

californian conspiracy

Wilshire Boulevard in Los Angeles, California is a renowned melting pot of culture, history and culinary delight. Inspired by their student life abroad and experiences in America two young Indonesian girls became business partners and combined their skills to become two dynamic ladies with their own restaurant infused with Californian influences right here in Jakarta!

STORY BY Dewald Haynes PHOTO BY Agung Surya Widjaya





dedication to get started. Utilizing her connections through her family's business she was able to import certain interior items directly but she still needed the talents of architect Leo Einstein from Einstein Associates and Su Yenni to bring the design concept together with professional flair.

The result is an industrial inspired design supported by the steel, metal and copper square tubes hanging from the ceiling and corrugated steel wall inserts with exposed concrete walls, softened with finer touches such as flower motif imported mosaic tiles and artworks from Bisazza in Italy, comfortable upholstered selected couched seating and dark stained polished wood and cast iron chairs and tables.

The refreshing combination of floral tones with the contrasting rugged finishing makes the design seem equally feminine and masculine simultaneously. While the delicate introduction of flowering orchard plants, glass ornaments and mosaic tiles also brings a slightly Asian inspiration to the otherwise predominantly western minded industrial influences. The interior supports the ethos of being a cultural melting pot and captures the spirit of the younger more well-travelled generation of Indonesian origin that have been educated abroad.

Dolly envisioned the well-equipped, spacious and practical kitchen from where she designs her predominantly Californian inspired dishes with Asian twists that includes cuisine such as foie gras sushi or

HANNA TJHIN IS A YOUNG VIBRANT AND entrepreneurial spirit that enjoys life while being very goal oriented; Being an employee was never her aim, but starting her own business and being an employer was her main priority. While working at her dad's building materials business she decided she wanted a restaurant. Although she knew she could handle the business side she needed the expertise of someone who could cook. As a culinary student Dolly Chia often asked Hanna, her friend, to taste her food, and appeasing Hanna's palate made Dolly the perfect business partner when the idea materialized to start a restaurant. Once returning to start a life back in Indonesia these two friends merged their talents and rounded up fourteen investors to setup Wilshire at The Foundry no.8 in SCBD, Jakarta.

Although it may have seemed to Hanna that she could easily launch the idea, it actually took hard work and



CALIFORNIAN CONSPIRACY
CLOCKWISE FROM RIGHT —
The entrance to Wilshire with the private room to the left —
Foie Gras Sushi —
The lighting and mosaic artwork adds the much needed feminine balance into the predominantly industrial theme —
Candyfloss Cosmopolitan



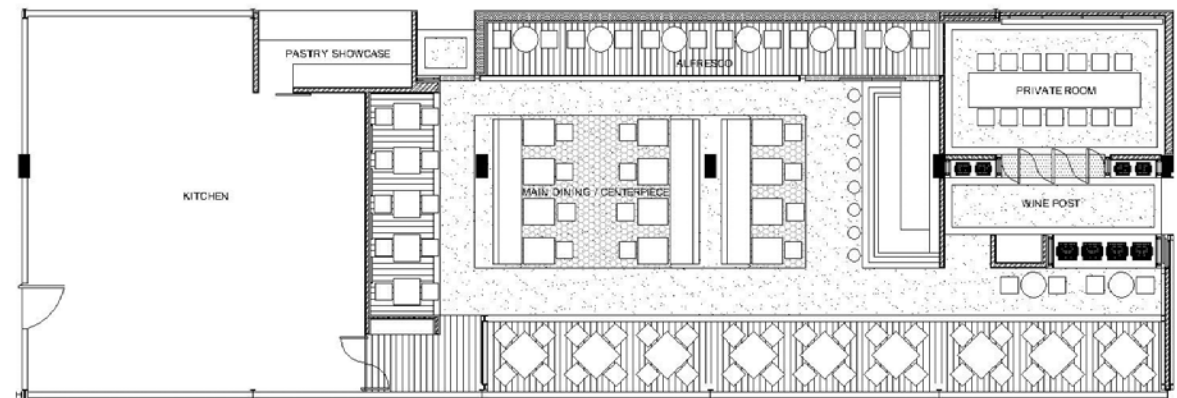


CALIFORNIAN CONSPIRACY FROM TOP

Known for its well priced bottles from the bar, Wilshire is becoming a favorite hangout in the area
—
Cronuts, the pastry combination of croissants and donut

Project Data

Project Name
Wilshire Restaurant
Location
The Foundry No 8, SCBD lot 8, South Jakarta
Gross floor area
300m2
Client
Hanna Tjhin & Dolly Chia
Principal Designer and Lighting Consultant
Leo Einstein Franciscus & Su Yenni
Interior and Contractor
PIVOT 8
Started
February 2013
Completed
April 2013



WILSHIRE FLOOR PLAN

even traditional street food – Nasi Gila! Her fine dining philosophy starts with fresh quality ingredients to ensure flavour without the need to overpower natural tastes with too many spices. Desserts and pastries also seem to be another forte of hers - with delicious and scrumptious “cronuts”, an inspired combination of a croissant and donut, on the menu.
The location of Wilshire makes it the ideal pre-or-post-clubbing venue when planning a night out on the town to enjoy delicious food and a delectable whisky and wine menu or signature cocktails that includes the fashionable candyfloss cosmopolitan – all set to make Wilshire a huge hip and hype hit with the crowds. The ingenuity of the younger Indonesian generation seems to be unstoppable, yet homeward bound, with this model establishment of Hanna and Dolly. ¹⁰

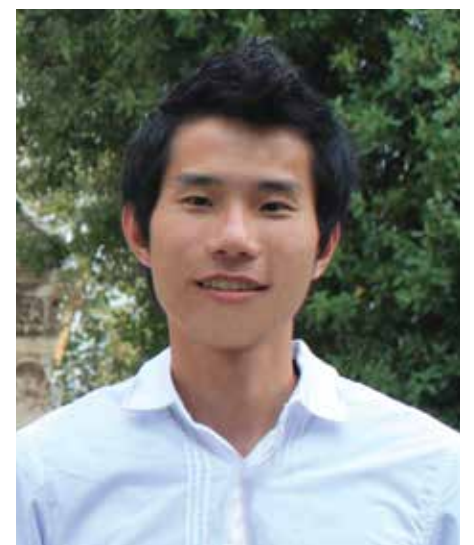


Clever Californication

To bring their vision for the layout and design to life Hanna and Dolly made use of the design expertise of **Leo Einstein** from Einstein Associates in collaboration with **Su Yenni Dewald Haynes** of Indonesia Design was eager to find out exactly how they managed to create such a unique melting pot of Californian and Indonesian culture and culinary vision.



PHOTO BY FERNANDO GOMULYA



To capture the spirit of a foreign place such as Wilshire Boulevard in California, what research did you do to understand its essence?

We studied the character and culture of Wilshire Boulevard and got an understanding of the essence. The character and culture Wilshire acquired stems from a diverse mix of culture which melted into one district. From this understanding of the essence we managed to connect it all at Wilshire restaurant and blended it into the design.

How did you create the perfect balance between femininity and masculinity in the interior?

The perfect balance between femininity and masculinity in the interior was supported by the material we used and sleek style it

creates without being too rustic. For example we made the restaurant’s ambiance not too dark, which is identified with masculinity, and incorporated lighting and large windows that let in natural light. We added more masculinity with the rustic iron, concrete and wood combined with some feminine accents like copper, floral mosaic, and orchid plants.

Did the design of the heart of a restaurant, the kitchen, take as much time as the restaurant’s decor?

Its parallel, but initially the kitchen consultant gave me the bar and kitchen size and we decide where would be the ideal space for kitchen and bar in the layout.

Having good foot traffic flow is part and partial of good restaurant design, was

this requirement met with the layout?
Yes, its all about programming. From the second we got the project, we started on the design layout with concern to generate the traffic flow especially for a busy restaurant. We made the layout to include a very strong linear path that lead customers directly to the seating area and the service path does not overlap with customer path. So, its very clear between service and customer traffic flow.

Hanna and Dolly’s personality and presence can be felt in the interior design, as designers how do you manage to implement both your clients vision and personality so perfectly into your design?

We combined their ideas with our knowledge and implement the essence into the design. ¹⁰

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