feel comfortable and confident in their choices. The decision to adopt a Japanese theme was made in collaboration with designers from Pramesta Inti Persada. The interior design facilitates the customer journey, transitioning from foyer to living room, kitchen, and bathroom settings, akin to a house’s room division. “We aim to provide customers with an immersive experience, enabling them to easily select products suited to their needs from our extensive range of options,” Along concluded. ^{id}

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Elegant Country Barn

Luxury, casual, and eclectic are the three words that encapsulate Bika Living's newest showroom. Nestled in the heart of IDD PIK2 on a spacious 2000 sqm plot, this two-storey shop introduces a fresh concept whilst remaining faithful to its laid-back luxurious DNA.

STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono

As you step into the Bika Living showroom, an inviting open layout welcomes you. The space is adorned with wood finishing, high coffered ceilings, and a hexagonal-fenced mezzanine. The ambiance instantly transports you to the serene embrace of a cosy country barn. The interior is the brainchild of Santi Alaysius, co-principal of Domisilium Studio.

During the pandemic, Domisilium Studio designed a 29-piece furniture collection for Bika. Four designs were awarded as the 2023 Good Design Indonesia and one design as best of 10 Best Design Indonesia. Karina Lukmito Cheung, the managing director of Bika Group, expressed her admiration for Santi's design savvy, saying, "I admire her approach and we've had insightful discussions. She understands our aesthetic and crafts designs that resonate with us."

"The luxury that Bika embodies is more about understated casual elegant style. And a barn symbolises wealth because it occupies a big chunk of land. It's not the bling-bling type, it's more of a relaxed luxury," Santi explained whilst walking Indonesia Design through the store. To go with that, the colours should be neutral, easy to the eyes and safe to house the eclectic furniture displayed. "Karina believes that a good home is a curated space of things that you gathered along your journey. She also wanted to show that through this showroom," she added.

Each of the eclectic array of furniture and accessories is hand-picked by Karina. "Being a part of this family business is my passion. Each brand and product that I select has its own unique story," she shared. Karina reminisced on the journey behind Saint Louis, one particular crystal brand carried by Bika for a decade.





“When I expressed interest in partnering with Saint Louis, my father reminded me that we once had a Saint Louis chandelier in our home when I was young. It’s a full-circle moment,” she reflected nostalgically.

Adjacent to Bika Living lies the 648 sqm showroom of Stella Mobili, another venture under the Bika Group umbrella. Here, visitors can explore modular kitchen and wardrobe furniture with American classic, modern, hypermodern, and Martha Stewart-inspired aesthetics. “Whilst Bika Living offers a diverse range of styles, Stella Mobili designs kitchen with systems in details and materials,” Santi explained.

Bika’s decision to establish a showroom in IDD PIK2 marks a strategic expansion into the northern area of Jakarta, after two decades of focusing primarily on South and Central Jakarta. “I saw great potential in Agung Sedayu Group’s (ASG) visionary design centre concept. Our country indeed benefits from such design hubs,” Karina remarked, underscoring the importance of fostering design-centric spaces. ¹⁰

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Rare Woods Stand as Masterpieces



The past never truly dies, as it evolves alongside modern society, shaping a better life. Kayoene by Debaugh Furniture Factory is a wood enthusiast who finds wood to be a rare beauty weathered by time and crafted by the hands of many.

Rare woods can stand as masterpieces borne from the dance of the universe. The woods can be shaped timelessly in nature, a rare beauty melds the old with the new, rooted in the past yet gazing towards the future. It can be serene as

its mystical allure holds within it like countless stories brimming with emotion for those seeing it.

Kayoene specialty lies in BOG wood, semi-fossilised wood, old and recycled teak from houses, bridges, electrical poles, high-quality woods, and other rare woods.

Led by Krisna Purnomo, wood enthusiast and collector, the Kayoene factory is based in Sidoarjo, East Java. It employs more than 300 employees with a monthly capacity of 6 x 40 feet HC containers and specialises in projects for hotels, villas, restaurants, and wooden ponds as a manufacturer. Kayoene also offers to create wooden houses, vintage furniture, flooring, decking, doors, and wall panelling.

Kayoene is proud to open its first showroom at the Indonesia Design District in PIK2, Indonesia's most comprehensive design centre. From here, it tries to expand its vision and the market for those appreciating the beauty nature has to offer through the woods. 

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A Place for High-Quality Handcrafted Products

STORY BY Iman Hidajat PHOTOS BY Bagus Tri Laksono

Since its establishment in 1998, PT Homeware International Indonesia has been a trusted partner for major retailers across the U.S., Europe, and other global regions. Specializing in providing comprehensive business solutions, the company excels in design, sourcing, and manufacturing high-quality home accessories and furniture.

The company has distinguished itself in the industry by developing robust supply chain management for handcrafted products, including baskets, storage solutions, and furniture crafted from a variety of materials such as natural fibres, rattan, wood, terracotta, natural stones, and synthetic materials.


Headquartered in Curug, Tangerang, with additional offices in Cirebon and Yogyakarta, P.T. Homeware International Indonesia, under the leadership of founder Edmond Setiadarma, has expanded its operations to cater to a growing



customer base. The company's manufacturing facility in Lombok specialises in weaving rattan products unique to the region. At the same time, the Solo factory manages the sourcing and in-house production of wooden garden furniture and flooring. Across all factories, P.T. Homeware International Indonesia is committed to producing diverse products crafted from rattan, wood, rope, water hyacinth, and other natural fibres, ensuring meticulous processing and finishing.

The Nine Square showroom in IDD also showcases the Ong chair series as an illustration of preserving Indonesia's treasures. Commitment, diligence, and appreciation are manifested in shape, form, weaving detail, and colour. As the medium, rattan symbolizes perseverance and the capability to be flexible with every transformation. P.T. Homeware International Indonesia

has also established Nine Square Panel, offering weaving panels for building facades and, as a furniture specialist, manufacturing furniture made with natural and sustainable materials by skillful artisans.

Driven by a vision to meet evolving customer demands, the company has cultivated a global clientele spanning the U.S., Europe, Australia, Japan, Mexico, Singapore, and the Middle East. 

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A Luxury Furniture Destination

STORY BY Iman Hidajat PHOTOS BY Bagus Tri Laksono





Modulo Living stands as the ultimate luxury destination for sophisticated home living. Whether you are looking for the perfect sofa that fits your living room, luxurious bedroom set for restful nights, or a stylish study and table for memorable gatherings, the company has curated a collection that sets new standards.



In a constantly evolving world, Modulo Living has undertaken a significant shift in consumer preferences. As people's quality of life improves, there's a burgeoning desire for customisation.

Under the leadership of James Wijaya, CEO of Metaphor Design Group, the company wholeheartedly embraces this trend. "We understand the essence of personalisation and the importance of delivering pieces that resonate with our customers' individuality," James explained.

Being part of the renowned Metaphor Design Group, this symbiotic relationship brings a wealth of experience garnered throughout the years. "It is the blend of experience, talent, and dedication that ensures Modulo Living remains at the forefront of crafting bespoke, sophisticated, and functional pieces that cater to the ever-shifting preferences of our discerning clientele," he revealed.

With the opening of a showroom at IDD PIK 2, Modulo Living extends its presence into North Jakarta. This fresh location caters to a market

IDD Tenants **MODULO LIVING**

segment akin to the Kemang showroom but with a nuanced approach. Spanning approximately 650 square metres, the showroom is divided into three main sections: the living room, bedroom, and kitchen. It closely pays attention to the visitor experience, including lighting and material selection, to inspire visitors' dreams of the ideal home.

On the upper floor, you will find IKONS Furniture, a well-known provider of premium furniture products for businesses in the hospitality sector since 2008. James clarified that IKONS Furniture remains the preferred choice for business owners in hotels, restaurants, and residential areas.

IKONS Furniture specialises in helping clients achieve their goals through design solutions. Its dedicated team of furniture designers and makers is committed to providing the best furniture solutions to the highest standards and competitive prices.





To complete the showcase, James brought in ZBOM, one of the pioneers in the Chinese cabinet industry, focusing on research and development, production, and sales of customised building products for the entire house. ZBOM starts with the brand concept “Kitchen for Life” and using tailored design and service as a competitive advantage. The brand provides solutions for the entire house’s single rooms, such as the kitchen, and creates ideal home collection products for families.

“Our showroom reflects people’s dreams of a residence that meets lifestyle needs and good taste. We provide solutions to meet customisation needs with a one-stop solution concept,” James asserted.

In addition to local products and designs, Modulo Living and IKONS Furniture collaborate with brand partners such as fabric by Serba Antik and Vania, CSL Leather by Leder Haus, and quartz surface by Cadenza (Dekton). ^{id}

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A Must-Have Cookware

STORY BY Iman Hidajat PHOTOS BY Cristel



Cristel, renowned for its exquisite stainless steel pans, proudly announces the opening of its first flagship store at Indonesia Design District. After a successful launch in Indonesia, this flagship establishment marks a significant milestone for the brand as it continues to gain popularity in the Indonesian market.

Cristel has been a leading French premium stainless steel cookware manufacturer since 1986. This family business company aims to provide a simple and easy cooking experience for the family members. Presenting a concept of high-quality cooking and serving, Cristel is a must-have cookware.

They come with high-quality materials that make cooking easier and produce healthy and nutritious dishes. Cristel believes in promoting the durability, versatility, and environmental friendliness of stainless steel pans, emphasising their longevity compared to other materials. Beyond being a retail space, the flagship store is an educational hub where customers can explore, consult, and learn about the diverse range of stainless steel pans. The brand aims to empower customers to make informed purchase decisions by providing hands-on experiences, expert guidance, and education on using stainless steel pans.

Currently, as Cristel's representative in Indonesia, PT Citra Niaga Gemilang is trying to introduce the brand to the Indonesian market. "Here, we understand the importance of providing the best for our family. We see beyond the present and do everything possible to create a better world for the next generation. And we hope our clientele can feel our spirit through our products, and rest assured, we will always do our very best to serve you as if we are serving a family member of our own," expressed Charissa, CMO of PT Citra Niaga Gemilang. 

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Smeg, Technology with Style

STORY BY Iman Hidajat PHOTO BY SMEG



Brought by Toffin Casa as the official distributor to Indonesia, Smeg is the synonymous brand for the luxury urban lifestyle segment. Smeg, headquartered in Guastalla, Italy, has just opened its showroom in the Indonesia Design District and attracted many visitors ever since.

The Smeg showroom offers the brand's six aesthetic lines. Among others is *Classica*, developed by Smeg and architect Guido Canali, which presents an elegant touch with timeless design and has become a favourite line in Indonesia. *Dolce Stil Novo* presents a luxurious and innovative aesthetic with cutting-edge technology and copper or stainless-steel details. *Victoria* provides a nostalgic atmosphere where time seems to stop with a classic vintage feel and accents. Meanwhile, *Cortina* is inspired by artisan masters who forged perfect creations. This new product range evokes the charm of handcrafted wrought iron in home appliances. Portofino provides a cheerful Mediterranean feel with bright colours and earthy design. Lastly, *50's Style* evokes nostalgia with a design inspired by the 1950s, featuring cheerful colours and adorable shapes conveying retro

style. By displaying these six aesthetic lines, the Smeg showroom in Indonesia is an attractive destination to explore the rich heritage of iconic Italian design.

Smeg has collaborated with several world-class lifestyle brands, such as Dolce & Gabbana, Disney, and Fiat. Each partnership reflects aesthetic values and beauty, making Smeg products a sought-after choice for design and lifestyle enthusiasts worldwide. 

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The Heart of the Home



STORY BY Vira Tanka *PHOTOS BY* SieMatic

Som Santoso commenced his eponymous company as a contractor before focusing its business to kitchen building. In 2006, recognising the demand of high-end kitchen design in Indonesia, the company became a distributor of SieMatic, an outstanding kitchen brand from Germany. Joining the bandwagon, it has just opened a showroom in Indonesia Design District PIK2, featuring SieMatic along with several other brands.

Since it was established in 1929, SieMatic has continuously redefined kitchen design, merging elegance with innovation. The design is distinguished by clean lines, precise craftsmanship, and flawless attention to details. As time rolls, the brand's collection has evolved from conventional to contemporary styles without compromising on quality.

“Observing the evolution of kitchen design in Indonesia, where the kitchen has become a focal point, we decided to bring in more variety in styles and price ranges to meet our customers’ needs,”

says Widiana Halim, the director of Som Santoso. In 2012, they began importing Ballerina, another high-end kitchen brand from Germany, which introduces a broader palette of colours. Three years later, they introduced Aster, an Italian kitchen brand, known for its intricate details that evoke moods ranging from traditional to luxury. The latest addition is Lema, a wardrobe design to complement your home and living collection.

With regard to their decision to open a new showroom in IDD, Widiana explains, “We previously had only one showroom, located in Revenue Tower, SCBD, South

Jakarta, dedicated exclusively to SieMatic. The new showroom in IDD will feature all of our brands.” With a clientele consisting mainly of homeowners, opening a showroom in PIK2 is a strategic move, considering the emergence of new residential developments in the area that require furnishing. 

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A Culinary Guide to IDD

STORY BY Barbara Hahijary PHOTOS BY IDD

There are more than a dozen of restaurants in IDD serving various cuisines, from Indonesian, Chinese, Japanese, to Western; each offering its own delicacies that include main courses, appetizers, desserts and beverages. The big names like Bakmi GM, Cawan Putih, GIOI and the viral Oyster Dealer are here, yet we pick seven chefs from different restaurants to gain insights on how they engineer their menus.





Restoran Medan Baru

The culinary authenticities of Medan, Malay and Aceh at Restoran Medan Baru not only spoil our palate but also make diners want to come back for more. The wide range of tasty menu includes Ayam Pop, Sop Kambing, Rendang and the restaurant's famous fish head curry. These gourmet meals made with rich in spices and prolonged cooking procedure. Chef Ibrahim explained, "Recently people have gained preference on unique culinary experience, sustainability and consciousness of healthy food. Thankfully I have all the access needed on recipes and knowledge on Sumatran food and its highly cultural cooking technique. It helps us provide food recommendation, recipe adjustment and nutritional advice."

Bipang Ambawang

Foodies seeking genuinely delectable meals from West Kalimantan should look no further than Bipang Ambawang, which serves grilled free-range pork and fern soup from his homeland. All ingredients are imported directly every day before being cooked for 12 hours. There are certain procedures with checkpoints to ensure consistent quality. "The kitchen team has perfected the traditional recipe from our hometown and adjusted the portion into smaller serving sizes to fit the dining style in Jakarta," Deky Junaedi, the restaurant's director and co-



Bandar Djakarta

The most famous seafood chain, Bandar Djakarta is here with its famous fish market concept at which people can enjoy the delicacy of fresh seafood with live cooking attraction. This establishment is also equipped with main hall, VIP rooms, and alfresco dining venue that fit for a family gathering, a business lunch or dinner, and networking events.

The corporate chef of Bandar Djakarta, Lukman Budiman shared, "More and more customers are looking for healthier food options, which can be easily gained with super fresh materials that we always have here. The all-time favourites include boiled shrimp, deep-fried squid, and steamed fish along with mango chili dip and shrimp chili paste."



IDD Tenants **DIVERSITY ALL CHEFS**

owner, affirmed, adding that “apart from featuring our menu offerings, we aim to promote the Dayak culture. That’s why we feature sape players to serenade the guests.”

May Star

The founder of May Star, Jason Chin, has 45-years of experience under his belt. He started operating the restaurant 18 years ago, rooted in Cantonese food and occasionally tastes of Hakka, Sichuan and Teochew. The signatures on the menu include Steamed Fish, Buddha Jumps Over the Wall Soup and Indonesia’s first May Star Roasted Golden Pig. They offer special menu on Chinese festivals especially in celebrating the Lunar New Year.

Jason shared, “We pay great attention to raw ingredients. We prefer locally sourced despite also importing



the high-quality ones from abroad to craft delicious and well-presented dishes. On the whole, our locals are on par with top notch services from our expat chefs and managers.”

Sushi Mashi

Festive food is very well elaborated at Sushi Mashi, featuring a delectable array of Japanese dishes for an unparalleled culinary experience. The menu lists such palatable items as Toro Carpaccio, Salmon Belly Carpaccio, Negi Toro Tacos with Uni, Prawn Salad, Squid Ink Pasta Uni Sauce, Kabuto Beef with Egg, and Ultimate Truffle Gyudon as well as refreshing desserts like Hokkaido Pudding Caramel and Warabi Mochi.

Chef Anggi Widodo explained, “The setting of the restaurant boasts kids-friendliness for families and friends seeking a memorable celebration.” The



menu complements contemporary elegant décor. The interior exudes zen garden-like with touches of green and wooden elements whilst the cosy nuance is adorned with prime translucent stone.


Burger Time by Kem Chicks

The legacy of business superstar Bob Sadino lives on the Bob's Patty. It is a heritage recipe by the lifestyle icon himself, primarily serving homemade burger patty and fresh country sausage. It is part of his innovative strategy and commitment for the customers to enjoy gourmet meals crafted with Kem Chicks' own produce. Chef Theresia Rini Susanti explained, "We have added more items on the menu, such as pasta, pastries, sandwiches, dish platter with seafood, vegetables, fruits and various types of cheese. Our experienced kitchen brigade ensures our meals are affordable, tasty and homey."

One Fifteenth Coffee

Opened its doors since 2012, One Fifteenth Coffee is among the first establishments in Jakarta's specialty-coffee scene. It is a great hangout known for serving great coffee with the highest quality beans. In 2017, the Japanese chef Hikaru Take joined the team to revamp the food menu and help transforming into bistro-restaurant concept with exceptional coffee offerings. The founder Nathalia Gunawan asserted, "All the items



on the menu are delectably crafted to achieve a balance of flavours, texture, and presentation. People come here for artisan coffee and handcrafted food like Pempek, Tekwan, Avocado Toast, and Shakshuka." More mouthwatering menus are respectively served at Thirty Bumbu by Chop Buntut, Gudeg Mercon, Rasa Kenangan, Pempek Cawan Putih and Ohayo. Go for refreshment at Sweet Day, Scoop Gelateria, BELLISSIMORE Ice Cream & Gelato/Teazzi, and Verde Café @ chantique. Sip your coffee at Bleum Coffee, MANA Level Up, or Kopi Buluh. Bon appetite! 





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Specialist for Blind and Rail

STORY BY Iman Hidajat
PHOTO BY Bagus Tri Laksono


Zipblind® recently unveiled its showroom in Indonesia Design District. This smart business strategy aims to showcase Zipblind® products and tap into the potential market within the surrounding areas, particularly amidst the robust building developments.

Founded in 2010, Zipblind® has been at the forefront of introducing zip and extensive systems in Indonesia. With a span of up to seven metres, Zipblind® has covered hundreds of thousands of windows across Indonesia. Not only for residences, the company has done several projects for hospitals, five-star hotels, such as The Ritz-Carlton, Bali, The Anvaya, Bali, The Gaia Hotel Bandung, JHL Solitaire, offices, such as Kino Tower, Mercedes office building, Blue Bird headquarters, and apartment complexes like Anandamaya Residences.

The company prides itself on its innovative products and its commitment to providing exceptional, personalized experiences tailored to enhance customer satisfaction. In its IDD showroom, Zipblind® is even using an automation system for showcasing its blinds.



Why choose Zipblind®? Besides having decades of expertise with seasoned professional technicians, the brand exclusively utilises top-quality materials sourced from renowned global fabric and material suppliers. The company's products feature an integrated innovative system that can operate optimally for the needs of substantial sizes - a system that fits nicely for the interior whilst offering durability for outdoor use. Zipblind® also incorporates high-quality eco-friendly materials capable of withstanding various

weather conditions, all complemented by integrating a smart home system for window coverings. 

Zipblind® Experience Centre

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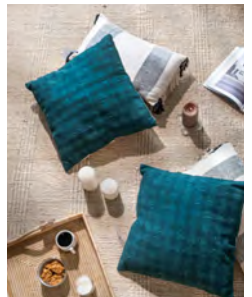
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 1500042

 IDD PIK2 - Rasuna 38

To Gather Together

Indonesia Design District in PIK2 provides the Townhall at its heart of community building mission, a space to network and build a thriving creative ecosystem

STORY BY Iman Hidajat PHOTOS BY Amantara



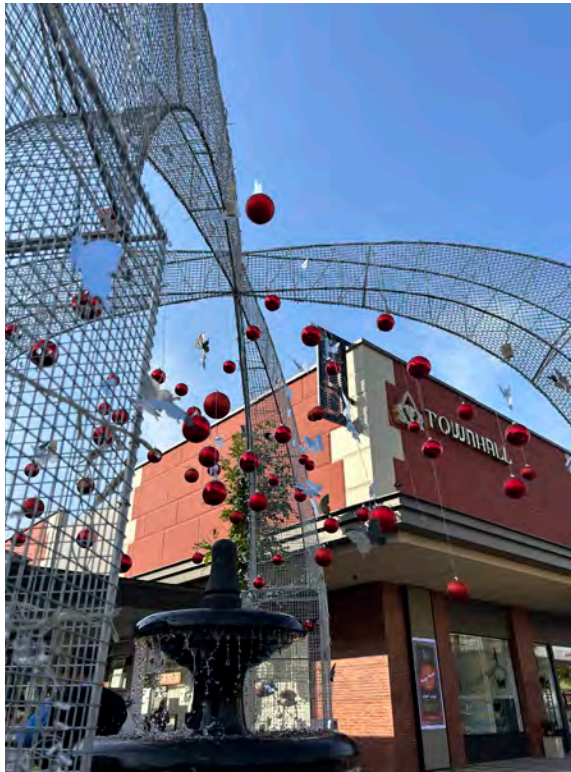
Jazzy notes and amber sunset tones spell out a swell weekend night, casting a warm glow from the towering silverback statue where a family poses cheerily. Sundown live music session at the Playground area in Indonesia Design District (IDD) is alive with chatter as visitors stream in from all corners of the expansive compound. Some sit enjoying the atmosphere with a cup of coffee from Gioi on the terrace of The Material Lab, a cosy gathering space for brands to highlight their samples and conduct meetings. Meanwhile, others continue their exploration to see the familiar face of a certain clown standing at the front of the Townhall.

The Townhall is buzzing with IDD Flea Market filled with fine antiques, vintage arts, and nostalgic knick-knacks like the statue of Ronald McDonald. IDD has also hosted thematic bazaars and art

exhibitions here, ranging from ICAD by the Bay Exhibition to Arch: ID kick-off night, World Cancer Day Exhibition, and Chinese art for the Lunar New Year.

Other events by various communities and related industries held previously at the Townhall include Oktoberfest PIK, a cultural exchange affair between Indonesia and Germany, and property developer events like the annual ASG Expo, Synergy Group Anniversary, and the Synergy Green Building Festival.

Moreover, the exhibition space consists of three joint sections totaling a standing capacity of 1,000 persons or 500 when gathered at round tables. From its entrance on the IDD side, across the 1,296 sqm Townhall is a semi-outdoor event area called the

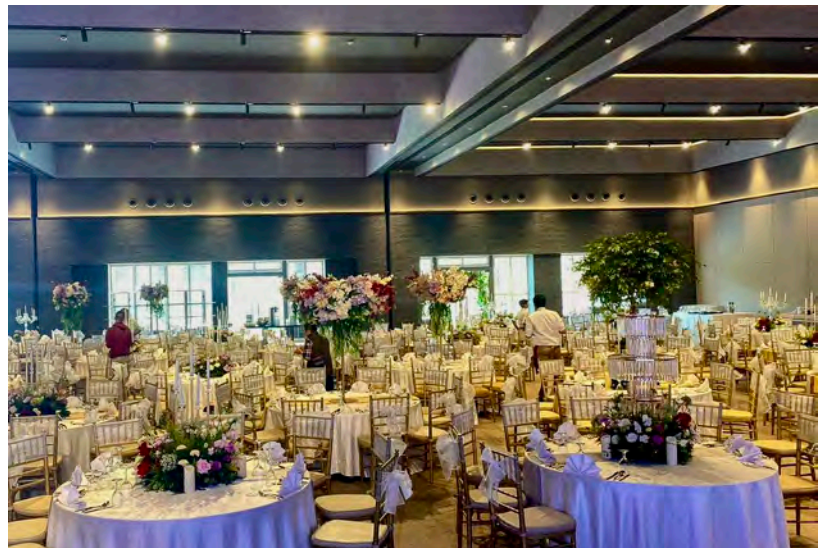


Markethall. On the side facing the Mandapa Lobby, each section of the Townhall has a window installation to showcase products or for the backstage area.

Thanks to its location, this place enjoys a seamless connection to the Erajaya Digital Complex (EDC) through an outdoor exhibition corridor at the Mandapa Lobby. Perfect for hosting international-standard events, IDD has three event spaces available designed by DP Architects as the master planner of the compound. Focusing on the people-centric concept, communities are welcome here as a public platform for creative collaborations between varying stakeholders and elements of society. **id**

TOWNHALL

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Erajaya Digital Complex (EDC) stands as a **20,000-square-meter** retail space where technology and lifestyle converge. Nestled in the heart of Pantai Indah Kapuk 2, EDC is unrivaled in its offerings, redefining the shopping experience for tech enthusiasts and trendsetters alike.



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EDC transcends mere retail—it's a hub of innovation. Collaborating with leading brands, EDC introduces cutting-edge products to Indonesia. Explore Erajaya Group's flagship stores: Erafone & More, iBox, Samsung by NASA, Xiaomi Store, DJI Experience Store, GARMIN Brand Store, IT (Immersive Tech), and Urban Republic.

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ADVANCE, AGRES.ID, De'sound, Deride, Huawei, JBL, LG, TCL, Toshiba, Logitech, OPPO, OSIM, Polytron Electric Vehicle, Roomi, realme, Trade in Plus, and vivo—all harmonize within EDC's walls, waiting to be discovered.



“

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Welcome to **Erajaya Digital Complex**, where aspirations take digital form. Throughout the year, captivating promotions, communities events, and many other exciting activities await in EDC. Experience unforgettable shopping and discover the best technology exclusively at Erajaya Digital Complex!



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(Indonesia Design District Compound)
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Where Clay and Culture Come Together

Gaya Ceramic was established by Marcello Massoni and Michela Foppiani. They moved from Italy to Bali in 2001 due to a lucky encounter with an entrepreneur from Bologna who asked them to come to the island. Starting from a small studio with the help of the landlord's son, the husband and wife, the entrepreneur started doing custom projects for a small restaurant and then a hotel. The business grew, and now Gaya Ceramic is an international company based in Bali that exports to China, the U.S., Europe, South America, and South Africa.

STORYBY Iman Hidajat **PHOTO BY** IDD

Gaya's design inspiration comes from a variety of things. It can be from nature, a piece of stone found on the road, or a coral found on the beach. "We don't have a specific line of inspiration, but we like to be inspired by almost everything," added Marcello. Gaya's collection is not very specific. It is a diverse collection within one collection.

Marcello also notes that he likes an organic design shape as much as a minimalist one. "We don't like to be categorised within a specific aesthetic. "We have 15th-century Japanese ceramic technique, 16th-century Korean glaze, and very modern designs," Marcello conveyed.

Every time Gaya creates something they produce, there are always leftovers. "And, when you produce in the scale we are

producing, we do have lots of rejects, and for custom projects, we cannot sell those extras because they are made exclusively for our clients," said Marcello. Interestingly, from those leftovers, they can create artworks, like sculptures or installations.

"We want to reduce the waste and to close a circle," Marcello explained—a double creative effort to reinvent something new and beautiful from the production wastes.

Opening Gaya's first showroom at Indonesia Design District, Marcello mentioned using thousands of ceramic bowls that Gaya did daily to test the colours and glazes. "We sort of invented three-dimensional wallpaper, which we sell as a modular wall installation," he explained.

Gaya is evolving into something better in project and customer service. Marcello also said that he is improving the company in terms of organization, production method, research, and development. In terms of the collection in IDD, he revealed that Gaya's collection is constantly evolving and will introduce a couple of new ranges each year. **id**

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Exceptional Adinegara Ceramics

Adinegara Ceramics was started with a journey full of story and passion for liberty - a hand-built product of artistry by the brilliant mind of Reynold Adinegara. The ceramics were made to be an art expression in a thoughtful process with functionality in mind, resulting in collections rich in value and story as humanly as possible.

STORY BY Iman Hidajat
PHOTO BY Irene Insan

Reynold's inspiration comes from communication between him and the clay to be a part of human life. "I was in a production house business for eight years, and at some point, it was simply ripe that I finally decided to become a full-time potter. I feel peace and joy working with clay," explained Reynold.

Creating vases is Reynold's favourite, especially when they interact with the space. Seeing the vase blends in with its environment and silently enhance its surrounding gives him a sense of joy.

People know Adinegara Ceramics' minimalism and earthy elements styles. "But, I try to convey my ceramic works from what I am

comfortable with in terms of shape and clay, and also my vision for the future, filled with experimental shapes and textures, but still true to my style," Reynold added.

The craft requires a lot of testing and reference to make it work in any space and pop to the eye. Reynold envisioned creating memorable art with clay in each of his works. ¹⁰

ADINEGARA CERAMIC

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Fragrances of Memories

The fragrances by Oaken Lab encapsulate fragments of stories and shared memories of founders Cynthia Wirjono and Chris Kerrigan. Each scent is designed and crafted using the finest natural extracts and aroma molecules, and infused into excellent grooming, body care and home products.

STORY BY Vira Tanka PHOTOS BY IDD



Cynthia and Chris had previous experience in retail and photography businesses respectively before they founded Oaken Lab in 2018. The couple chose the name “Oaken Lab” as oak symbolises unity whilst oak tree grows in various parts of the world and is often associated with integrity and longevity. The name also held nostalgic significance for Chris, the perfumer and product formulator, who spent his childhood in Oak Park, a suburb in Illinois, U.S. Currently, their products are distributed not only in Indonesia but also in the U.S., Slovenia, Singapore, Korea and Malaysia, with plans underway for distribution in Japan.

With regard to the manufacturing process, Cynthia explained, “Whilst we outsource some manufacturing processes, all our products are meticulously crafted by hand. We specifically collaborate with manufacturers that prioritise attention to detail in each product, and we strive to incorporate as many locally sourced ingredients as possible, such as patchouli, vetiver, sandalwood, and many more.”

For their home products, Oaken Lab collaborates with local ceramic artisans, such as the Jakarta-based Ayu Larasati. Their incense stands are made in partnering with Conture Concrete Lab from Bandung, and candle containers are a result of the partnership with Tanakita Ceramics. A collaboration with AlvinT is also in the pipeline.

“We enjoy working with professionals across creative industries. In my opinion, IDD has successfully fostered a community of individuals passionate about creating exceptional designs. We are thrilled to be part of it,” Cynthia said enthusiastically. 🍷

OAKEN LAB

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The Sweet Smell of Home

Euodia Home offers an artisanal blend of artisanal fragrances for interiors, each flawlessly crafted with hand-picked ingredients to deliver the perfect aromatic experience. Its name, derived from Greek, signifies a sweet scent and a prosperous journey.


STORY BY Vira Tanka PHOTOS BY IDD

With a degree in Chemical Engineering and hailing from a family immersed in the furniture and interior design business, Albertus Setyapranata worked the courage to establish Euodia Home, his own home fragrance enterprise in 2015. Later in 2017, he pursued perfumery studies in Grasse, France, dubbed the perfume capital of the world. In 2019, he expanded his venture with Euodia Parfums. “I find the perfume world exceptionally intriguing. It demands creativity, which has been an enjoyable journey for me.”

All Euodia Home products are handmade. From hand-poured essential oils to hand-

branded perfumes, the craftsmanship is indeed paramount. Based in Indonesia, the company benefits from the abundance of raw materials indigenous to the country. These materials are often used in perfume and essential oil production.

“We constantly strive to craft unique fragrances of exceptional quality. As a perfumer, I engage in extensive experimentation with various ingredients. As a perfume enthusiast, I’m proud to possess an extensive scent library,” Albertus asserted. As for sustainability concern, Albertus ensures that, at the very least, the wooden packaging of Euodia Home products is made from recycled materials.

Regarding the opening of their store in IDD PIK2, he expressed enthusiasm, saying, “For me personally, this establishment looks very promising. The presence of countless renowned architects, designers, and brands represents a tremendous opportunity for Euodia to be one of the tenants here!” 

EUODIA HOME

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IDD at PIK2: Pioneering Design Destination

Rida Sobana, director of DP Architects, an esteemed architectural and industrial design firm elaborates on the development of Indonesia Design District (IDD) within the vibrant PIK2 area. He shared his insights with Indonesia Design magazine on IDD's unique design philosophy, special features, and collaborative strategies that are reshaping urban living, fostering creativity, sustainability, and resilience in the strategic area of Jakarta.

STORY BY Edith Emeraldalda

PHOTOS BY DP Architects

What's the significance of IDD within the Urban Hub complex and PIK2?

IDD stands as a pioneering development within the PIK2 area of Jakarta, marking a unique and unprecedented compound. It emerged in response to the increasing demands of the home and living industry, a sector known underserved by comparable offerings of similar scale. Amidst the perpetual challenge of land scarcity in Jakarta, PIK2 distinguishes itself by providing a substantial 12-hectare land bank, dedicated to accommodating the inaugural and largest interior design showroom complex within a singular compound. Known as the latest and most expansive lifestyle destination and design nucleus in PIK2, IDD offers a diverse array of amenities already introduced within the township.

What's the philosophy behind IDD's design and its outdoor layout?

IDD prioritises a people-centric approach, fostering creative collaboration amongst buyers, designers, investors, and artists. Its semi-open-air design aims to blend retail and communal spaces, contributing to sustainability and community vibrancy.



Please tell us about the features that make IDD special, including sustainability.

Jakarta is renowned for its hot weather and heavy rains. For this reason, there are currently retail malls that have been designed as large, multi-storey, air-conditioned complexes. As the first and largest semi-outdoor interior design showroom in Jakarta, we prioritise creating a comfortable environment where visitors can explore IDD and maximize the delight of their experience regardless of the day's weather conditions.

We achieve this through a multi-disciplinary approach that involves a careful study of the site, considering all climatic factors from the design concept stage. We plan for continuous deep, covered walkways and well-sheltered outdoor event spaces – a rare sight and feature in Jakarta. These are complemented by thoughtful landscaping design and details, including social spaces such as children's playgrounds, alfresco dining spots, green lawn areas, and other landscape features.



What were the main challenges faced and how were they overcome?

Climate considerations and site planning posed challenges. IDD’s layout was carefully structured into two zones, with ample parking and central F&B clusters designed to mitigate weather impacts and enhance visitor experience. The main challenges in retail planning with outdoor environment setup in Jakarta will be hot weather and heavy rain. We’ve seriously considered climate factor in all our Indonesia projects and always encourage sustainability approaches since early stage.

How has IDD’s appearance evolved from its initial plans through tenant collaboration, and how does it contribute to fostering creativity, sustainability, and resilience in urban development trends anticipated for 2025?


The final look of IDD deviated from its initial plans through collaborative efforts with tenants, enabling them to shape unique storefronts. This flexible approach ensures adaptation to changing tenant identities while preserving its character. Looking ahead to 2025, IDD aspires to bolster ongoing creative collaboration and sustainability. Its innovative design aligns with global demands for greener environments, leveraging local climate knowledge to reinforce sustainable and resilient urban development.

Going ahead into 2025, what trends in the design industry would you like to see continue and IDD’S role in this matter?

I hope that the sustainability momentum carries through because being sustainable is no longer enough. We believe that since every development inevitably consumes resources and generates a carbon footprint, our responsibility is to enhance both human and natural systems through a more purposeful and responsible design process.

We would love to see more and more development responding to global sustainability agenda and the opportunity to realise an urban design scheme that responds to the global call for greener built environments, giving the project added meaning and purpose. Thus, we consider IDD will be the pioneer and be among the first semi-outdoor, carbon-conscious development of its kind in the country.

DP Architects have articulated this through landscape design measures, passive design strategies to enhance natural ventilation and reduce reliance on electrical cooling systems and energy consumption, and wayfinding strategies to enhance connectivity on the site; all of which, the team has tapped into deep knowledge of local context and climate to work synergistically to contribute to creating more sustainable and resilient development.

Aside from the tangible aspects of sustainability, we also took a deep look at the purpose of the development in conjunction with the human-centric concept to be recognized as its potential and for that to happen, there is a need to encourage creative collaboration between buyers, designers, investors and artists. This is where IDD as a “designer playground” contributes the most. 

A Pleasant Coincidence

Domisilium Studio is known for its exemplary designs in custom residential, hospitality, and commercial projects. The duo of Santi Alaysius and Humphrey Tedja was appointed to design the interiors of several showrooms in IDD. Santi shared some of the backstory of their involvement with the establishment.



STORY BY Vira Tanka
PHOTOS BY Melanie Tanusetiawan

Which showrooms in IDD did you do the interior design aside from your own store, Fredhligh?

We designed the interiors for Bika Living, Stella Mobili, Eurotheum, Propan and Sandimas, and Rifyo.

Did Domisilium have any involvement in IDD aside from designing the interiors of several showrooms?

Basically, we're only designing the showrooms. However, Pak Ipeng, the CEO of Indonesia Design District, also sought my opinions about IDD's design in general. But we only had friendly discussions, nothing really serious.

How did Domisilium get involved in these projects in IDD?

All the respected clients approached us individually. At the same time, Pak Ipeng was discussing about IDD with me. So, it was just an interesting coincidence, really. As for Fredheligh,

he knew that I have this little store in another place. That was when I was searching for a new location to move the store and he knew about my plan, too. The, he offered me a spot for the store in IDD!

Any suggestion for IDD in order to attract as many visitors as possible?

I think it would be great if they had shuttles to transport people from PIK2 to the PIK area or from the city centre. This really help people who use public transportation. No less important is the potential of promoting IDD, especially if they put advertisement it in the city centre.

Another idea is to host big design events, perhaps something like a Design Week modelled after Salone del Mobile because the venue is spacious to hold such events. It's something that has not been done before here. 

Relaxing in the Outdoors

STORY BY Vira Tanka PHOTOS BY Christopher Octaviano



The rising product designer Alvin Tjitrowirjo is the man behind AlvinT, a furniture brand whose showroom graces Indonesia Design District's visitors at the Thamrin lobby. In an interview with Indonesia Design, he elaborated on the brand's contribution to IDD, particularly in the outdoor area.

What roles do you play in IDD apart from launching AlvinT showroom?

I discussed with IDD on how AlvinT Gallery, a physical space that combines education and culture through design, can complement the complex by providing a different perspective and experience. Another idea that came out from our discussion was to create public seating for the outdoor areas.

Could you tell us about AlvinT products featured in the outdoor area of IDD?

We've curated a collection of outdoor seating options, strategically placed across IDD for visitors to relax. This seating line, called "Padi", is crafted from Plana, a new material that combines recycled plastic waste with rice husk. It encompasses various bench designs alongside a side table, stationed in both the plaza and lobby areas.

Meanwhile, the "Grit" benches, fashioned from concrete contour, grace the area in front of The Material Lab by GIOI. Cast in robust concrete and tinted in red, they exude the allure of pale red granite. In addition, we placed a few complementary pieces such as the "Rose Rocking" chair to add a playful vibe in the open space.

What were your considerations in joining IDD as a tenant and product designer?

IDD presents a compelling platform, not only for showcasing innovative products, designs and lifestyles but also for educating the market about new ideas. Here, I translate 'new ideas' as new perspectives, unconventional approaches, and alternative mindsets that enhance consumers' understanding of the items they incorporate into their living spaces—be it homes, offices, or hotels. Purchasing furniture should no longer be seen as a simple transaction; it should evolve into an experiential journey to enrich lives. What I see in this establishment is the opportunity we can seize and the challenge we can embrace in order to foster meaningful connections. 

Filling the Blanks

Helen Agustine, the founder and design principal of the former architecture and interior design firm, Seniman Ruang (2016-2023), is currently establishing her own design company, Helen Agustine Studio, based in Jakarta. Her focus lies in integrating architecture and art into one spatial experience. Helen's involvement in IDD project demonstrates her expertise at balancing functional and emotional design aspects whilst adopting cultural and modern influences.

STORY BY Vira Tanka *PHOTOS BY* Nicky Setiadi

How did you initially involve in the IDD project?

When I was still helping Seniman Ruang in 2021, we were approached by Agung Sedayu Group to design the central portion of the site plan and the architectural design of the small retails and F&B tenants, includes 1/15, GIOI, Periplus, etc. The surrounding tall structures, designed by DP Architect, were already in place. Our scope also included the hardscape and ponds, though not the statues. Subsequently, I continued working on the project under my own flag, Helen Agustine Studio.

What was the brief, and how did you translate it into the design?


The client sought an area that would exude dynamism and inspiration, attracting not only homeowners but also designers



and contractors. They wanted something vibrant and playful. So, we came up with an organic site plan, incorporating non-symmetrical round shapes to evoke this energy.

We used a lot of rattan and wood. It's important for us to explore the materials because we wanted the architecture to inspire visitors since there are a lot of showrooms of building materials.

Tell us more about the restaurant design.

All the restaurants are single-storey structures, intentionally designed to not obstruct the visibility of neighbouring stores' signage. Inspired by Indonesian vernacular architecture that consists of three main parts of a building (head, body and foot), the surrounding landscape is sloping, forming the foot, above it is the body and the roof is the head. 



Creating Oasis

Founded in 1980 by Antony Mantik, PT Alamcipta Nuansahijau is engaged in landscaping business. The founder's son, Julian Mantik shared insights on the company's landscape design concept and process carried out in Indonesia Design District (IDD).

STORY BY Vira Tanka *PHOTOS BY* Bagus Tri Laksono

Crafting Cultural Fusion

STORY BY Aulia R. Sungkar PHOTOS BY GondoJules



Founded in 2018, GondoJules is a Jakarta-based interior architecture and design studio renowned for its diverse portfolio, ranging from restaurants and retail spaces to high-end apartments and boutique hotels. At the helm of the company are Brian Gondokusumo and Julia Lestari, the founders who recently shared insights about their involvement in the development of the Indonesia Design District (IDD).

How did GondoJules become involved in IDD?

We were approached to conceptualize and execute the design elements for Bakmi GM and Bipang Ambawang within the IDD Complex. Our goal was to shape the aesthetics and ambiance of these dining venues, ultimately enhancing the overall guest experience at IDD.

What were the initial briefs?

Our initial brief encompassed crafting inviting atmospheres, optimizing customer flow through effective space utilization, ensuring seamless functionality in kitchen operations, capturing the essence of Bakmi GM and Bipang Ambawang's brand identities through design aesthetics, and seamlessly integrating cultural references into a modern environment.

What were the challenges you faced during the process and how did you overcome them?

In the face of the challenges presented by limited space, we must employ our creativity and ingenuity to craft an interior design that maximises functionality, efficiency, and aesthetic appeal. This endeavour requires a thoughtful approach where every square inch should be utilised to its fullest potential. **ID**

Could you tell us about the concept behind IDD's landscape design?

We aimed to transform IDD into an oasis within PIK, adorned with a variety of vegetation arranged in a modern, aesthetic, and creative way. The vegetation had to be selected carefully, considering the climate of the PIK area, maintenance requirements, and budget constraints.

I hope that when the tenants and visitors walk around the compound feel that they are surrounded by a modern, beautiful, unique and cool atmosphere that makes them enjoy being in IDD.

What does your design process like?

Initially, we examined the concept and layout designed by the architects. From there, we developed conceptual ideas and envisioned the desired atmosphere for each zone, with variations tailored to suit different areas. Afterwards, we started to choose the trees, bushes and grass that has matching characters with the ornaments, hardscape and waterscape.

Did you experiment with new ideas or unconventional materials in your landscape design for IDD?

Certainly. We placed the elephant's trunk trees or *Moringa drouhardii* at the Thamrin lobby, which has not been used

in PIK before. Originating from Africa, this tree thrives in climates similar to that of PIK – hot and dry. Its tall, robust trunk and cascading twigs create a striking silhouette that complements the surrounding waterscape beautifully.

Tell us more about the materials and plants used for the landscape.

We put various kinds of shady trees and palms in the corridors and the main garden to cool off the area and enrich it with a texture, shape and colour play. At the lobby drop-offs we applied a dry garden concept that's supported with cactus, bromedia, cycas and *Pandanus fascicularis*, surrounded with rocks. **ID**



PIK2: A City By the Bay



To address the various needs of Jakarta's growing urban population, Agung Sedayu Group and Salim Group present PIK2, a new smart coastal township dubbed "The New Jakarta City."

STORY BY Edith Emeraldalda PHOTOS BY PIK2

Pantai Indah Kapuk (PIK) stretch from the northern coast of Jakarta to the Java Sea coast in the Tangerang Regency of Banten province. This extensive area is a collaborative effort between Agung Sedayu Group (ASG) and Salim Group, which started in 2002 with an initial development area of 800 hectares. ASG boasts over half a century of success since its establishment in 1971, with real estate development at its core. Their portfolio encompasses a variety of projects, ranging from township to mixed-use development, residence, commercial property, hotel, and industrial estate.

ASG is founded on unwavering commitment to core values, quality, and innovation as principles that underscore each project and long-term relationships with partners and clients. Building upon their success, ASG and Salim Group reunited in 2009, culminating in the development of the next phase of PIK from 2013 to 2016, which has been open to the public in 2019 as PIK2.

During the planning and development stages of the PIK area, ASG, as the developer, extensively consulted and collaborated with various professionals including consultants, contractors, engineers, architects, and experts in their respective fields. This collaborative effort aimed to create a comfortable, sustainable, and self-sufficient city for the future. Among the collaborators are AECOM, Belt Collins, DDG from the U.S., DP Architects from Singapore, HOK, Meinhardt, Callison RTKL, SOM, Townland, Witteveen Bos from the Netherlands, Grain & Green, Urban+, Megatika, Airmas Asri, Litac, just to name a few.

The development of the PIK2 area takes several stages, commencing with two reclamation islands located in North Jakarta, extending to the PIK2 area in Tangerang. The two islands are Pulau D or Pantai Maju, known as Golf Island, covering an area of 303 hectares, and Pulau C or Pantai Kita, later known as Riverwalk Island, spanning 297 hectares.



Golf Island earns its name because one-third of the island is a golf course called Sedayu Indo Golf. Meanwhile, Riverwalk Island is characterised by a canal facilitating easy access between the two islands. The construction of Golf Island is complete, whereas Riverwalk Island sees 100 hectares developed, with the remainder still under construction. Currently, both islands feature eight integrated commercial-retail destinations accessible on foot, curated by Amantara, a subsidiary of ASG specialising in lifestyle destinations, malls, and hotels, aimed at enhancing quality of life.

The eight integrated commercial-retail destinations are Batavia PIK, Urban Farm PIK, Cove at PIK, Pantjoran PIK, Central Market PIK, By The Sea PIK, Pusat Sepeda, and Jet Ski Marina.

Upon crossing the bridges into the PIK2 area in Tangerang, visitors encounter a development area divided into several phases. The first phase



covers approximately 1,000 hectares dedicated to the CBD PIK2 area, followed by the second phase with 2,650 hectares focusing on Millennial homes. Recently opened to the public, the third phase spans 3,350 hectares, with further developments in the pipeline.


The CBD PIK2 area boasts various lifestyle destinations featuring thematic commercial and retail spaces, including Land's End, Aloha PIK, and La Riviera PIK2. In addition, community-centric destinations such as Orange Groves, Greenbelt PIK2, and Indonesia Design District (IDD) PIK2 enhance the charm of the area.

Addressing the need for event and community space, the six-hectare Community Park PIK2 can be used for large-scale gathering accommodating up to 40,000 people, featuring international events like Heads in The Clouds (HITC), Sound of Unity, United in Worship, and Hermes Kite Festival. Throughout the planning and development process, several destinations in PIK2 collaborated with renowned architects and designers, such as DP Architects in partnership with Seniman Ruang and Alvin T as local partners for the masterplan of IDD PIK2, and A+A Architects for Orange Groves.

Business and office facilities are also available in the CBD PIK2 area, such as the 30-storey twin Syariah Towers, which is a collaboration between Indonesian and Malaysian investors, and is designed by DP Architects. The Nusantara International Convention &

Exhibition (NICE PIK2) spans 40 hectares, featuring 11 exhibition halls, star-rated hotels, and commercial-retail areas designed by PTI Architects. Along the coast of White Sand Beach PIK2, Ginza Beachwalk stands as an award-winning premium SOHO combining retail and condominium in one building.




To date, the CBD PIK2 area boasts 5,000 terraced houses, 1,000 shophouses, 100 SOHO units, and 18,000 apartments in Tokyo Riverside Apartment and Osaka Riverview Apartment. With various supporting facilities, the occupancy rate at residential areas in PIK2 currently reaches 60 percent. These public facilities include supermarkets, modern wet markets, food courts, hospitals, schools, public transportation, religious facilities, star-rated hotels, vehicle showrooms, restaurants, and more.

In the planning and development of the PIK2 area, infrastructure development is a key consideration for ASG, including wide roads, toll access, water treatment plants (WTP), embankments, dams, reservoirs, landscaping, and others. Direct toll access within the city and to Soekarno-Hatta Airport is currently available in PIK1. Public transportation options traversing PIK2 include DAMRI Bus, JR Connexion TREX Bus, Shuttle Bus, and Trans Jakarta bus to Golf Island PIK. Soon, access to and from the township will be further facilitated with the construction of the Toll Interchange PIK2, connecting directly to the JORR Outer Ring Toll Road and Soekarno Hatta International Airport, with travel time reduced to just seven minutes. 



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The Next Icon of PIK2

STORY BY Vira Tanka PHOTOS BY Bagus Tri Laksono & Agung Sedayu Group




Impressive establishments continue to emerge in PIK. Next year, it will unveil the Nusantara International Convention Exhibition (NICE), the largest 'convex' in the country, spanning 40 hectares of land. This township, which has already become a tourist destination, is set to become a leading international MICE destination.

Having a strategic facility like NICE is pivotal for the growth of a township. It is expected to attract more visitors, both nationally and internationally, by offering excellent event facilities, ranging from exhibitions to concerts.

NICE will house eight exhibition halls of 5,200 sqm each, three exhibition halls of 4,250 sqm each, a pre-function hall, and a main atrium spanning 18,000 sqm, along with a 3.5-hectare outdoor area. It will be complemented by numerous other developments, including direct toll access to Soekarno Hatta International Airport and eight already operated hotels in PIK alone. In addition to NICE, the existing Community Park and the soon-to-be-built Garden Hall will further establish PIK as a MICE destination.

A project as monumental as NICE demands a design with a wow factor. PTI Architects has crafted its design based on a brief from Ryan Adrian, the managing director of PT Industri Pameran Nusantara, a joint venture company of Agung Sedayu Group and Salim Group. Adrian explains, "The exterior design is crucial because facilities like this can become icons for a city or country, similar to Singapore's Esplanade and Sydney Opera House. However, the interior layout is even more important. Instead of a linear arrangement, some of the halls face each other, creating a more



compact layout. The building is oriented towards the indoors, with windows facing inward and openings overlooking a river, lending it a natural ambiance." Currently in the construction phase, NICE is set to commence operations in September 2025, with 17 anchor events already lined up to be held there! 

A Chic and Hip Beachside Spot

STORY BY Iman Hidajat PHOTOS BY Amantara



Welcome to Land's End, one of the latest additions to the PIK2 development. Here, a stretch of white sandy bay, gentle north wind breezes, and rows of coconut trees await to greet visitors to this beautiful and exciting beach strip.

A visit to Land's End will transport anyone out of Jakarta, making them feel as though they're on a beach holiday in Bali or even along the coast of Malibu Bay. Now, there's no need to leave town, let alone travel abroad. "Jakarta residents and those in the surrounding areas can seek out fresh air and enjoy the beach atmosphere with sea views that rival other beach tourist destinations", said Natalia Kusomo, CEO of Commercials and Hotels, Agung Sedayu Group (Amantara).



Spanning 4.5 hectares, Land's End boasts a rustic coastal design concept, offering a range of facilities, entertainment options, and a curated series of F&B concepts and retail outlets by Amantara, a subsidiary of the Agung Sedayu Group. Relaxing moments are made even more enjoyable with various cabanas, bean bags, and outdoor sports areas, including volleyball courts and beach trampolines.

A row of restaurants awaits with a variety of delicious dishes. From Pier No. 12 and Butterman to Starbucks Reserve, Sky Dance, and Lucy By The Beach, not to mention Noesaka. Besides having plenty of dining options to explore at this destination, there are retail shops complement the roster of tenants at Land's End, thus allowing visitors to browse summer fashion collections from various local brands.

Sawitri Setiawan, COO of the Retail & Commercial Division of Amantara, explained, "Land's End is situated along the 4-kilometre-long Pasir Putih PIK2 Beach, where Kimpton Hotels & Resorts, beach clubs, Ginza Beach Walk, Aloha PIK, and Community Park PIK2 will also be developed alongside existing. Residents, visitors, as well as local and international communities can enjoy a variety of beachside destinations and entertainment offerings that are unique and distinct from other destinations."

Visitors looking to spend more time at Land's End or other tourist destinations in the area can stay overnight at the nearby hotels within the PIK area. Public busses are available as transport options, and the upcoming PIK2 Toll interchange will increase accessibility to and from the PIK2 area in only seven minutes of travel time. ¹⁰



Slow Living by the River

STORY BY Vira Tanka PHOTOS BY Amantara



Nestled within the scenic landscape of PIK2 lies a new destination unveiled earlier this year, offering a unique retreat inspired by the serene orange groves of Sicily, Italy. This idyllic haven is inviting all to embrace a leisurely holiday experience amidst the verdant embrace of Tahang River.

As you step into Orange Groves through its main lobby, a tranquil oasis unfolds before you, marked by a fountain pool ensconced within lush greenery. Modern rustic buildings house a variety of dining venues and shops, boasting both indoor and outdoor seating amidst verdant trees. Beyond culinary delights, the complex offers an array of facilities, including a children's playground, sports centre, art workshop, supermarket, and even a pet shop. Gazebos dot the landscape, providing intimate spaces for culinary indulgence or simply unwinding amidst the picturesque ambiance.

“Located by the serene river, this destination promises to be the ultimate retreat from the hustle and bustle of city life,” asserts Lifestyle Division Head of Amantara Ramon Flotats. When the sun is setting on a clear day, the surface of Tahang River turns to golden glow. The view of catamarans cruising along the river adds the delight of the atmosphere. A pergola adorned with



twinkling lights guides visitors from the jetty to the heart of the complex. After a day of exploration within Orange Groves' sprawling 11-hectare grounds, guests can indulge in rejuvenating spa treatments, with select herbs sourced directly from the adjacent garden.

Orange Groves, a project by Amantara as a subsidiary of Agung Sedayu Group, is an entity that puts importance in sustainability. Some examples of that are the use of green roofs and solar panels as well as the water and waste management to create a more environmentally friendly ecosystem.

Linked to Greenbelt, the green lung in the heart of PIK2 spanning 60 hectares, Orange Groves offers convenient connectivity via both land and river. Guests can traverse between these destinations aboard boats, with a distance of less than 2 kilometres separating the two. "Every week, Greenbelt PIK2 offers fun activities for individuals as well as communities. We hope that the existence of Orange Groves contributes in building more communities that enjoy the slow-living lifestyle in PIK2."



as Natalia Kusumo, CEO of Commercial & Hotels, ASG (Amantara), reveals, "In the future, the mid-rise complex in Orange Groves will be completed with lodging cabins and exclusive thematic residences. And the connection with Greenbelt allows people to spend more time in nature and play in the higher quality of life where 'work, live, and holiday' becomes more meaningful."



Where History, Culture, and Entertainment Meet

Known for its culinary diversity, Pantai Indah Kapuk area has become one of Jakarta's favourite destinations for families to enjoy its different sceneries and experiences. Seeing this enthusiasm, Agung Sedayu Group (ASG) and Salim Group, as developers of the PIK area, welcome the opportunity to offer various thematic tourist activities, which are curated and conceptualized by Amantara, one of its subsidiaries.

STORY BY Iman Hidajat *PHOTOS BY* Amantara

Come to Golf Island, a visitor destination at PIK area full of history and cultural diversity. The area is also an eco-lifestyle hub with an environmentally friendly concept that applies green technology. Golf Island offers entertainment and also means of education, recreation, and empowerment.

Entering the 303-hectare Golf Island PIK area, visitors will be greeted by Pantjoran PIK, a tourist and culinary destination, specially designed by Jacob Tian, a famous architect from China and aims to preserve the history and culture of Peranakan Chinese in Indonesia.

Not far from Pantjoran PIK, the main gate of Batavia PIK, a tropical vernacular architectural designs, reminding us of the glorious moments of Batavia, known as the Queen of the East. Batavia PIK, the largest floating destination in Jakarta, was designed by Legacy Entertainment, a well-known American consultant who collaborated with A+A architects, to apply Environmentally Sustainable Design through water waste management and eco-friendly building materials. This has led Batavia PIK to earn as the Best Retail Development award from the PropertyGuru Asia Property Awards 2022.





“Indonesia is rich in history, art, culinary, and various colorful cultural aspects. From our ancestors, these indigenous wisdom now inspire and enrich our works at the destinations curated by Amantara in Golf Island PIK like Pantjoran PIK and Batavia PIK,” said Natalia Kusumo as the CEO of Commercials and Hotels, Agung Sedayu Group (Amantara).

Shifting to the east side, there is an eco-lifestyle hub that applies green technology, called Central Market PIK. Located in the heart of the PIK Island Golf Area, this destination was designed by PTI Architects based in China in collaboration with well-known local consultants and designers such as Bitte Design Studio, Eco Mantra, Grow Little Garden, and others.

By The Sea PIK is located on the seafront of Golf Island PIK and is the first fashion district in North Jakarta to be integrated with Central Market PIK, East Coast By The Sea, and the Transjakarta bus stop in East Jlasena.

Meanwhile, Cove PIK, located on the seafront on Golf Island’s west side, is an outdoor destination with a retail concept with various F&B and lifestyle tenants to provide a pleasant shopping, culinary, and relaxing experience for families and the community. The area offers beautiful sunset views and a unique open space concept.

Anwar Salim, Director of Operations ASG (Amantara) remarked, “Golf Island PIK offers a 360-degree experiences from tourism, culinary, entertainment, to transportation. It is easy to access for residents, visitors, and the community, both in the PIK area and from the surrounding areas of Jakarta.” ¹⁰



A Contemporary Elegant Apartments



STORY BY Iman Hidajat *PHOTOS BY* Oakwood Apartments PIK Jakarta

Located in the upscale residential Pantai Indah Kapuk is Oakwood Apartments PIK Jakarta, a modern property that boasts 199 fully furnished serviced apartments with sea, city or garden views and endless opportunities to recharge and rejuvenate in a space of undisturbed tranquillity.

The Oakwood Apartments PIK Jakarta design blends Chinese elements of modern elegance with functional comfort to create a welcoming and luxurious living space featuring clean lines, sleek finishes, and sophisticated furnishings. This design approach creates a timeless appeal that resonates with an elegant, stylish and refined living environment that residents proudly call home.

Designed by Ong & Ong with its director BK Teo and design manager Amy Ling,

Oakwood Apartments PIK Jakarta exudes a welcoming ambience upon entering the premises where residents feel comfortable, inspired, empowered, safe and secure. Comfort would be a key consideration in every design aspect, from where residents can unwind and feel at ease in their surroundings.

The design itself resonates well into each room and apartment offered creating a sophisticated atmosphere that appeals to residents with discerning tastes and a preference for contemporary design.

While prioritizing elegance, the design also emphasizes functional comfort with space planning, ergonomic furniture arrangements, and practical storage solutions for efficient living experience.



To enhance the sense of elegance, the apartments feature luxurious materials and finishes. High-quality materials such as marble, granite, and polished metals are used throughout the space, elevating the overall aesthetic and providing a touch of opulence.



And, incorporating Chinese elements adds cultural richness and depth to the design, paying homage to the local heritage and traditions. This can be achieved through subtle nods such as ornamental motifs, traditional artwork, or symbolic décor items, creating a sense of connection and belonging for residents.



By blending contemporary elegance with functional comfort and incorporating Chinese elements, the design for Oakwood Apartments PIK Jakarta creates a luxurious and inviting living space that resonates with residents seeking both style and substance in their home environment. ¹⁰

OAKWOOD APARTMENTS PIK JAKARTA

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Only at PHANTOM, you can indulge your senses and savor the magic of the creations from our chefs and mixologists. Introducing you to our luxury bar, where you can quench your thirst with our handcrafted and signature cocktails such as Rubber Dub Duck, Make a Wish, Mr. Culliman, Chasing Waterfall, and Ghost, also premium spirits, and fine wines. In addition, our menu is carefully curated to offer a symphony of flavors and gusto to tantalize your taste buds with finest and freshest ingredients. From our traditional food to our offerings of international cuisine, every bite is guaranteed to be a revelation. Whether you're a connoisseur of fine dining, or simply seeking a memorable culinary experience, our menu is sure to impress and delight.



As per the main concept of PHANTOM, we are committed to provide attendees with a premium nightlife experience that combines world-class facilities with our immortal ambiance and spacious venue. For those seeking a more exclusive experience, our VIP lounges or the Karaoke Room, as we call it, offer a luxurious indulgence in plush seating and personalized service, thus creating the perfect setting for an intimate gathering or a special celebration. Get in touch with us today to discuss your needs and let us help you make your moment truly memorable.

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STORY BY Iman Hidajat PHOTOS BY The Botanica Sanctuary

Opened in 2021, The Botanica Sanctuary is graciously nestled amidst the heart of Puncak, boasting a lush and expansive 40-hectare terrain. It is set within verdant pine forests, intertwining with winding rivers, and offering magical views of Mount Pangrango.

The Botanica Sanctuary Hotel in Bogor offers a peaceful haven that combines beauty, relaxation, and discovery. The hotel comprises 166 luminous rooms, including 42 suites, two restaurants, and a beautiful rooftop infinity pool.


The 166 rooms and suites are in eight different types, namely Superior, Deluxe, Premier, Unique Corner, Loft Family Room, Unique Corner Suite, The Valley Suites, and The Botanica Suites.

For your culinary experience, you can go to an all-day dining restaurant called The Garden Brasserie, or Gyu Steak House, a specialty restaurant offering grilled meat, as well as tea and refreshing drinks.

The property is just five minutes away from Taman Safari Indonesia, a world-class zoo in the location that has been named the best conservation site by the Indonesian Ministry of Forestry.

The resort garners acclaim for its artistic elegance and serene atmosphere, with

guests often highlighting the hotel's cleanliness. This is not to mention its array of amenities and beautiful, comfortable rooms that are popular among visitors.

Developed by Agung Sedayu Group and designed by Ir. Sardjono Sani, The Botanica Sanctuary was named the Country Winner for Best Hotel Development in Indonesia at the Property Guru - Asia Property Awards Grand Final in 2021. 

The Botanica Sanctuary

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A SUITE STAY AT VERTU HARMONI JAKARTA

The sophisticated Vertu Harmoni is conveniently located in Central Jakarta, a close distance from the National Museum and National Monument (Monas), Chinatown and Jakarta's Old Town. Popular shopping malls such as Central Park, Plaza Indonesia, and Grand Indonesia, are also within 5 km from the hotel.

Unwind in unparalleled elegance with our spacious Suite, offering breathtaking vistas of the iconic Monas. Spanning 56 sqm, this haven of tranquility features a plush king-size bed, a luxurious signature bathtub, and a separate rain shower, perfect for indulging in a rejuvenating soak after a day of exploration.

Vertu

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The New Face of Harmoni Jakarta

STORY BY Barbara Hahijary PHOTOS BY Vertu Harmoni Jakarta doc.



The Harmoni interchange in Jakarta is a strategic area with major transportation hubs, including Transjakarta and MRT. Standing proudly in this location is Vertu Harmoni Jakarta, a hotel that epitomises the essence of downtown with its remarkably frame-like architecture.


Vertu Harmoni Jakarta has become a new landmark with its impressive scale and distinctive architecture, creating a fresh dynamic to the hospitality scene in the bustling Hayam Wuruk and Gajah Mada districts. Budiman Hendropurnomo, design director of Denton Corker Marshall (DCM) Jakarta studio, said these vibrant districts were sources of inspiration in making the hotel's façade.

“This project is particularly intriguing as it pioneers Indonesian design by housing two top hospitality segments within a single building, alongside its sister hotel Yello (360 rooms). The combination of both, along with a shopping mall on the lower floors, sets a trend that is increasingly being adopted,” Budiman explains.

The five-star hotel boasts 240 guest bedrooms, including Vertu Suites (56 sqm), Vertu Rooms (28 sqm) with Vertu Signature Bathrooms, and V rooms (28 sqm). Each room is adorned with modern interior in monochromatic shades of white. Vertu Rooms and Vertu Suites are equipped with a fully stocked minibar, an espresso machine, a pillow menu, and a 42” LED TV.

Business travellers and Asian expatriates value the convenience of the hotel's proximity to Thamrin, Sudirman, and Rasuna Said commercial districts, as well

as multinational offices and upscale malls. The hotel also features seven meeting rooms and a ballroom/conference room that can accommodate up to 1,000 people.

To make the most of its guests' convenient stay, the hotel facilitates tourists exploring attractions in the historic spots such as the National Monument, Jakarta's Old Town, and Chinatown, as well as discovering the diverse culinary offerings nearby. To summarise, Vertu Harmoni Jakarta promises a luxurious experience where the charms of old and modern Jakarta converge. 

VERTU HARMONI JAKARTA

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Italian Elegance: A Symphony of Design

Explore the realm of Italian design, renowned for timeless sophistication and exquisite craftsmanship. Synonymous with luxury and style, Italian furnishing embodies unparalleled elegance and attention to detail. In this exclusive section, indulge your senses as we showcase 26 businesses at the forefront of design excellence. From sumptuous home furnishings to impeccable interior design services, each entity embodies Italian craftsmanship, where beauty and functionality intertwine in a perfect harmony.

STORY BY Aulia R. Sungkar

PHOTOS BY Embassy of Italy Jakarta, Italian Trade Agency in Jakarta and Italian Cultural Institute of Jakarta

BROUGHT TO YOU



H.E. Benedetto Latteri

Elevating Italian Design



The Italian Ambassador to Indonesia H.E. Benedetto Latteri shares his perspectives and strategies on promoting Italian design products and brands in Indonesia. Through coordinated efforts with various Italian stakeholders, Ambassador Latteri aims to enhance the presence and appreciation of Italian design across the archipelago.

Please share your strategies, as part of your mission here in Indonesia, to promote Italian design products and brands.

Promoting Italian design means advocating for Italian art, culture, history, economy, sport, science and technology. Thus, the Embassy leads coordinated efforts of many Italian stakeholders in Indonesia to promote our national design. This multifaceted mission involves leveraging the support and expertise offered by institutions like the Italian Institute of Culture, Italian Trade Agency, and Italian Business Association in Indonesia. Our platforms for promoting Italian design, in synergy with these institutions, are exhibitions and cultural and sport events, including business meetings, scientific seminars, and company presentations.


What do you aim to accomplish by the time you complete your term in Indonesia?

Whilst many of our products are already sold successfully in several retail shops in Jakarta, we aim to bring more brands and expand their presence in other Indonesian provinces. This includes not only home furnishing articles but also home and professional kitchens, ceramics for floors and walls decoration, and further products for the building industry. This can be an important Italian contribution to the growth of Nusantara as Indonesia's new capital.

What are your thoughts on Italian home furnishing design?

Italian home furnishing design reflects our lifestyle. It is characterised by elegant and articulated lines that create a clear and harmonious symphony of colours and shapes. Each piece of furniture tells a story that spans generations and follows the steps of classic Italian handcraft, one of the excellences in our country. In recent days, our artisans are increasingly joining forces with the world of science and mechanics, creating pieces of furniture that combine our ancient research for beauty with Italian cutting-edge innovation and technology.

Any advice on how to decorate a home, office, or hotel room in an Italian style?

If I were to describe it in two simple words, I would say simplicity and elegance should permeate every corner, creating comfort within the space. For instance, I seized the opportunity to incorporate furniture that echoes and reflects Italian style into my residence. Integrating such design elements into your space can evoke the timeless charm and beauty associated with the style. In this case, I'm referring to Italian style. 

Dr. Paolo Pinto Promoting ‘Made in Italy’ from Its Origin



Dr. Paolo Pinto, Trade Commissioner of the Italian Trade Agency in Indonesia, plays a pivotal role in fostering bilateral trade relations between Italy and Indonesia. This year, Dr. Pinto, in conjunction with the annual promotion of Design Day, has asked Indonesia Design to host in its pages the profiles and production of some Italian companies interested in the Indonesian market. This insert, dedicated to Italian design, also intends to remind the Indonesian public of the imminent opening of the Salone del Mobile, held in Milan on 16-21 April 2024. It is a leading international event in the design industry, showcasing Italian design products, brands, and services, which are sure to arouse the interest of the Indonesian design community.

What efforts does the Italian Trade Agency Jakarta Office undertake to promote Italian design products and services?

The Italian Trade Agency, operating as the Trade Promotion Office of the Italian Embassy in Indonesia, advocates for ‘Made in Italy’ products and services across all industry sectors, including design and architecture. In 2023, we facilitated the participation of over 112 companies from various sectors in missions to Italy to partake in trade expositions. Amongst these, 25 companies specialised in design and architecture took part in related missions, including Salone del Mobile in Milan, Firenze Home Textile in Florence, Rimini Wellness in Rimini, Buy Design Project in Siena, Marmomac in Verona, FIND Design Fair Asia at Marina Bay Sands in Singapore, CERSAIE in Bologna, and MADE Expo in Milan. These annual missions aim to showcase products from our country at trade fairs by means of B2B meetings with Italian manufacturers or producers, thus allowing Indonesian stakeholders to experience Italian products and brands first-hand.

Italy is renowned for its design and quality, particularly in furniture and marble. Could you elaborate on how the country has earned such a reputation?

It is perhaps interesting to note that Italy boasts around 80 percent of the world’s artistic heritage, with cities and architectural masterpieces dating back up to 3,000 years, sometimes even older than ancient Rome. I believe our reputation for design and quality

is the result of the fusion of our history and our artistic heritage. ‘Made in Italy’ products contain extraordinary beauty and quality, reflecting a rich heritage of culture and history. Equally important, Italian companies possess the specific skills and knowledge necessary to uphold centuries-old traditions by adapting them to contemporary design and trends.

Could you please provide a few examples of Indonesian architects, interior designers, or import companies that promote Italian design brands?

Certainly, there are many noteworthy companies in the Italian design sector. Amongst them, I would like to mention Laflo. This company stands out as a preferred partner for renowned Italian furniture brands such as Knoll, Ceccotti Collezioni, Living Divani, Flou, Glas Italia, Luceplan, FontanaArte, Lee Broom, Foscarini, and others. Another prominent name is MOIE, which offers a comprehensive collection of furniture items, kitchens, walk-in wardrobes, doors, partitions, and accessories featuring leading brands like Promemoria, Minotti, Poliform, Rimadesio, and Meridiani. In addition, Prodotti Indonesia is worth mentioning as the exclusive distributor of several Italian luxury furniture manufacturers, including Giorgetti, Flexform, Porro, and Gallotti & Radice. Prodotti also boasts an extensive selection of lighting brands such as Barovier & Toso, Melogranoblu, Flos, amongst others. ¹⁰

A Dialogue on Italian Design Day with Carlo Branzaglia



Carlo Branzaglia serves as the Ambassador of the Postgraduate School of IED Milan, whilst also holding a teaching position at the Academy of Fine Arts in Bologna. His latest publication, “Design Innovation and Culture of the Territory” (Lupetti, 2020), underscores his expertise in the field. He also sits on the Board of Directors of ADI Industrial Design Association, and on the Scientific Committee of the Cirulli Foundation. In conjunction with the 8th edition of Italian Design Day worldwide, the Embassy of Italy and the Italian Cultural Institute Jakarta are hosting a series of events in collaboration with the Bandung Institute of Technology (ITB) and Binus University in Jakarta. Branzaglia will be a featured participant in these festivities.

Can you tell us more about Italian Design Day?

It is an annual event that allows us to celebrate Italian design worldwide. Ambassadors, including designers, teachers, and journalists, from various parts of the world come together to showcase the essence of ‘Made in Italy’ design. This platform not only underscores the cultural significance and economic influence but also accentuates the quality of Italian material culture as a cornerstone for the success of its enterprises. Each year, Italian Design Day revolves around a specific theme that pertains to emerging global issues.

What will be the theme for this year’s Italian Design Day?

This year, the theme is “Manufacturing Value: Inclusivity, Innovation, and Sustainability.” The theme reflects the multifaceted role of design in today’s society. It emphasises the importance of creating value beyond mere status symbols, focusing on building meaningful relationships with users and stakeholders whilst addressing pressing global issues such as sustainability, inclusivity, and innovation.


What will be the theme for this year’s Italian Design Day?

This year the theme is “Manufacturing Value. Inclusivity, Innovation and Sustainability.” The theme encompasses multiple aspects of design’s contemporary functions. On one hand, it highlights the ability to provide value, which entails not only ensuring a status but also constructing a network of relationships

with users and stakeholders to ensure effectiveness in the production and utilisation of goods and services. On the other hand, it reflects the primary challenges outlined in the UN Agenda 2030, particularly the theme of sustainability, which encompasses economic, social, and environmental dimensions.

How does design play a role in this situation?

The task of design, along with the creative industries in general, primarily involves proposing innovative development models that align with the environmental and social challenges we are currently facing. These challenges revolve around finding a balance between various aspects: ensuring that production yields necessary revenues for our industrial system, minimising environmental impact as much as possible, and ensuring equitable access to goods and services irrespective of cultural, social, economic, religious, gender, or psychophysical differences.

In this context, the role of design has significantly evolved beyond its original concept of providing services for generating industrially produced goods. Although, in reality, the history of design itself perhaps began with a focus on services rather than goods production. Today, design, when viewed as a process, encompasses entire systems, engaging with communities as well as economic and industrial sectors. Its aim is to reconcile strategic considerations with tactical needs, adapting to the ever-changing dynamics of our world. 

design focus

ADB Architects

With a blend of creativity, precision, and industry partnerships, ADB Architects continues to shape Milan's urban landscape whilst leaving an indelible mark on the global architectural scene.

Established in Milan in 2014, ADB Architects has become synonymous with excellence in architectural design, boasting expertise in project management and manufacturing. Their reputation soared further in 2018 with their foray into the yacht industry as accomplished naval architects and yacht designers. ADB Architects maintains strong ties with an esteemed Italian furniture brand headquartered in Northern Italy. This strategic partnership enhances their ability to seamlessly integrate bespoke furniture and finishing into their architectural marvels. Moreover, their collaboration with a prominent large-scale contract company underscores their commitment to delivering tailor-made solutions for clients. **ID**

ADB ARCHITECTS

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247LAB

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247LAB

Experience meets innovation with 247LAB, a lighting design venture that offers meticulously crafted fixtures - each piece reflects a harmonious blend of technology, customisation, and narrative, enhancing architectural spaces with emotion-evoking illumination.

247LAB emerged in 2021 as a product of TWENTYFOUR7's extensive experience, a firm committed to lighting design emphasising the inherent value of products in terms of technology, innovation and customisation. Each lighting fixture offered by 247LAB results from meticulous selection, stemming from a design process founded on continuous dialogue between designer and customer. Light is not merely presented as an enhancement to the architectural environment but primarily as a narrative complement to the structure itself, finely tuned to accentuate forms and evoke emotions. The diverse product range of 247LAB encompasses pendant lamps, wall lamps, spotlights, linear lighting profiles, and more. **ID**

Aina Kari

At the heart of Aina Kari lies a trinity of values: Italian craftsmanship, sustainability, and daring material fusion. These pillars steer every aspect, from research and experimentation to creation and production.

Fluid forms intertwine with vibrant Murano glass hues against the textured satin of marble, echoing from Crevola Quarry in the Ossola Valley to Murano Island, celebrating the mastery of Italian artisans.



Marina Cighir, the creator of Aina Kari brand, revels in the exploration of exquisite materials and Italian artisanship. From recovering irregular blocks to crafting unique decorative pieces and design candles, she unites Murano glass with Palissandro marble in a contemporary narrative. Founded amidst the creative hubs of Milan and Venice, Aina Kari strikes a harmony between artistic inspiration and ethical responsibility, fostering a tangible future. The brand proudly embraces a 'Made in Italy' ethos, meticulously selecting premium suppliers and championing hyper-local production. ¹⁰

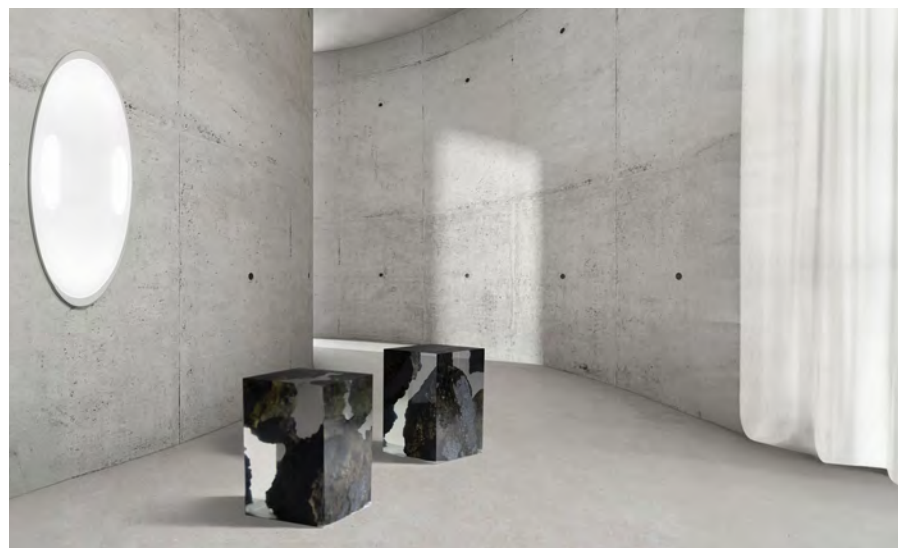
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alcarol

The brainchild of an experimental design duo that explores the essence of environment and materials.

Nestled between the enchanting Venice Lagoon and the majestic UNESCO World Heritage Dolomite mountains, alcarol aims to grasp the essence of the distinctive atmospheres of these extraordinary landscapes, preserving materials' natural state and giving them new life. Andrea Forti & Eleonora Dal Farra, the founders of alcarol, blend avant-garde techniques with traditional material processing, to unveil each place's Genius Loci. In ancient mythology, Genius Loci, a protective spirit, inspires a place with character. alcarol's experimental process uses transparent substances to maintain materials' original appearance, creating functional, unique designs. Sectioning materials reveals their profound natures, offering a new perspective on environment through touch, sight and scent. ¹⁰



ALCAROL

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Alessi Salotti

Discover the legacy of the Alessi family business—a testament to craftsmanship, creativity, and a commitment to quality.



The name embodies the rich history of the Alessi family business, a legacy shaped by the dedication of individuals, both men and women, who have contributed to the company's journey. Rooted in Italian craftsmanship, the brand produces sofas that blend functionality and beauty. Meticulously crafted with premium materials, each piece ensures comfort and durability. In their workshop, handmade bespoke creations come to life, reflecting passion and joy. With a global presence in Italy and the U.S., Alessi Salotti collaborates with esteemed showrooms and studios to share their quality designs in many corners of the world. ¹⁰

ALESSI SALOTTI

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Alice Corbetta

Exploring the depths of artistic expression, Alice Corbetta's journey is a proof of creativity's unlimited realm.



Born in Milan in 1964, Corbetta's passion for visual storytelling blossomed at the Brera Academy of Fine Arts. From crafting enchanting engravings for "Lunaria" by Antonio Mercurio to shaping textile marvels for renowned fashion houses, Corbetta's artistry knows no bounds. Venturing into carpet design across Italy and Belgium, her creative odyssey reached new heights. She moved to Tuscany in 2007, the year she started immersed herself in the language of materials, weaving experimentation into her expressive tapestry. Corbetta's work graces both public exhibits and private collections, a proof of a lifelong dedication to artistic exploration. ¹⁰

ALICE CORBETTA

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Altek Italia Design

Embark on a journey of luxury and innovation with the company that crafts Italian excellence in furniture.



A dynamic force in the realm of furniture design, Altek Italia Design draws from a legacy steeped in four generations of Italian craftsmanship. The company has built a stunning portfolio in producing distinctive furniture solutions for modern living spaces. From sumptuous office swivel armchairs to elegant home-office furnishings, the company's products encompass both indoor and outdoor pieces meticulously crafted to elevate any environment. Experience the timeless allure of Italian design where tradition meets innovation is what the company continues to define the epitome of excellence on the global stage. ^{id}

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Annamaria Alois San Leucio



The epitome of luxury and heritage where six generations of tradition culminate in exquisite furnishing fabrics, trimmings and decorations.

With a legacy spanning six generations, Annamaria Alois' dedication to craftsmanship shines through in every thread. Whether your tastes lean towards contemporary elegance or classical opulence, the company's specialised expertise boasts fabrics crafted from the finest natural fibres, as well as a myriad of patterns drawn from their cherished family archive and the esteemed Royal archive. From sumptuous damasks to intricate brocades, the collection spans a rich tapestry of styles. Committed to personalised service, they tailor each project to our discerning clientele across Italy, Europe, the Middle East countries, and other parts of the world. ^{id}

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Antique Mirror

Crafting mirrors infused with ancient allure, bridging artistry with modern ingenuity.



“DESIGNED BY Atelier Biagetti in Milan, photography credit Jonathan Frantini”.

Nestled in Siena, Tuscany, Antique Mirror stands as a beacon of timeless charm. The company boasts expertise in infusing mirrors with innovative techniques, creating allure reminiscent of bygone eras. Through the use of oxidation and black backgrounds, they transform modern mirrors into treasures brimming with enchantment. Elevating their craft to an industrial art form, each product reflects meticulous attention to detail, blending ancient wisdom with contemporary vision. From silvered glass to intricately decorated surfaces, Antique Mirror offers diverse possibilities, each representing the enduring allure of craftsmanship. ¹⁰

ANTIQUÉ MIRROR SRL

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Antonio Guerrasio

Embracing the future through a half-century journey in architecture.

For over half a century, the company has dedicated itself to architecture with unwavering passion and expertise. Their philosophy centres on crafting innovations that enrich the future, striving for usability, efficacy, and performance to realise the aspirations of visionaries. Throughout these decades, they have steadfastly pursued their mission, pioneering inventive products and refining processes for enduring quality. Thriving amidst industrial evolution and weathering economic challenges, their pride lies in continued production in Italy, sustained by a relentless pursuit of excellence. After fifty years, the company's gratification is seeing its creations grace architectural marvels worldwide, from iconic landmarks to the transformative designs of emerging talents shaping tomorrow's landscape. ¹⁰

ANTONIO GUERRASIO SRL

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BGroup Studio

Merging technology and artisanal craftsmanship for bespoke spaces.

BGroup Studio was born from an idea of Nicola Giozzet, rich in experience in interior design. Drawing from a solid network of artisans and esteemed Italian companies, we create custom furniture creations. Our turnkey approach means that customers can trust us with their vision, knowing that we will handle every aspect with precision and care. From start to finish, overseeing every aspect of the process. We understand that every space is unique, just like the individuals who inhabit it. Therefore, we adapt our projects to reflect the personality and preferences of our customers, ensuring that each project is a true reflection of their identity. ^{id}



BGROUP STUDIO SRLS

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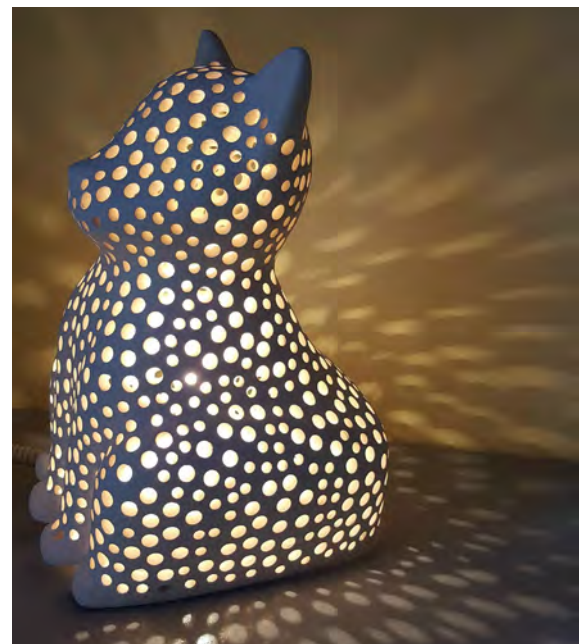
Mood06 Arredo e Arte

Experience the fusion of design, shape, light, sound, and art in sumptuous Italian furnishings and accessories that embody eco-friendly elegance.

Enter the realm of Mood06, where design transcends into matter, light, sound and art - all hailing from the heart of Italy. Their curated collection offers a symphony of furnishing accessories, lamps, speakers, and unique art pieces. Each item, including the inaugural Bianca Miao model, is a testament to artisanal mastery, blending traditional techniques with contemporary eco-smiling© technology. Mood06 is not just about products; it's about emotions and perceptions, inviting people to immerse themselves in objects imbued with life, touch, and the essence of home. ^{id}

MOOD06 ARREDO E ARTE

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Il Fanale Group

Step into the realm of everyday ambiance, where luminous creations marry elegance with artistry.



The family venture Il Fanale has since 1979 championed the essence of Italian craftsmanship and allure. The company deliberately avoids using machines, preferring the human touch, intellect, and passion to infuse each piece with a distinctive allure. At the core of the company lies a reverence for materials; from noble brass, copper, and iron to the patina of time through accelerated oxidation, each item boasts a singular charm fondly termed “antique.” By marrying these materials with indigenous treasures like Murano glass and Bassano ceramics, we sculpt quintessential ‘Made in Italy’ masterpieces. [®]

IL FANALE GROUP srl

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Krill Design

The Milan-based design company that pioneers sustainability with its patented material revolution.



The company has patented their innovative material called Rekrill[®]. Being 100 percent biodegradable and compostable, it is derived from food chain by-products, including peels, shells, seeds, and coffee grounds. This innovative technology transforms organic waste into eco-design products, embodying a concrete realisation of a progressive culture and sustainable lifestyle. Krill Design’s commitment to environmental conservation not only offers inventive solutions but also champions a greener future, where waste becomes valuable resources. With Rekrill[®], the company sets a new standard for responsible design, fostering a paradigm shift towards a more sustainable and harmonious relationship with our planet. [®]

KRILL DESIGN

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www.krilldesign.net

Mezzaluna

Embark on a journey into the exquisite craftsmanship of handcrafted wallcoverings from a family-run workshop in Deruta.

Located in the picturesque village of Deruta, Mezzaluna, a family-owned establishment, was founded in 1970 as an artisanal ceramic workshop. Specialising in the delicate craft of artistic majolica, they have since transformed into creators of hand-painted masterpieces on rolls. Their Art in Rolls collection embodies our unwavering commitment to craftsmanship. Each piece bears the signature and stamp of authenticity. With sustainability as their guiding principle, their wallcoverings feature ethically sourced materials and organic fabrics. PVC-free supports, certified for fire resistance, ensure safety and durability. Utilising water-based primers and colours, alongside FSC-certified cellulose, Mezzaluna prioritises eco-friendly practices without compromising on quality. ¹⁰

MEZZALUNA BY LA FAVORITA

Via Zapirovic 06053 Deruta Pg, Italy
T. +39 075 9710061
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Hebanon Fratelli Basile 1830

Enter the realm of Hebanon Studio, a design venture heralding the creative legacy of its fifth generation.

Hebanon Fratelli Basile 1830 embodies distinction, offering iconic, timeless furniture for discerning individuals. Their ethos blends disciplined vision with ergonomic expertise, crafting pieces that elevate space's liveability and comfort. Giovanna, Maria, and Nicola Basile from the fifth generation in 2013 embarked on a journey of the venture, and the brand since 2013 Luxury Group has taken over the management of Hebanon. This entity has strengthened the foothold of Hebanon Fratelli Basile - 1830, ushering in a new era of design excellence. With roots tracing back to 1830, Hebanon reimagines traditional Italian, French, and Oriental cabinet-making, infusing each creation with form, colour, aroma, and tactile allure. ¹⁰



LUXURY GROUP SRL

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www.hebanon.com

Monitillo 1980

A legacy of stone craftsmanship in the world of timeless elegance.



With over 40 years of expertise, Monitillo 1980 combines artisanal tradition with innovative techniques to enhance the beauty and functionality of every stone. Nestled in the heart of Puglia, Altamura's scenic backdrop inspires a passion for natural materials. Renowned for their dedication, local artisans infuse each creation with expressive flair. Guided by familial values, Monitillo 1980 ensures transparency and quality in every project, offering tailored solutions with environmental integrity. Integrating Computer Numerical Control (CNC) technology alongside hand craftsmanship, the company delivers precision and excellence, crafting enduring pieces that resonate with timeless elegance. ¹⁰

MONITILLO 1980

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www.monitillo1980.it

Nicolazzaro

Step into the world of Nicolazzaro, where visionary design meets cutting-edge technology.



Founded by the ingenious designer Nicola Azzaro, this innovative start-up specialises in crafting furnishing accessories that transcend the ordinary. With a focus on enhancing the optical properties of polymethylmethacrylate (PMMA) through LED technology, Nicolazzaro brings a heightened sense of refinement to every piece, thus ensuring a blend of sophistication and functionality. With a commitment to sustainability, Nicolazzaro prioritises the recovery of materials, marrying design with scientific advancement. The result is a harmonious fusion of elegance, ingenuity, and environmental consciousness, setting new standards in the realm of modern furnishings. ¹⁰

NICOLAZZARO SRLS INNOVATIVE STARTUP

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Officina Luce

Explore opulent collection, where contemporary chic meets traditional elegance, crafted with the utmost care and expertise.



Based in Prato, Issarch features its registered brand, Officina Luce, which embodies luxury perfected in decorative lighting. The brand offers an exquisite range, from chandeliers to table lamps, showcasing the pinnacle of design innovation. Led by a team of visionary designers, they blend contemporary aesthetics with timeless sophistication. Every piece is crafted using the finest materials, honouring traditional craftsmanship passed down through generations. From sourcing materials to transforming ideas into awe-inspiring creations, the company's commitment to excellence is indisputable. Their philosophy is simple yet profound: harmonising modern concepts with traditional techniques to produce appealing designs that stand the test of time. ^{id}

OFFICINA LUCE (BRAND OF ISSARCH SRL)

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Officinanove

Unveiling the origins of Officinanove, a design brand rooted in Tuscany's rich history and inspired by the iconic Vespa.

Tuscany, the birthplace of the legendary Vespa, serves as the primary wellspring of inspiration for Officinanove. The brand takes its name from workshop number nine, where the first Vespa was built. The company epitomises innovation by infusing a fusion of technological prowess, design finesse, and mastery in metalworking. By collaborating with renowned designers, they curate accessories and modular systems that blend beauty with functionality. These creations cater to the ever-evolving demands of the modern world. Ranging from bespoke furnishings to personalised designs, the team's expertise spans diverse sectors, including private residences and healthcare facilities. ^{id}



OFFICINANOVE BY ILLI SRL

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www.officinanove.it

OmniDecor Glass Design

Enriching interior design, architecture, and furniture with premium decorative glass, catering to global design and furniture industries.



OmniDecor Glass Design is a hallmark of creativity and innovation in the realm of decorative glass. Their offerings transcend more than just functionality, but also elevating spaces with a touch of luxury and sophistication. Their exclusive glass solutions tailored to each project's unique requirements. The company's collaborations with esteemed architecture firms, both locally and internationally, underscore their commitment to excellence. Fuelled by a passion for art, fashion, and the avant-garde, the company constantly seeks out the unexplored, injecting fresh perspectives into their work. In the eye of OmniDecor, glass isn't just a material—it's a medium for transforming spaces into timeless works of art. ^{id}

OMNIDECOR GLASS DESIGN

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www.omnidecor.it

Pepita Design

Innovation in craftsmanship that sets new standards of excellence in interior, product, and graphic design.



Founded by Alessandra Scarfò and Valeria Bosca, Pepita Design excels in interior, product, and graphic design, sophisticatedly integrating bespoke furniture with residential and commercial projects. Detailed attention to material selection ensures durability and quality, with marbles, woods and metals crafted using a blend of traditional techniques and modern technology. The studio's proficiency in graphic design extends to brand identity, encompassing everything from logos to packaging, enriching visual narratives for diverse companies. At Pepita Design, innovation, quality, and creativity converge, defining a new standard in design excellence. ^{id}

PEPITA DESIGN

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Santambrogio | Milano

Harnessing the infinite potential of glass to craft exclusive furniture and ground-breaking 100 percent recyclable glass houses.

Carlo Santambrogio, the founder of Santambrogio | Milano, has long been enthralled by the versatility of glass. It serves as the cornerstone of his furniture collection and his ambitious endeavour to construct a fully recyclable glass house. The essence of Italian design at Santambrogio | Milano is rooted in technical innovation, environmental consciousness, and style exploration. Through extensive research and testing, glass is transformed into various hues and textures, ensuring the highest quality. Moreover, Santambrogio | Milano pioneers eco-friendly practices, utilising advanced painting technologies and sustainable packaging. This commitment to innovation and sustainability solidifies its identity as a leading 'Made in Italy' brand with global appeal. ¹⁰



SANTAMBROGIOMILANO

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www.santambrogio milano.it

Slamp

Experience the essence of Italian craftsmanship where exclusive handmade decorative lamps scrupulously crafted in Rome since 1994.

In the heart of Rome, Slamp illuminates the world with its sumptuous collection of hand-crafted decorative lamps. Since 1994, their artisans have infused passion and expertise into every piece, ensuring that each creation is a testament to Italian craftsmanship. Nestled in a 8,000 square meter atelier just outside the city, light transcends mere function, evolving into eclectic, contemporary masterpieces that redefine illumination. Slamp utilises exclusive materials and sustainable technology to shape unique lighting experiences. This is where they take you to unveil the perfect fusion of tradition and innovation, bringing Italian artistry into your home. ¹⁰

SLAMP S.P.A.

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Studio Marco Piva

Capturing innovation in Italian design, which blends architectural mastery with environmental consciousness.



At the core of Milan's creative pulse lies Studio Marco Piva, a dynamic foothold in Italian design. More than just an architectural firm, it's a hub of experimentation, navigating diverse design realms from furniture to urban planning. With attention to detail, the studio crafts spaces that harmonise form and function, employing cutting-edge technology and eco-friendly materials. Their remarkable projects include the Radisson Collection Hotels such as Palazzo Nani in Venice, featuring the studio's global footprint. From historic restorations to futuristic urban landscapes, Studio Marco Piva continues to shape the future of design with unparalleled expertise and creativity. ^{id}

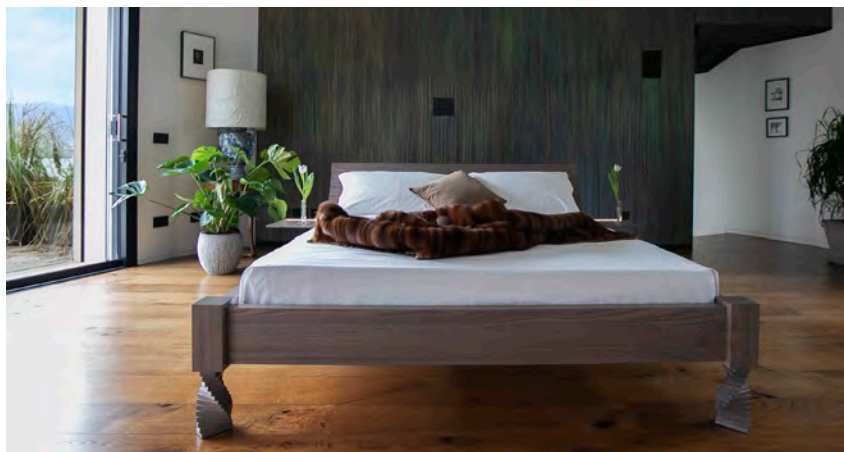
STUDIO MARCO PIVA

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Wood and Ideas

Creating custom-made furniture, which blends design expertise, fine craftsmanship, and innovative solutions.

At Wood and Ideas, furniture craftsmanship is redefined by infusing each creation with sophisticated design and artisanal skill. Their commitment to excellence is evident in every crafted piece, where functionality meets contemporary aesthetics. With the flagship "la BUBA collection" and the other collections, they intend to spread their design through new ideas in furniture style and their mastery in interpreting home living with a modern and appealing flavour that can embrace classic as well as modern tastes. Pieces from the collection, combined with their custom-made furniture, fills spaces with solutions tailored to individual needs, utilising premium materials



and exquisite detailing. With a passion for creative expression, they transform spaces into works of art, elevating surroundings with our distinctive designs. Central to their philosophy is the celebration of wood, its natural beauty and character, serving as the vocal point of their creations. ^{id}

WOOD AND IDEAS

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LEGANZA stonewall

Exterior & interior wall paint
with stone texture

*“Elevate your walls with **seamless** stone texture,
creating a flawless and captivating design”*



For more information, please contact us at :



 **propan**
The Paint Specialist

More than Just a Distributor

The name “Galleria” is derived from the Italian word, which literally translates as “Gallery” or “Arcade.” It signifies a curated space that exhibits artistic products crafted with precise detail.

STORY BY Iman Hidajat *PHOTOS BY* Bagus Tri Laksono

Embracing this spirit, Galleria focuses on enhancing a boutique-like experience through an unparalleled display of objects to inspire visitors in terms of designing a pleasant and comfortable living space.

The fruitful collaborations with architects, interior designers, developers, and private clients have scaled up Galleria to favourable growth. This success is credited to Galleria’s consistent delivery of high-quality consultations and customised solutions.

At the core of Galleria’s philosophy is the belief that partnership is key to adapting to change. The wealth of experience amassed over the years is most impactful when shared with customers.

Rex Cokrowibowo, the head of Panca Group and CEO of Galleria, traces the company’s roots back 40 years to its founding by Panca Group. The first showroom, established in Pondok Indah Mall in 1993, was followed by another in Jakarta Design Center in 1995. “Panca Group started its venture as a design consultant. It was a novel concept in the 80s,” Rex recalled.

The group’s five founders, all of whom hold degrees from studying in Germany, seized the opportunity to introduce European brands to Indonesia, including Grohe, through Panca Group. As demand surged with the rise of building and residential developments, Galleria emerged to meet the need.





“Galleria was born with a vision to be a one-stop shopping destination for bathroom essentials and their complementary products,” Rex explained. “We prioritise not only aesthetic appeal but also the quality of our products,” he asserted.

Furthermore, Rex affirmed, “Exceptional customer service is our cornerstone, therefore after-sales service is the paramount importance. This all has contributed to the success of Galleria today.”

Galleria has become a preferred showroom for esteemed Indonesian architects, interior designers, and developers. Despite this, the showroom welcomes walk-in customers with open arms. “We have a balanced clientele between those accompanied by designers and walk-in patrons. In fact, we’ve seen an increase in the number of new walk-in customers recently,” Rex disclosed, adding that the strategically located showrooms in Jakarta, PIK, Bali, Surabaya, and Semarang, Galleria ensure convenient access for all.

While Galleria has earned a reputation for offering quality products and ensuring high-level customer satisfaction, its journey doesn’t end there. “We continuously update our product offerings whilst constantly seeking out cutting-edge technology to be incorporated with the products,” Rex said confidently. ^{id}



GALLERIA

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Elevated Design for Well-Being

STORY BY Lina Gan PHOTOS BY Lixil

LIXIL, through GROHE, is the founding sponsor of the World Architecture Festival (WAF). On the occasion of WAF 2023, they introduced their most prestigious sub-brand, GROHE SPA. Indonesia Design editor-in-chief, Lina Gan, was present at the event and had the opportunity to meet with Paul Flowers, chief design officer and chief brand identity officer of LIXIL Global Design. He shared insights about their brainchild, GROHE SPA, and the global design process that has led LIXIL global design to garner over 600 international design awards.

How did you manage to work on more than three brands belonging to LIXIL?

It's a round-the-clock global effort aligning all of our designers and studios across Asia, Europe and the Americas. We conduct meetings once a week to once every two weeks, each lasting for an hour, and then we have a collective gathering for creative discussions. I engage with the studio in London during early mornings, handle activities during the day, and (due to time zones) collaborate with the U.S. team during late nights. Perhaps once a quarter, we come together to get in touch with everyone.





What about the work you did for GROHE SPA?

We've put significant effort into GROHE SPA. Leading up to the launch, I collaborated closely with my international colleagues to redefine existing products, design new ones, and rejuvenate reference ranges. Approximately two and a half years ago, we underwent a complete relaunch in a concentrated push across various markets, introducing new products whilst retaining distinct logos. We collaborated extensively to achieve these milestones, and now our focus is on growing GROHE SPA.

How long did your research take before you finally created GROHE SPA?

GROHE SPA was born more than a decade ago through our macro trend research that identified wellness as a key focus for consumers. They were looking for great products and technologies but with a luxury lifestyle positioning.

Can you share any plans with our readers about upcoming releases?

We have numerous exciting releases on the horizon. Whilst there will be some focus on LIXIL global design and growth, the primary emphasis will be on elevating the personalised consumer experience and well-being through our curated GROHE SPA collections. These launches will be kept under wraps until the reveal, adding an element of surprise and excitement.

How does LIXIL ensure sustainability?

Like everything else, it requires innovation and a commitment to finding new solutions. Regarding sustainability, our products have a lifespan of 15-20 years or more. This extended lifecycle underscores how well designed, durable products reduce the use of resources and contributes to sustainability.

What are the keys to managing the luxury sanitary business?

We prioritise brand activation over product promotion. Often, organisations seek immediate returns on investment from events. However, we aim to convey the brand's intention and purpose through influencers, architects, designers, and media,

fostering long-term brand loyalty. In the competitive luxury industry, you can either be a mere supplier or a valued partner. We strive to establish partnerships that go beyond transactional relationships, akin to esteemed brands like Hermes or Chanel. Over time, that closeness is appreciated and unlocks value.



Experience the Healing Power of Water

STORY BY Barbara Hahijary PHOTOS BY Lixil

GROHE SPA, a breakthrough in personalised bathroom luxury, was unveiled by LIXIL at the prestigious World Architecture Festival (WAF) in Singapore. This event, attended by nearly 2,000 leading architects and designers, marks GROHE's ongoing commitment to innovation and excellence in bathroom solutions. LIXIL, GROHE's parent company, reintroduced WAF to Asia after almost a decade, seizing the opportunity to relaunch GROHE SPA in the region. This luxury line embodies GROHE's core pillars of Quality, Technology, Design, and Sustainability, offering exclusive product collections tailored for immersive water rituals.

The concept behind GROHE SPA stems from the Latin phrase 'Salus Per Aquam', meaning 'Health Through Water'. This premium sub-brand curates basin, bathtub, shower, bidet, toilet, and metalware in collections designed for a multi-sensory showering experience.

The GROHE SPA portfolio offers extensive personalisation options, including the customisable GROHE SPA Rainshower AQUA Ceiling Shower Modules and the sophisticated GROHE Allure basin mixer with haptic feedback. Additionally, collaborations with Caesarstone expand customisation with timeless and durable quartz designs in the Atrio and Allure Brilliant private collections.

Technological integration is evident in products like AQUASYMPHONY and F-Digital Deluxe, which offer multi-sensory experiences through light and sound, transforming bathrooms into indulgent sanctuaries.



Prominent architects, designers, and homeowners at WAF lauded GROHE SPA's progressive designs and customization options, recognising its potential to elevate bathroom experiences to spa-like levels of luxury and comfort. With more than 600 international design awards, the LIXIL Global Design teams' commitment to consumer centricity gives consumers and architects confidence when selecting products.


GROHE SPA's presence at WAF reflects its commitment to holistic wellness and the pursuit of well-being, aligning with the event's theme of "Catalyst." Now, discerning homeowners can create moments of serenity within their personal sanctuaries, thanks to GROHE SPA's innovative approach to water-centric design.



Moreover, GROHE SPA's expansion into the Asia Pacific region signals its dedication to meeting the diverse needs of consumers in this burgeoning market. With exclusive availability in select countries, including India, Thailand, Singapore, and Indonesia, GROHE SPA brings unparalleled luxury and sophistication to high-end clientele.

The collaboration between GROHE and Caesarstone further enhances customisation options, thus allowing homeowners to create truly unique bathroom spaces with quartz accents embedded into different handle designs.

By intertwining technology with luxury, GROHE SPA ensures that every aspect of the bathing experience is tailored to individual preferences. From customisable shower modules to innovative lighting and sound systems, to pioneering 3D printed statement pieces, GROHE SPA sets a new standard for home wellness solutions.

As homeowners increasingly prioritise self-care and relaxation, GROHE SPA emerges as a pioneer in transforming bathrooms into personalised retreats. Its presence at WAF signifies not just a product launch, but a paradigm shift in how we perceive and engage with water in our daily lives. 

Friendly Dinner with LIXIL and Six Indonesian Designers

WHEN
7 February 2024
WHERE
Artoz Bar, Jakarta

Indonesia Design co-hosted an intimate dinner with LIXIL at Artoz Bar, located in the Energy Building, SCBD, South Jakarta. There were six esteemed interior designers who graced the event, namely Roland Adam, Vivianne Faye, Agam Riadi, Yuni Jie, Caroline Widjaja, and the mastermind behind the bar's design, Hans Susantio. Representing the LIXIL team were Vania Alisha, the B2B activation manager, and Eliza Muhammad, the head of brand, digital and PR at LIXIL Water Technology.


The event began with a delightful mingling session in the lounge. Soon after, guests were ushered into one of the VIP rooms for dinner. Chef Gilles Marx curated two exquisite 3-course meals, along with a surprise menu featuring the rare white asparagus as the star ingredient. The gathering unfolded seamlessly, with everyone enjoying themselves and engaging in lively exchanges, sharing tales ranging from leisurely holidays to work-related stories. **id**

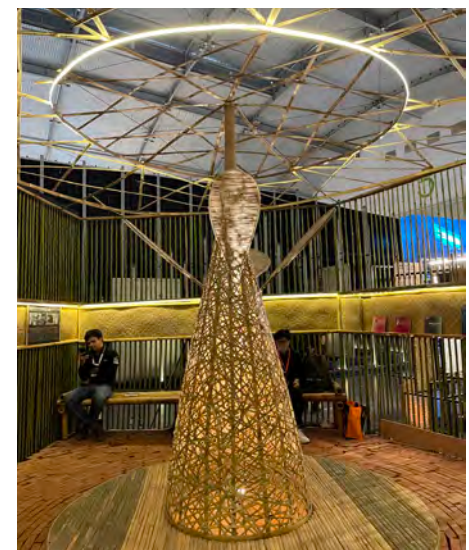


ARCH:ID 2024 - Placemaking: Tolerance

WHEN
22-25 February 2024
WHERE
Hall 5 - 6 at ICE BSD,
Tangerang

ARCH:ID, an annual architecture forum and trade event, brought together architects, design enthusiasts, developers, urban planners, government agencies and professionals in the architecture and built industry for the fourth time. The theme was ‘Placemaking: Tolerance’, which focused on the harmonious coexistence of humans, the evolution of cities, the preservation of nature, and the integration of technology. Organised by Indonesian Institute of Architect (IAI) collaborating with PT CIS Exhibition, the programs included exhibition with curated booths, Talk Series, Obrolan Tuju Tuju, BIM Adoption, an international conference, and more.

The exhibition was built in collaboration with supporting brands of building materials. The curatorial team consisted of Nelly Lolita Daniel of LABO., Jacob Gatot Surarjo of Arcadia Architect, and I Ketut Dirgantara of DDAP Archiitect. Other than showcasing products, innovations and creativity, these booths served as meeting points, talk show and performance venues. 



Celebrating La Dolce Vita

WHEN
6 March 2024
WHERE
Melandas Flagship
Store

An evening celebrating an Italian Design Night in conjunction with promoting Salone del Mobile. Milano 2024 with the Embassy of Italy, Italian Trade Agency, and Instituto Italiano di Cultura. Co-hosted by **Melandas and Indonesia Design**, the event took place at Melandas Flagship Store in Jakarta.

Welcoming remark from Indonesia Design's Editor-in-Chief Lina Gan kickstarted the party, followed by brief speeches by Director Instituto Italiano di Cultura Maria Battaglia, Commissioner Italian Trade Agency Paolo Pinto, Italian

Ambassador HE Mr. Benedetto Latteri, and the founder of Melandas, Herry Chandra. Afterwards, friends and partners enjoyed casual conversations over fine wine and authentic Italian cuisine.

Friends and partners from various backgrounds – interior design, architecture, furniture business, Italian Embassy, Italian Trade Agency, Instituto Italiano di Cultura, gathered to celebrate friendship, partnership, cultural exchange and more possible collaborations between the two countries. **ID**





Celebrating Fashion Styles and Innovations at PIFW

Plaza Indonesia held Plaza Indonesia Fashion Week (PIFW) 2024, a celebration of diverse fashion styles and innovations under the theme “Bigger, Better, & Bolder.” The eight-day event featured 31 shows showcasing 75 brands and designers, 756 models, and 1044 looks.

WHEN

2-8 March 2024

WHERE

The Warehouse Plaza
Indonesia Level 5



PIFW 2024 highlighted kids wear, womenswear, menswear, and modest wear, emphasising luxury, innovation, and sustainability. The event advocates for environmentally friendly practices in the fashion industry. Collaborations with renowned designers and brands like Zara Kids, RiaMiranda, and Oscar Lawalata Culture ensure a platform for trendsetting collections.



Other activities that attracted the crowd include runway shows, designer displays, seminars, workshops, and special events highlighting the latest fashion trends. Collaborating with Bartega Studio, Plaza Indonesia held fashion talks and workshops as part of the Road to Plaza Indonesia Fashion Week 2024. It's worth noting, Fashion Awards will be held in December 2024 as part of PIFW 2024's line-up of exciting programmes. 





Discovering Historic Decorations through Mughal Odyssey

WHEN

Mid March - mid April
2024

WHERE

Plaza Indonesia
Atrium Level 4 and
Corridor Level 1



Drawing inspiration from the unique fusion of Indian, Iranian, and European influences, Plaza Indonesia invites the public to experience its Mughal-inspired Ramadan decorations, characterised by intricate motifs, regal furniture, and exquisite details.

This artistic fusion reflects Mughal Islamic Art and pays homage to Mughal Emperors dating back to the time of the Mughal Emperors, whose reign spanned from 1526 AD to 1877 AD, encompassing a vast expanse of the Indian subcontinent. Renowned as patrons of the arts, these rulers invested their immense wealth into manuscripts, jewellery, weaponry, coins, decorative arts, and paintings.

This period of Mughal rule witnessed the convergence of artistic brilliance with political power, where opulence and decadence coexisted. The rich resources of India allowed the emperors to indulge in lavish lifestyles, contributing to the flourishing arts scene. ¹⁰

Kohler Launches Project 6


WHEN

13 March 2024

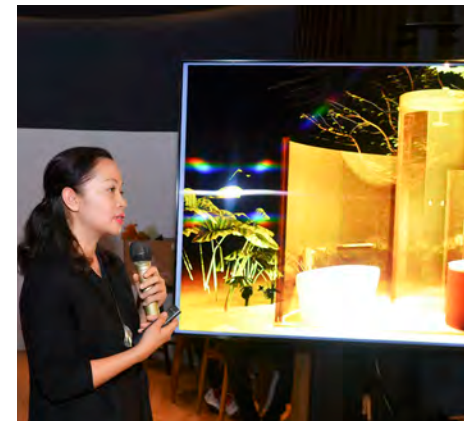
WHERE

Kohler Experience Center

With over 150 years of experience in luxury bathroom products, Kohler recently launched the 2024 bathroom design trends in collaboration with six renowned Indonesian designers. The event occurred at Kohler Experience Center in Jakarta, hosted by Indonesia Design and attended by fellow architects, interior designers, and business partners. Started with a breakfasting dinner and continued with a design presentation, live music and evening mocktails.

Six designers were invited to present their creative ideas in applying Kohler products: Hidajat Endramukti, Andra Matin, Yori Antar, Alex Bayusaputro, Wendy Djuhara and Santi Alaysius of Domisilium Studio. The presentations were then followed by the launch of Project 6 book by Kohler. Shreya Malik, the general manager of Kohler Indonesia, gave a copy to each presenting designer. And each of the guests who came to the event received it as well. The night continued with guests mingling together and enjoying live music. 





iD INDONESIA DESIGN 19TH ANNIVERSARY



Celebrating our 19-year journey, we had a fantastic party at one of the hippest places in Jakarta: Cafe Cali, located on the rooftop of The Orient hotel. Friends, partners, clients and diplomats gathered and enjoyed the company of each other over delicious food and drinks. Indonesia Design is now a year older, wishfully wiser. We are blessed with countless ups and downs, from which we have learned to grow and do better year after year.

We are thankful for all the supports our friends and families have given us. We'd also like to thank our main sponsors: LIXIL, Grohe, Inax, American Standard, Bohemia Crystal Center, Eztu Glass, Cadenza, Dekton, Silestone, Cosentino, King Koil, Royal Avila Boutique Resort, Galleria, Emirates and Technogym. Also thank you Wisnilak, Evo, Penfolds and DSP and for the support.

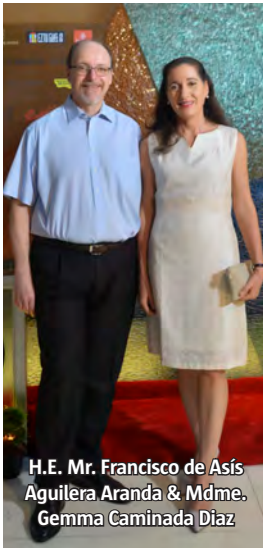
Last but not least, congratulations to all the door prize winners. We hope everyone had fun at the party! ^{id}



Our sincere gratitude to all of our sponsors:







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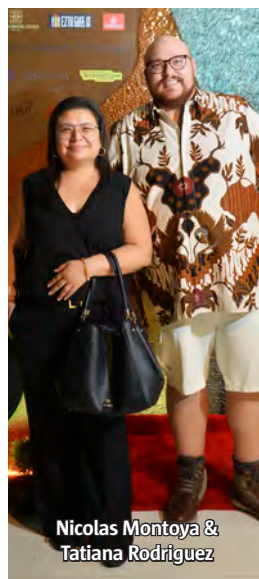
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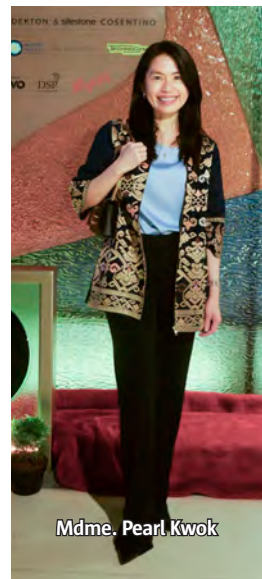
Momcilo Vukovic



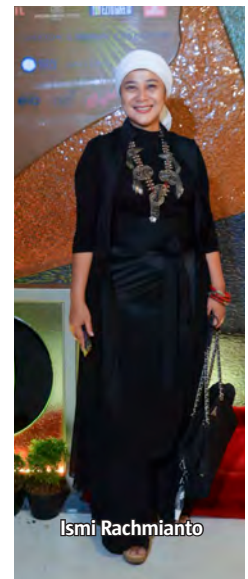
Nicolas Montoya & Tatiana Rodriguez



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Ipeng Widjojo



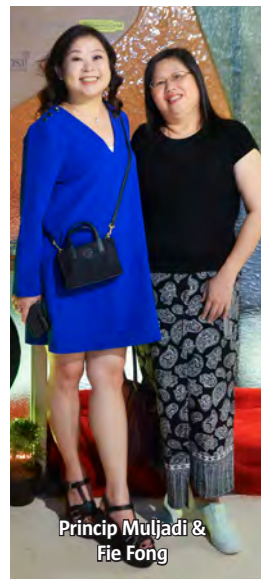
Piter Gan & Charles Lee



Harijadi Jasim & Ria Jasim



Theresia Rustandi



Princip Muljadi & Fie Fong



Johan Tedja Sunya & Piter Gan



Nelson Liaw & Mounty Saputra



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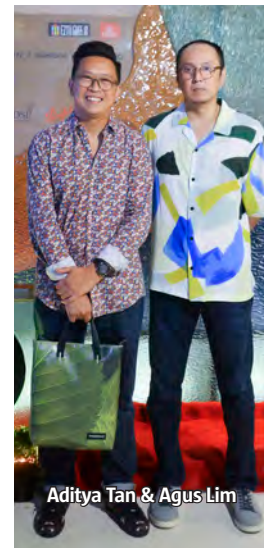
Hampfrey Tedja & Pelly Sianova



Rieska Achmad, Lea Azis & Sammy H. Syamsulhadi



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Aditya Tan & Agus Lim



Sefval Mogalana & Djony Gouw



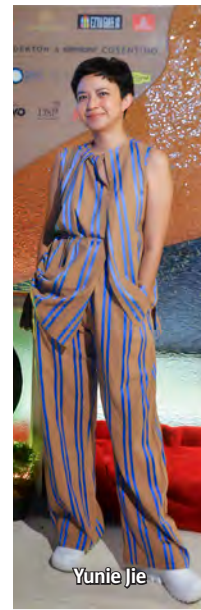
Budi Lim



Alwi Sjaaf



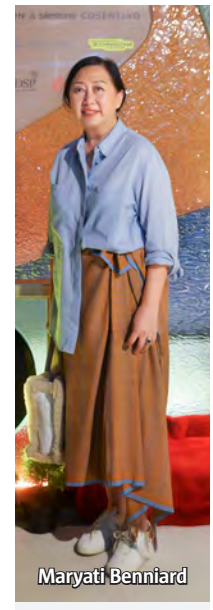
Willy Sulwyn



Yunie Jie



Aditya NF



Maryati Benniard

Congratulations to the winners of our door prizes



Driven by a profound admiration for children's drawings and inspired by a lecture by Professor Primadi Tabrani during her studies at the Bandung Institute of Technology, Imaniar Rizki dedicated several years to working in the realm of children's creativity. It was in 2017, whilst participating as an art facilitator for individuals with special needs, that she encountered a striking reality: there exist groups of adults who express themselves through drawing with the same intensity as children, despite facing challenges such as autism and intellectual disabilities.



Inclusive Space to Create Art

STORY BY Vira Tanka PHOTOS BY TAB SPACE

Five years later, Imaniar founded Tab Space, a social enterprise committed to featuring the works of artists with intellectual disabilities. “We aim to provide support to artists and illustrators with disabilities, enabling them to play a significant role in the community ecosystem and earn a sustainable income. We firmly believe that, with the right support system, disabled artists can thrive as professional practitioners,” she says.

Since then, Tab Space has collaborated with various commercial brands, musicians, and international

organisations such as the Rome-based Food and Agriculture Organization (FAO) of the UN to create merchandise. They have also actively participated in prestigious art events like ICAD XII in Jakarta and Open Arms at Selasar Sunaryo Art Space in Bandung. Additionally, their art prints and other creations are available at select concept stores in Bandung.

This Bandung-based enterprise maintains close communication with similar supported studios abroad, including Australia's Art Leaders and Japan's Cooca. Imaniar extends a



heartfelt invitation: “We encourage everyone to observe their surroundings and seek opportunities to support disabled artists. This can be as simple as appreciating their work, purchasing their products, or even joining them in creating joyful art, just like us!”

MINISTRY OF TOURISM AND CREATIVE ECONOMY
THE REPUBLIC OF INDONESIA

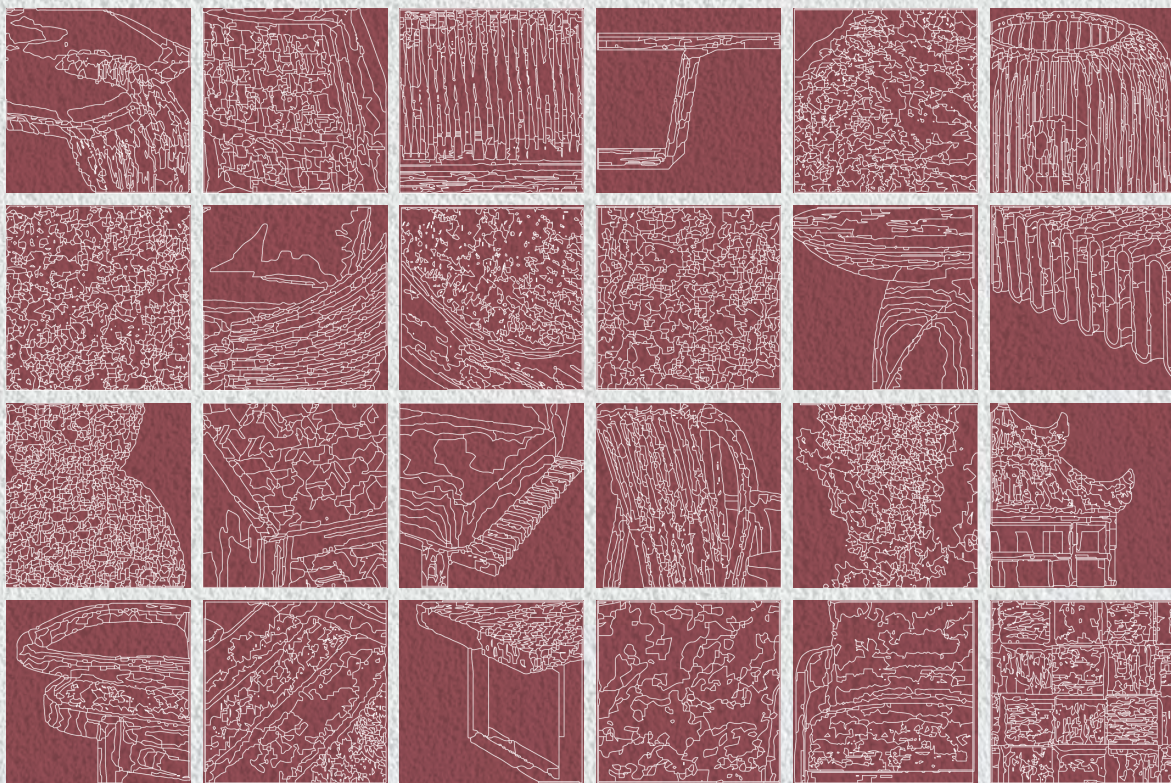
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