

The Dawn of a Dream



“It’s the possibility of having a dream come true that makes life interesting.” are one of many wise quotations from the pen of Paulo Coelho, the author of bestselling novel - *The Alchemist*: Telling the story of a shepherd who goes in search of his dream to find his fortune, only to discover like Dorothy, from the classic *Wizard of Oz*, that there is ‘no place like home!’. The founder of Ciputra World, Ir. Ciputra, is a humble man, much like this shepherd, who avoids reference to a luxury life yet dreams about a world rich with Art, Lifestyle and Culture. This is the world of Ciputra and Raffles Hotel and Residences, a development that foresees the dawn of his dream right here at home in Jakarta, Indonesia.

STORY BY Dewald Haynes PHOTO BY Bagus Tri Laksono & Ciputra World Doc.



THE DAWN OF A DREAM
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Art, Luxury and Lifestyle form part of the dream development of Ciputra World

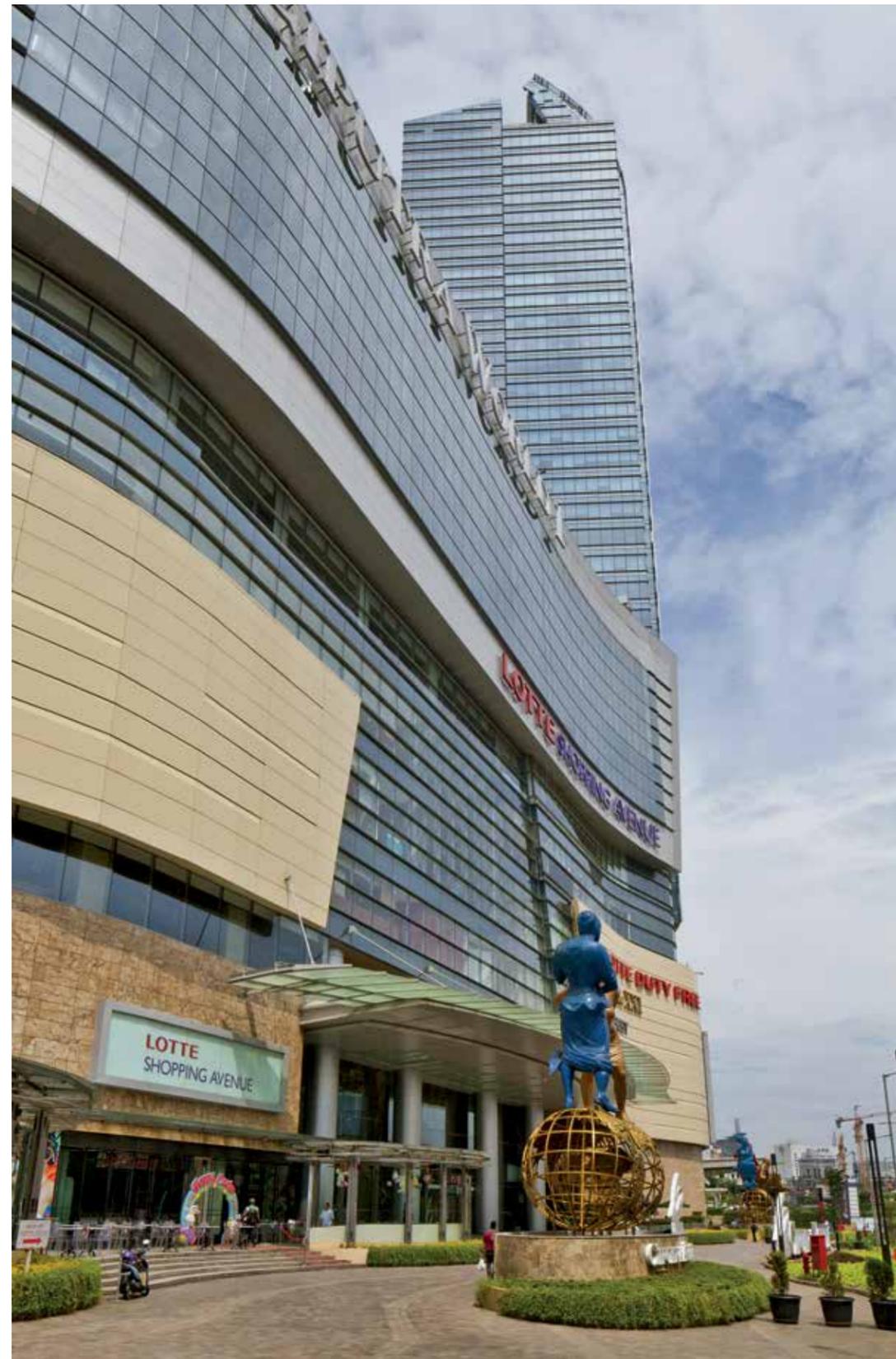


THE DAWN OF A DREAM
CLOCKWISE FROM TOP

— Spacious and detailed interior design features for utmost comfort and luxury

— The integrated lifestyle mall as part of the development of Ciputra World

— The upcoming 'Writers Lounge' at the Raffles hotel



CIPUTRA WORLD JAKARTA WILL CONSIST OF THREE AREAS OF DEVELOPMENT.

Ciputra World 1 Jakarta in Jl. Prof. Dr. Satrio lot 3-5, Ciputra World 2 Jakarta on the same street but in lot 11 and the future Ciputra World 3 Jakarta in lot 6. There will be approximately 15 towers covering +/- 15 hectares of land. The scale of this high-rise development offers immaculate views of the capital city, with equally immaculate facilities.

The world-class and branded features will include the LOTTE Shopping Avenue and adjoined separated buildings that will house the first branded residence development in Indonesia - The Raffles Hotel and Residences Jakarta. Ciputra World is managed by very experienced names such as Ascott and Raffles. Together with Ciputra, the developers have ample experiences in operating properties efficiently and properly: The ongoing maintenance of the properties will remain as important as developing the buildings themselves. Besides retail, the added leisure facilities will include a domed world-class acoustical theatre and art gallery in the sky with breathtaking views of the city.

Residents and guests of the Raffles Hotel and Residences will be able to share common facilities, where they can socialize. The Residence however will be able to enjoy their privacy inside the residents as well, while having luxurious facilities within Raffles Hotel at their disposal for events such as weddings or birthdays and other joyous celebrations. Housing visitors from out of town will also be an added advantage, but most of all being recognised as a Raffles Ambassador worldwide offers great traveling advantages to the resident owners.

Each unit is realized as an approximately 470 sqm home with four ensuite bedrooms, a multifunctional library or karaoke room, the spacious living room with balcony and open plan kitchen with dining room. The service kitchen and servants' rooms to the side are also very spacious with their own balcony for drying clothes. Combined with a view from the top, living it up at Raffles Residence will be a mandatory experience of the high life.

Raffles Hotel will offer spacious well designed suites and standard rooms starting at 60 sqm. The design made use of sliding doors that provides the option to close off the bedroom area and use the lounge as an office or private meeting room. Convenient mini bar drawers,



THE DAWN OF A DREAM
CLOCKWISE FROM LEFT
—
Open plan and spacious living areas of Raffles Residence
—
The Dream bathroom with a view
—
World class kitchen fittings and practical design
—
Four spacious ensuite bedrooms are part of the residence's design

walk in closets and carved art work in the marbled bathrooms, combined with a natural hued color theme, heightens the level of comfort and style.

The architects behind the development includes Baltimore based, RTKL, known as one of the most respected architectural practices in the world. Its award-winning portfolio spans six continents and includes projects in the retail, entertainment, residential, healthcare, civic and public, workplace, mixed-use, hospitality, urban planning and technology sectors.

The design team responsible for Ciputra World includes some of the world's leading specialist consultants: Wilson & Associates from Singapore, is an internationally acclaimed interior space design consultants with credits that include Atlantis in Dubai, the Palm Jumeirah, Disney World Florida and Disneyland Paris. Hirsch Bedner Associates HBA of Singapore is also a world class Interior Design company that is responsible for the interiors of many luxury hotels.



The Mechanical & Electrical Consultant & Civil & Structural Consultant, M&E Consultant – Beca Carter Holling & Ferner Ltd, is a New Zealand based engineering company. Beca is one of the largest employee-owned engineering and related consultancy services groups in the Asia Pacific region. In 1918, Beca was established in New Zealand, with only three employees, and still have their headquartered there. Having a substantial Asia Pacific footprint with over 2,600 employees operational in 17 offices across the world, the company has grown to employ the expertise required for high-end developments such as Ciputra.

Beca delivers a variety of consultancy services across the Buildings, Government, Industrial, Power, Transport and Water market segments. They operate from three main “hubs” – Australia, New Zealand and Asia – offering everything from engineering, architecture and planning services, to project and cost management, software technology and valuation services.

Other specialized expertise employed to oversee the development includes the facade consultant from the acclaimed Meinhardt group in Singapore and Wind Tunnel consultants, WINDTECH, from Australia whom are consulting engineers specializing in the analysis of wind effects on buildings, structures and the environment since 1991.

main feature CIPUTRA WORLD

The company has provided wind engineering and related high technology services for over 1,000 major building project, ensuring that Ciputra World is a word class development.

The Ciputra World landscape and interior design in Jakarta also has a strong Indonesian art theme, which is taken from Ir. Ciputra's love for Art and the masterpieces of Hendra Gunawan. Hendra Gunawan is an artist, poet, sculptor and guerilla fighter who was born in Bandung, the capital of West Java, in 1918. Gunawan was committed in his political views, and dedicated his life to the fight against poverty, injustice and colonialism. Many of Gunawan's works have been lost, but museums, and private collectors have located and cataloged over 120 of his paintings and sketches, along with eleven sculptures, making the collection and replicas of works at Ciputra World both relevant and historical.

As this dream development becomes a reality, life becomes more than just exiting. The progress of a nation, and possibilities of upliftment and luxury in Indonesia has become just as real as the American Dream. Living the life you want ultimately implies that you get to live the life that you deserve - so dream BIG. ¹⁰



THE DAWN OF A DREAM
CLOCKWISE FROM LEFT
— An Art Gallery in the Sky
— Concert hall and entertainment theatre for performances of international standard
— The extra room of the Residence that can serve a multitude of functions
— The Ballroom of Raffles Hotel

Project Data

Project Name
Ciputra World 1
Jakarta

Location
Jl. Prof. Dr. Satrio kav. 3-5, Jakarta 12940

Site Area
5,5 ha

Client/Owner
Dr. (HC). Ir. Ciputra

Architecture Consultant
RTKL

Interior Design Consultant
Wilson & Associates and HBA

Facade Consultant
Meinhardt

Lighting Consultant
Kaplan Gehring McCarroll Architectural

Mechanical & Electrical Consultant & Civil & Structural Consultant
Structure and M&E Consultant – Beca Carter Holling & Ferner Ltd.

Wind Tunnel Consultant
WINDTECH

Completed
2014



Richard Schestak From Dusk till Dawn at Raffles Hotel

Richard Schestak, General Manager, will oversee the opening of the 173-room Raffles Jakarta, located within Ciputra World Jakarta, a prestigious mixed-use development with luxury boutiques, office buildings and an art museum, set in the heart of Jakarta's central business district. Prior to this appointment, Richard was the General Manager of sister property, Raffles Hotel Le Royal in Phnom Penh. He has held key roles within the company including Director of Operations for the opening of Fairmont Bab Al Bahr in Abu Dhabi; Regional Director of Food & Beverage - Middle East for Fairmont Hotels & Resorts and Director of Food & Beverage at Fairmont Dubai. Richard brings a wealth of 21 years of international hotel experience in Europe, North America, Middle East & Africa and Asia Pacific with an extensive background in operations and food & beverage.



of all I must say that it is the people of this capital that makes living in Jakarta enjoyable as their talents and friendliness makes each day a good positive day.

impressed with the human resources that I will harvest from and develop, as Raffles offers golden opportunities for those who want to excel within the hospitality industry.

What are the key factors that will make a stay at Raffles hotel luxurious?

The Brand's reputation speaks for itself already, and of course our prime location in Jakarta will make it very convenient to stay at Raffles Hotel. The sizes and design of our suites and rooms are spacious, modern, convenient and have all the amenities both standard and customized to make an overnight stay beyond comfortable. Ciputra World 1 also offers access to many lifestyle experiences, including the retail, art and culture. A stay at Raffles Jakarta will be comparable with a stay at Raffles Singapore by experiencing emotional luxury, art and style within the hotel and Ciputra World 1's landscape, to ensure a completely artistic Indonesian experience as well.

Speaking of the people, you will have to appoint many new staff members for this new venture, have you found the local human resource pool to your satisfactory as well?

The difference obviously between hiring staff in a metropolis or hiring in an island, such as Bali, is that in Bali it would be best to employ villagers that live around the hotel to work at the hotel. In a big city environment we ultimately get access to the best educated and most devoted staff members for whom hospitality is a passion as many move here to gain the required experience. So, yes I am very

Dewald Haynes of Indonesia Design met with the newly appointed General Manager for an interview and guided site inspection of the show units of Raffles Hotel and Raffles Residences Jakarta.

Have you adapted to life in the Big Durian yet?

I must say I am very impressed with Jakarta, especially the golf courses and other sport activities and endless opportunities for tennis. There are actually also many outdoor activities as well as all the malls to enjoy. The food and variety on offer is a culinary dream. But most



Artadinata Djangkar A Dream Development

Artadinata Djangkar holds a Civil Engineering degree from Parahyangan Catholic University and a Master of Business Administration from Prasetya Mulya Institute of Management. He has been serving as the Director of Ciputra Group permanently since 2005. Artadinata actually joined the Ciputra Group in 1990, and served as Corporate Secretary, and then Director of PT Ciputra Development Tbk. He worked outside the Group from 2000 until

2005. With such a great associated history with the company and the Ciputra World development, **Dewald Haynes** of Indonesia Design, knew that he was the man that could shed more light on this dream development.

You successfully define luxury on all buildings of Ciputra World. What is the vision behind this dream, exactly?

It started with a dream some 20 years ago when Ir. Ciputra envisioned that Jakarta, as other major cities in the world, should have a Financial, Shopping and Art district like The Avenue des Champs-Élysées in Paris or Orchard Road in Singapore. Then to realize that vision we appoint world class architects, designers, engineers, and last but not least, the best hotel operators and world class tenants.

Is this the right time for Jakarta to develop the luxury market, what is your future predictions for the luxury market in Jakarta?

As the globalization becomes more and more real, Jakarta has to be ready for the demand of any kind of residences, including the ultra luxury residences. The overall economic trend is going up, that means more and more people demand to have better things in life such as comfort and pampering, especially in the hustle-bustle of a major cities like Jakarta. Therefore, the market for luxury brands are always going to be there.

What are the best qualities you want to highlight about Raffles Residence?

Raffles Residences Jakarta offers an ultra luxurious residence unlike any other in Indonesia with International acknowledgment - since the residents automatically become a Raffles Ambassador, valid in all Raffles hotels and resorts worldwide. This provides HUGE benefits to the owners. The Residences are provided with four spacious bedrooms all with bathrooms and one multifunction room which can easily be transformed to be a library or theatre. It has a nice choice of imported marbles everywhere and modern imported kitchen cabinets and appliances providing luxury living at its finest.

The world-class design team of Ciputra World paid special attention on energy efficiency throughout the development. How important is the environmental sustainability and energy efficiency as a factor in current residential and

commercial properties?

Being environmentally sustainable and efficient, and using energy responsibly is extremely important. Other than the obvious fact that we aid in preserving the earth, it is also more cost efficient in the long run with the re-use of water and other finite resources.

Have Jakartans seen anything similar to what Ciputra has to offer?

We believe that Raffles Residences Jakarta is in a league of its own. It is the first branded residence in the city that sits in the middle of Jakarta's CBD and in a large mixed-use complex.

What is the single most luxurious feature of your development?

It is difficult to choose which one is the single most luxurious feature. Like the painting of Hendra Gunawan, which color is the most beautiful? At the end, it is also maybe so personal that everyone may have their own preference. 