

# Six Star Aspirations

The Trans Luxury Hotel is the newest addition to the Bandung Skyline. This 18 story building with its opulent interior and elegant exterior has “six” star amenities that makes it a crown jewel for hospitality. Indonesia Design interviewed the hotel’s General Manager, [Alexander Jovanovic](#), an Australian from Adelaide, which was part of the development, opening and current operation of this new venture of the Trans Corp Group.

**STORY BY** Dewald Haynes **PHOTO BY** Bagus Tri Laksono & Doc. Trans Luxury Hotel

**During your career you’ve worked in major Asian countries and cities including Australia and Dubai with well-known high-end hotels. Do you find The Trans Luxury Hotel in Bandung, Indonesia as lucrative as your prior opportunities?**

After over three decades in the hospitality industry, with eight openings under my belt, when the opportunity came to work for the Trans Corpora Group and to work in Indonesia, it was exactly that, a lucrative opportunity, close to my home country that involves new challenges and the ability again to grow and learn. Trans Corpora is a large group with many successful divisions and big brands owned by the corporation, and to be part of their Chairman, Chairul Tanjung’s latest vision, “The Trans Luxury Hotel” was a great honour.

**Is The Trans Luxury Hotel a career highlight for you?**

It could very well be my last project and I certainly view it as the career highlight of my life, and the challenge has only begun. After Bandung the Trans Luxury Hotel will expand to Bali as well as Jakarta and each will have its own unique design and character.

**Speaking of design can you explain The Trans Luxury Hotel’s interior design**

**philosophy from your personal view point?**

To me the design of the hotel is a journey that starts from the outside with the tropical gardens and the gold glass facade that reflects the surroundings of the hotel. As you enter the foyer, you are greeted by a huge wrought iron staircase and crystal dragon chandelier. Both are equally spectacular to me, and then of course the reception area itself, with the hand painted art on the front desks, is just as elegant. The curved designs repeated on the carpet, the pillars and even the positioning of the dragon with its curved body all bring continuity to the elements and becomes a feature on its own, that guides your eye to numerous directions in order to take it all in.

The hallways on each floor represents the illusion of walking through an enchanted forest, with tree bark or leaf embossed motif wall paper and black crocodile skin covered wall panels with lampshades lighting the way to your room. There are butterfly motives on the ceiling, as well as on the carpet, resembling the transformation you undergo when you are in the hotel. You may start out as a caterpillar but during your stay you will evolve and be treated like a butterfly.

Then all the rooms’ layout and finishing are all luxurious, although the furniture was made in Indonesia all other fixtures in

the hotel are imported and selected by the Chairman personally. Even the artwork is from his personal collection. Nothing was left to chance; every last detail was debated and only accepted once the Chairman gave his stamp of approval on the design.

The spectacular 18<sup>th</sup> floor has a see through glass dance floor for the young at heart and the pillars, covered in mirror mosaics, reflect the outside back inside the entertainment area. Inviting guests and making them feel as if they are part of the surrounding “Paris van Java” vibe that Bandung is famed for. The design to me is definably five star...

**But is this NOT a “six” star establishment?**

It can be a debatable subject but for me personally the “sixth” star is our “aspiration”. The grading criteria for the “sixth” star depend on our patrons. We do have a twenty four hour personal butler service available, where you are handed your own programmed phone to contact your butler with, but mainly our personal attentive service level in general is striving to really achieve and earn that aspiring “sixth” star. Rest assured though that at the very least The Trans Luxury Hotel is a five star deluxe plus establishment.





**Who were the creative minds behind this detailed design project?**

The main credit belongs to the Chairman of Trans Corpora., Mr. Chairul Tanjung. His vision and investment made it all possible. He only strives to work with the best and deliver the best. Hirsch Bender Associates provided the expertise to execute the blue prints of the Chairman's ideas.

The Chairman's wife, Anita Tanjung, also became involved with the development of our Spa on the fifth floor. Our Spa is based on the best Bali inspired treatments and ambiance to recreate the Bali Spa experience right here in Bandung.

**Only the best as you said?**

Yes! Every part of the design set us aside in a league of our own, and as a frontier in Bandung for the high-end lifestyle experience. Have you noticed our logo? It is a very fitting designed logo for The Trans as it represents a Balinese Princess's Jewelled Crown, and that is exactly what Trans Luxury Hotel is: The Crown in the Indonesian hotel industry that is fit for royalty.

**Anda telah bekerja di kota-kota besar di Asia seperti Dubai dengan hotel-hotelnya yang terkenal high-end, juga**



**Australia. Apakah The Trans Luxury Hotel di Bandung, Indonesia, termasuk kesempatan yang menjanjikan?**

Setelah menjalani lebih dari tiga dekade di industri perhotelan, dengan pengalaman membuka delapan hotel baru, kesempatan bekerja untuk Grup Trans Corpora di Indonesia ini merupakan sesuatu yang menjanjikan. Selain dekat dengan negara asal saya, kesempatan ini menawarkan tantangan baru untuk tumbuh dan belajar lagi. Trans Corpora adalah perusahaan besar dengan banyak divisi sukses dan merek-merek besar. Bisa menjadi bagian dari visi terbaru *chairman* mereka, Bapak Chairul Tanjung di The Trans Luxury Hotel adalah suatu kehormatan besar.

**Apakah The Trans Luxury Hotel merupakan puncak karir Anda?**

Ini bisa jadi proyek terakhir saya dan tentunya saya melihat ini sebagai puncak karir di hidup saya. Namun, bagi saya tantangan ini baru saja mulai, karena setelah Bandung, The Trans Luxury Hotel masih akan ekspansi ke



Bali dan juga Jakarta, dan masing-masing akan memiliki desain yang unik dan berkarakter.

**Berbicara tentang desain, bisakah Anda menjelaskan filosofi desain interior The Trans Luxury Hotel dari sudut pandang pribadi Anda?**

Bagi saya desain The Trans Luxury Hotel adalah sebuah perjalanan, bermula dari bagian luarnya yaitu taman tropis dan kaca fasad emas yang mencerminkan lingkungan hotel. Saat memasuki *foyer*, Anda akan disambut oleh tangga besi tempa yang besar dan lampu kristal naga. Keduanya spektakuler bagi saya, namun tentu saja area *reception* dengan karya seni yang dilukis tangan di *front desk*, tidak kalah elegan. Karpet dan pilarnya, bahkan posisi lampu naga pun menampilkan desain yang berliku untuk memberikan elemen kontinuitas sekaligus menjadi fitur yang menuntun mata Anda melanglang ke segala arah untuk menikmati semuanya.

Lalu lorong-lorong di setiap lantai memberikan ilusi berjalan melalui hutan ajaib, dengan motif kulit kayu atau daun di *wallpaper*-nya dan motif kulit buaya yang berwarna hitam untuk panel-panel dindingnya, komplit dengan lampu-lampu yang menerangi jalan ke kamar. Terdapat juga motif kupu-kupu di langit-langit, serta di atas karpet, menyimbolkan transformasi yang Anda alami ketika berada di hotel. Anda mungkin mulai keluar sebagai ulat, tapi selama tinggal di hotel Anda akan berkembang dan diperlakukan seperti kupu-kupu.

Kemudian tata letak kamar dan *finishing* semuanya mewah, meskipun perabotan dibuat di Indonesia namun perlengkapan lainnya di hotel semua diimpor dan dipilih secara pribadi oleh *chairman*. Bahkan karya seni di sini berasal dari koleksi pribadinya. Tidak ada yang dikerjakan setengah-setengah; setiap detail terakhir diperdebatkan dan hanya diterima ketika *Chairman* memberikan cap persetujuannya.

Sedangkan lantai 18 yang spektakuler memiliki kaca transparan sebagai lantai

dan bisa menjadi lantai dansa bagi mereka yang berjiwa muda. Pilar-pilar yang diselimiti mosaik kaca, mencerminkan luar-dalam hotel sebagai area hiburan, mengundang para tamu dan membuat mereka merasa seolah-olah menjadi bagian dari "Paris van Java", dan Bandung terkenal karena itu. Desain ini bagi saya, secara definisi tentunya berbintang lima deluxe plus...

**Tapi ini BUKAN hotel "berbintang enam"?**

Ini adalah topik yang bisa diperdebatkan, bagi saya pribadi bintang "enam" ini sebenarnya adalah aspirasi kami. Kriteria penilaian untuk bintang "enam" ini tergantung pada pelanggan kami. Contohnya, kami memiliki layanan *butler* pribadi 24 jam, tamu akan mendapat telepon yang sudah diprogram dengan nomor *butler*. Tingkat perhatian layanan pribadi kami ini mengacu kepada aspirasi "bintang enam". Yakinkan bahwa The Trans Luxury Hotel setidaknya adalah hotel deluxe berbintang lima.

**Siapa pelopor kreatif di balik rincian proyek desain?**

Kredit utama diberikan kepada *Chairman* dari Trans Corpora, Bapak Chairul Tanjung. Visi dan investasinya membuat semuanya terjadi. Dia hanya berusaha bekerja untuk yang terbaik dan memberikan yang terbaik. Hirsch Bedner Associates memberikan keahliannya untuk melaksanakan visinya. Sedangkan Ibu Anita Tanjung, juga terlibat dengan pengembangan Spa kami di lantai lima yang terinspirasi dan didasarkan pada perawatan terbaik di Bali. Kami berusaha menciptakan pengalaman Bali Spa di Bandung.

**Hanya yang terbaik seperti yang Anda katakan?**

Ya! Setiap bagian dari desain menyisihkan kami dalam liga tersendiri, dan sebagai pelopor di Bandung untuk pengalaman gaya hidup *high-end*. Pernahkah Anda memperhatikan logo kami? Logo yang dirancang ini sangat pas untuk The Trans karena merupakan Mahkota Perhiasan Putri Bali, dan itulah The Trans Luxury Hotel: mahkota *hospitality* Indonesia yang cocok untuk royalti. 