

DesignInc



an introduction to

PT Sekawan **DesignInc** Arsitek

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## PT Sekawan DesignInc Arsitek

SDA is a full service International Architectural Design and Property Development Planning Consultancy.

Our team provides a combination of local and international experience, professional standards and support with extensive knowledge of local industry requirements.

To provide the best creative solutions in close partnership with our clients. We offer and seek creative partnerships. Our firm recognizes that design skills are a primary driver and we are committed to creative solutions, international design standards and achieving a client's goals through an innovative result oriented approach.

PT Sekawan DesignInc Arsitek has been active in Jakarta since 1993 and is linked with offices throughout Australia, Asia and Europe.

The Jakarta office is staffed by over forty professional architects and technicians with the DesignInc association employing over 150 staff with a combined experience of more than 160 years.

SDA offers specific design skills and services in below categories:

- Architecture
- Master Planning
- Resorts and Leisure
- Retail Planning and Design
- Interior Architecture
- Health
- Project / Construction Management

By providing these skills in one office we are able to offer a total package design service to our clients to undertake a variety of multi-functional developments.



## ARCHITECTURE

Architecture is the core design service of SDA's property design consultancy.

The range and scale of architectural commissions completed and being undertaken by the company demonstrates the scope of specialist design skills available in SDA. These skills are supported by the most up to date technical and computer management systems.

Categories of completed works in progress include:

- Commercial office towers
- Low-rise commercial buildings
- Retail centers
- Hotels and resorts
- Residential and condominium developments
- Low-cost and high-rise housing
- Mixed-use developments
- Factory and industrial buildings
- Sport and recreation buildings
- Educational and public buildings

SDA is dedicated to assisting our clients in optimizing the development return of their projects. We achieve this with a quality design product, selection of efficient construction materials and techniques, and delivering documents on time and on budget.



## MASTER PLANNING

The SDA Masterplanning team assists clients in realizing the investment potential of their property. The team provides advice on property development and land development strategies, preparing Masterplans and concepts to give overall direction for a project. SDA is then able to offer services in detailed design resolution including detailed site planning for land sales and urban and landscape design.

Our team encompasses skills in Town Planning, Architecture, Urban Design and Landscape Architecture available in SDA.

Specifically we focus on:

- § Site Feasibility and Site Investigation Studies;
- § Concept Design and Site Planning Projects;
- § Master Plans for;
  - Residential Estates;
  - Industrial Estates;
  - Resorts and Leisure Parks;
  - Office/Business Parks;
  - Town Centers; and
  - Mixed-Use Commercial Centers
- § Detailed Estate Planning;
- § Detailed Urban and Landscape Design Resolution

SDA has acquired a proven track record in Land Use and Master Planning projects in Indonesia from concept to detail design. This reputation and success stems from our planning and design skills, a strong commercial awareness of the property market, our technical and regulatory knowledge, and our ability to work with or lead consultant teams.



## RETAIL PLANNING & DESIGN

The changing need of contemporary retailing in Indonesia and abroad requires an ever increasing specialization of design skills.

SDA understand retailing. We have assembled a team of specialist retail planners and designers aware of current trends in retailing to offer quick and innovative solutions to retail opportunities presented by our clients.

Successful retailing is a successful relationship of customer, tenant and developer. SDA understands the needs of each to provide unique and personalized design solutions that we believe enhance the value of any retail project.

Services offered by our team are:

- § Analysis of market research and recommended center positioning
- § Retail planning of both new and existing centers
- § Theming of shopping precincts
- § Optimum pedestrian and traffic flows
- § Shopfront and fitout design control packages



## RESORTS & LEISURE

The Resorts and Leisure division within SDA has been formed in response to the need for specialist and creative design responses to resort and leisure projects. The team utilizes the skills of Master Planning, Architecture and Interior Design as well as Landscape Design all available within the company.

SDA emphasizes an individual response to a resort project, addressing client and hotel operator detailed requirements, user needs, and specific site and regional identity in the design product. Our involvement can begin at project feasibility stage through to interior design and FF & E selection. Our aim is to create a unique product that responds to the target market.

SDA is currently undertaking or have completed a folio of resort and leisure projects ranging from four and five star rated bungalow hotels in Manado and Bali to two star business and five star rated hotels in Jakarta. Specialist leisure projects include Golf Club houses and Community Centers.



## INTERIOR ARCHITECTURE

SDA is able to provide a full range of interior design services to clients through its Interior Architecture division. The division undertakes independent commissions in a range of fitout and refurbishment work, as well as ensuring integration of internal spatial requirements with our own SDA architectural projects.

The team has developed a strong reputation in the marketplace through expertise based on experience, which combines knowledge of local products and processes with international standards of design, documentation and project management expected by our clients.

SDA is able to offer the following services in Interior Architecture:

- Space needs analysis
- Space planning
- Interior design
- FF + E design
- Corporate identity development
- Interior Project Management

Our aim in Interior Architecture is to enhance the quality and value of internal spaces. We achieve this analyzing spatial needs, providing the most efficient spatial arrangement, and designing or proposing the most cost effective and suitable materials, finishes and furniture.

Types of Interior Architecture projects completed by SDA include:

- Commercial office fitout
- Hotel interiors
- Residential interiors
- Retail interiors
- Restaurants
- Refurbishment

Shop fitouts

- Clubs
- Banks
- Theatres
- Hospital interiors



## EDUCATIONAL AND PUBLIC FACILITIES

Sekawan DesignInc Arsitek offers a line of services that motion education and public facilities clients a single source for all resources necessary for the planning, design and construction of today's educational and public facilities.

We consider effective communications and personal attention to your needs key components of these facilities design project ensured by a consistent project team and the active involvement of a firm director.

Our experience with educational clients gives us a thorough understanding of the diverse environment of school and public building design and construction. We will assess your specific situation and tailor our services to best meet your needs.

Sekawan DesignInc Arsitek believes that solid planning is essential to good design. Our group of Architects will work to help bridge the gap between educator and physical facilities. Together, we will develop a long-range school and public building design that reflects your program goals, and help you make sound decisions based on these programs and space requirements.

We will help you:

- Define long-range space needs
- Establish planning targets based on long-range projections of school enrollment
- Analyze spaces and design to reflect current and future needs
- Assess school design to conformity with the Ministry of Education requirements



## RESEARCH AND SUPPORT SERVICES

In order to support and improve the effectiveness of all our staff and the quality of our product we utilize and have access to a number of technical support groups including:

### Computers

SDA is a computer based design office. AutoCAD programs are used for conceptual design and documentation of our projects. We also utilize Archicadd for 3-D modeling of our concepts to assist our clients to visualize their development. SDA is also able to liaise with our Sydney office or any office, through computer links for transfer of information and drawings.

### Graphics

Trained staff in-house and appropriate equipment allow the production of all necessary print and marketing presentation material for SDA and our clients. We are also able to arrange for professional artists' perspective images to be prepared of a development upon request.

### Research Center

SDA seeks and provides marketing, design and technology information from worldwide resources. Our computers have on-line Internet access to overseas databases ensuring that the company always has the latest information on hand. An in-house library contains up to date information on products and technical literature as well as subscription and contributions to international and local journals.



## CLIENT BASE

SDA takes pride in our client base and the fact that they are regular returning clients. We have given both attentions to the quality of product and service and to forming a working relationship with our client.

We have completed and/or undertaking work for the following companies:

- § Aneka Berkat Sukses, PT
- § Bangun Indo Tiga, PT
- § Bakrie Group
- § Bank NISP Tbk
- § Behn Meyer Kimia, PT
- § Bona Wijaya Gemilang
- § Bumi Satu Teguh, PT
- § Bank BII Commonwealth
- § Bank Mega
- § Capital Residence
- § Chitalex Peni, PT
- § Dewata Wibawa, PT
- § Duta Anggada Realty, PT
- § Elektrindo Nusantara, PT
- § Gajah Mada Indra Sehati, PT
- § GlaxoSmithKline, PT
- § Graha Lestari Internusa, PT
- § Graha Permai Raharja, PT
- § The Hong Kong and Shanghai Banking Corporation Limited (HSBC)
- § Indocement Tunggal Prakarsa, PT
- § Indah Pesona Bogor, PT
- § Inter Mustika Mutiara, PT
- § Jakarta Baru Cosmopolitan, PT
- § Jakarta Kemayoran Properti, PT
- § Jakarta International School
- § Jawa Barat Indah, PT
- § Kurnia Tetap Mulia, PT
- § Lekom Maras, PT
- § Les Nouveaux Constructeurs Premier Real Property Indosia, PT
- § Loka Mampang Indah Realty, PT
- § Maharani Holding
- § Mitra Systs Nusantara, PT
- § Mandara Medika Utama, PT
- § Mitra Systs Nusantara, PT
- § Pacific Inti Dwipa, PT
- § Para Bandung Propertindo, PT
- § Pembangunan Perumahan, PT
- § Permata Birama Sakti, PT



## CLIENT BASE CONTINUED

- § Ratu Agung Sayang, PT
- § Sanggraha Daksamintra, PT
- § Santosa Mitra Kalindo, PT.
- § Sari Enesis, PT
- § Sekip Langgeng Semesta, PT
- § Sentral Legian Makmur, PT
- § Summarecon Agung, PT
- § Senayan Trikaya Sempana, PT
- § Santosa Mitra Kalindo, PT
- § Transpacific Securindo, PT
- § Umawar Isasabluza, PT

SDA believes in involving the client as part of the project team from the initial phase of the project. As part of our commitment to quality and service, we undertake to review with our clients the progress of our service at various phases in the project.