

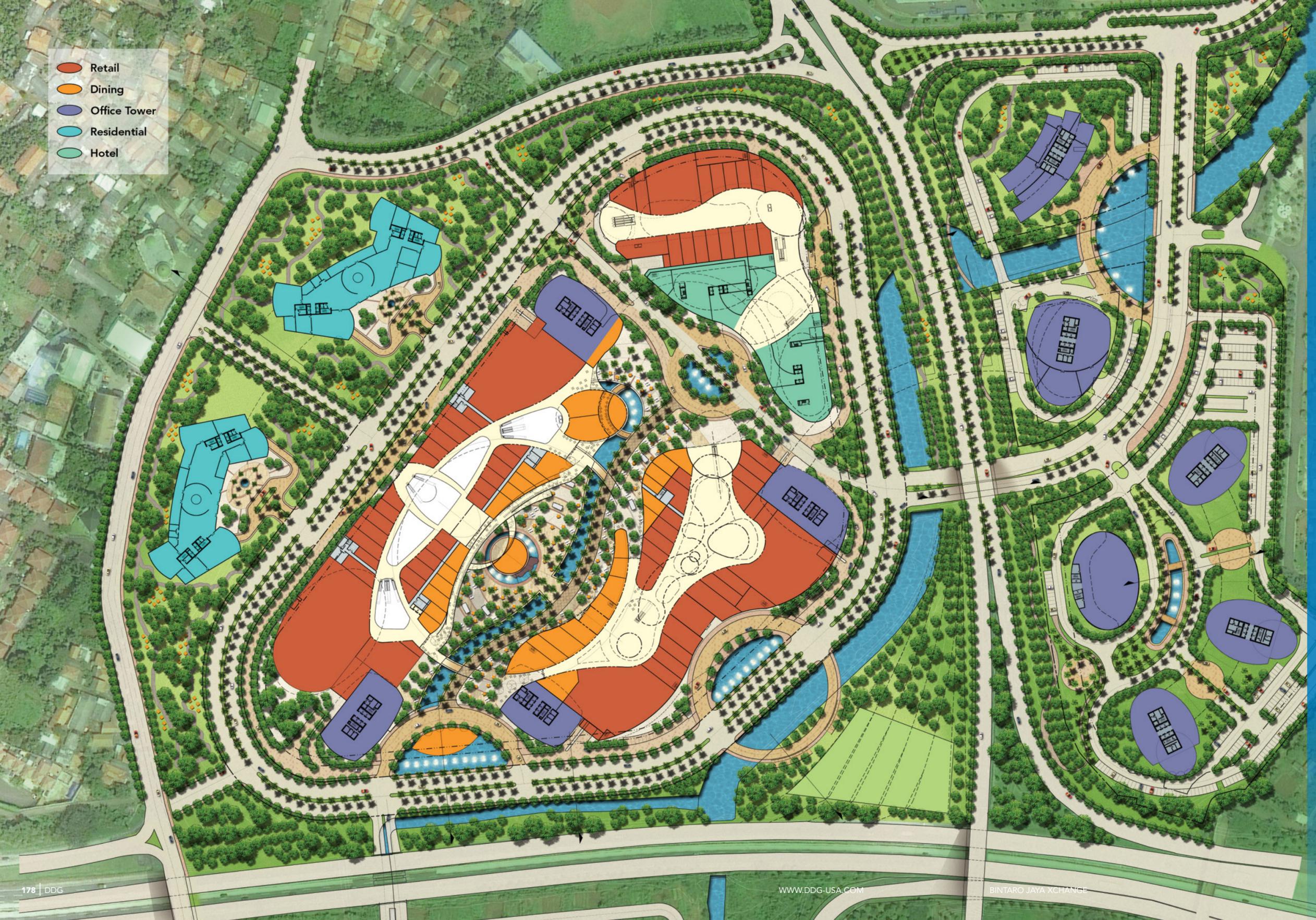
Jakarta, Indonesia

BINTARO JAYA XCHANGE

2013

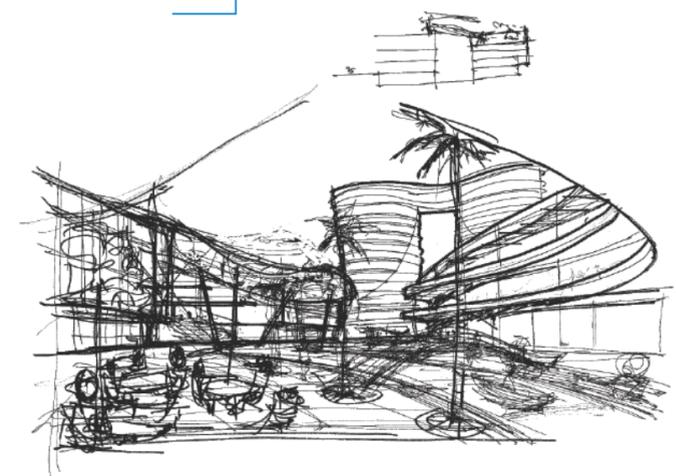
- site area | 51.9 acres / 21 hectares
- total GBA | 9,632,847 sq ft / 895,246 sq m
- office | 5,528,994 sq ft / 513,847 sq m
- hotel | 612,793 sq ft / 56,951 sq m
- convention | 87,888 sq ft / 8,168 sq m
- residential | 1,808,326 sq ft / 168,060 sq m
- retail | 1,549,752 sq ft / 144,029 sq m
- park / recreation | 45,095 sq ft / 4,191 sq m
- client | PT. Jaya Real Property Tbk.





- Retail
- Dining
- Office Tower
- Residential
- Hotel

ARCHITECTURE
PLANNING
GRAPHICS



Bintaro Jaya: The flagship development of Jaya Property is a compelling vision of innovative urban planning. The largest and closest satellite city to Jakarta, Bintaro began not with its sweeping sixty-story tower, but with the most pedestrian of planning: getting there. In Jakarta, access is everything.

Working with roadway engineers, DDG prepared a plethora of access options: a new exit tollgate from the main thoroughfare, two road underpasses, a new commuter train station, shuttle buses from neighboring communities, and a wide pedestrian sky bridge that spans the adjacent highway.

The massive project is divided into three phases. Each centers on a retail hub, and all are joined by an expansive central park. Circulation inside the project received equal attention: residence buildings are sited within easy walking distances, and the eco-friendly city center features a network of lushly landscaped and shaded pathways, making strolling a pleasurable activity. With the groundwork done, the next phase – the striking office tower – is poised to unfurl against the Jakarta horizon.

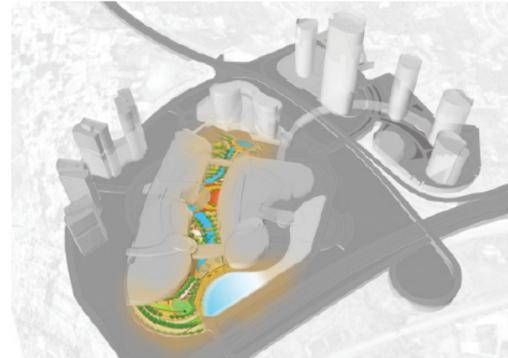
Bintaro Jaya Xchange lives up to its bold master plan, and equally bold are strong eco-friendly principles.

Bintaro Jaya Xchange was planned in three phases: Phase I, a fashion shopping mall with extensive recreational and dining offerings, curves around the central park, with terraces on each level exchanging energy between the park and the mall. Flanking the mall, residential towers enjoy excellent views; pedestrian walkways connect all the plan elements.

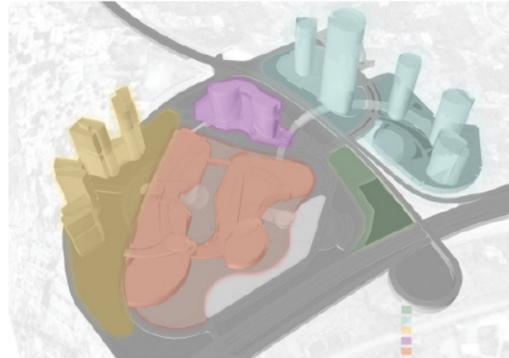
Phase II is a second mall supporting a comprehensive convention center and luxury hotel facilities with onsite services. This mall connects to the park along its entire frontage and provides extensive

pedestrian walkways to the rest of the project. It also benefits from generous roadway exposure, allowing for significant traffic flows during convention transitions.

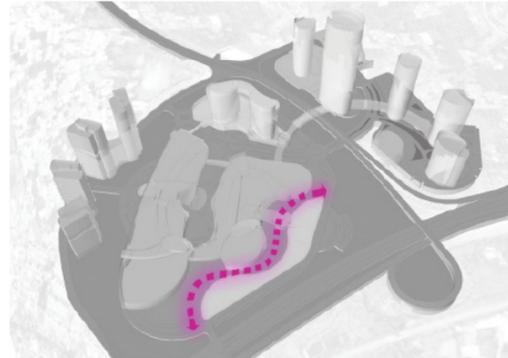
Phase III offers additional office towers around a third mall, planned as a recreational resource for the entire project: a modern, safe and fun destination for residents, convention-goers, and visitors. Skywalks connect the offices to the Phase II mall, and connect the malls to one another, encouraging walking during hot days and in inclement weather.



CANAL WALK EXPERIENCE DIAGRAM



ZONING DIAGRAM



LAKESIDE DRIVE ACCESS DIAGRAM



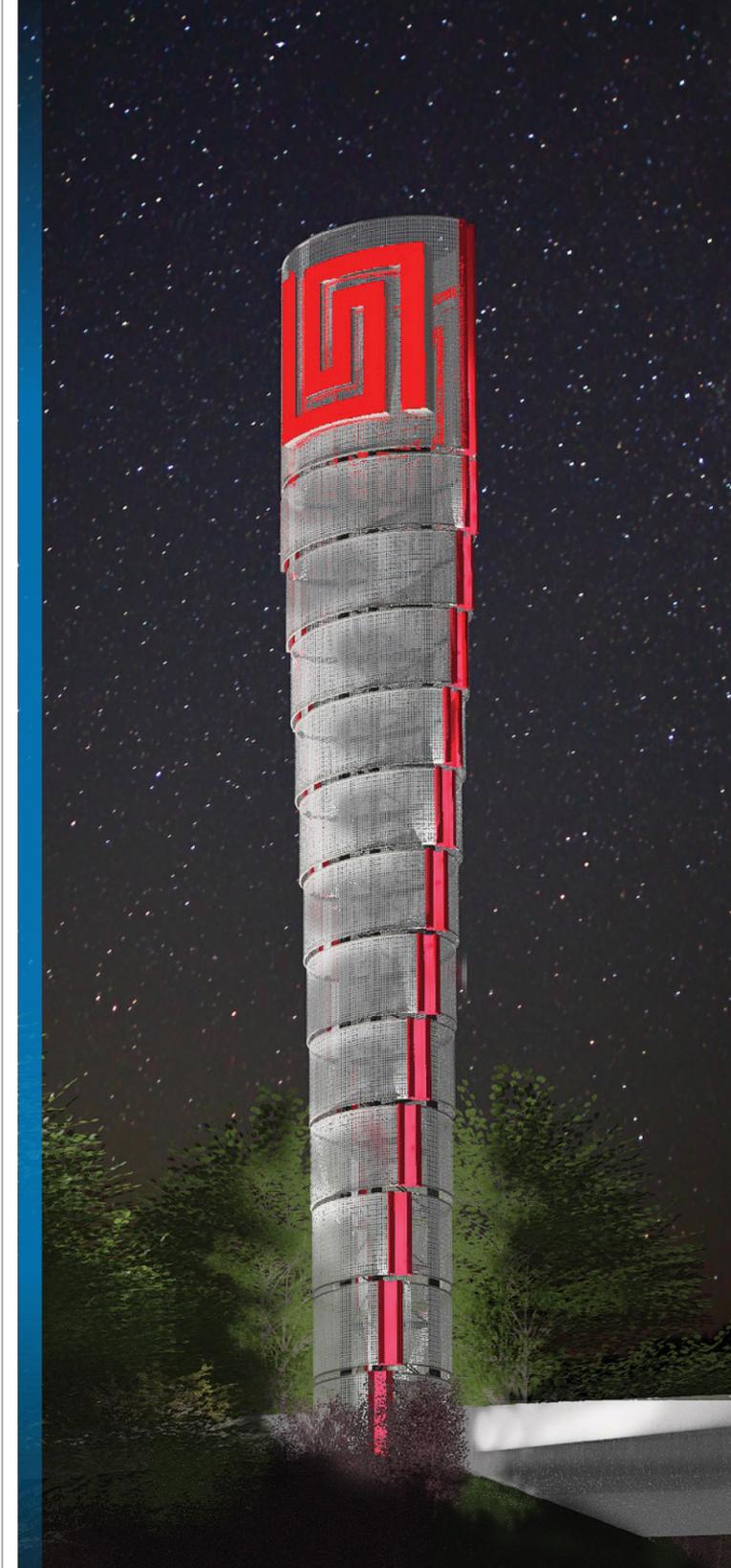
Bintaro's central plaza is designed to be a profoundly immersive experience, a place-making setting conceived as a true park, layered with fountains and expansive enough to accommodate both recreation and relaxation. The park stands on its own as a community amenity; although linking the planned malls, it possesses its own unique theme.

Facades fronting the park contribute significantly to the total greenspace. Bintaro boasts the largest "green wall" in Indonesia, and promenades on each mall level expand the park space and visually link the walkways.





Directional signage is rigorously consistent, beginning with a striking onsite pylon on which DDG displayed the client's corporate logo using a brilliant red indicated by branding findings. Site studies were conducted to determine the optimum visibility for traffic from both directions, and material options include a scrim surface with LED lighting to cast images. The signage concept – metal panels with applied dimensional elements that creatively divide the wayfinding information for fast decision-making – diminishes in size commensurately with proximity and traffic speed.



Design inspiration for Bintaro Jaya Xchange derives from the passage of water through an environment of ice and canyon rock. Under a central plaza ceiling of abstracted starlight, is a three-floor-tall waterfall cascading down a glass wall. The directional glass wall surface doubles as a branding resource, patterned to create Jaya's corporate logo in the water flow. The design is contemporary and clean, with smooth lines, abstract references to ripples and waves, and seamless material intersections. Of particular visual interest are the mall levels, whose organic profiles are appealing from any viewing point.

The waterfall flows through the mall to "feed" a frozen pond, consequently attracting visitors to the biggest ice rink in Indonesia. DDG integrated this into the design so that Bintaro could lay claim to that honor.

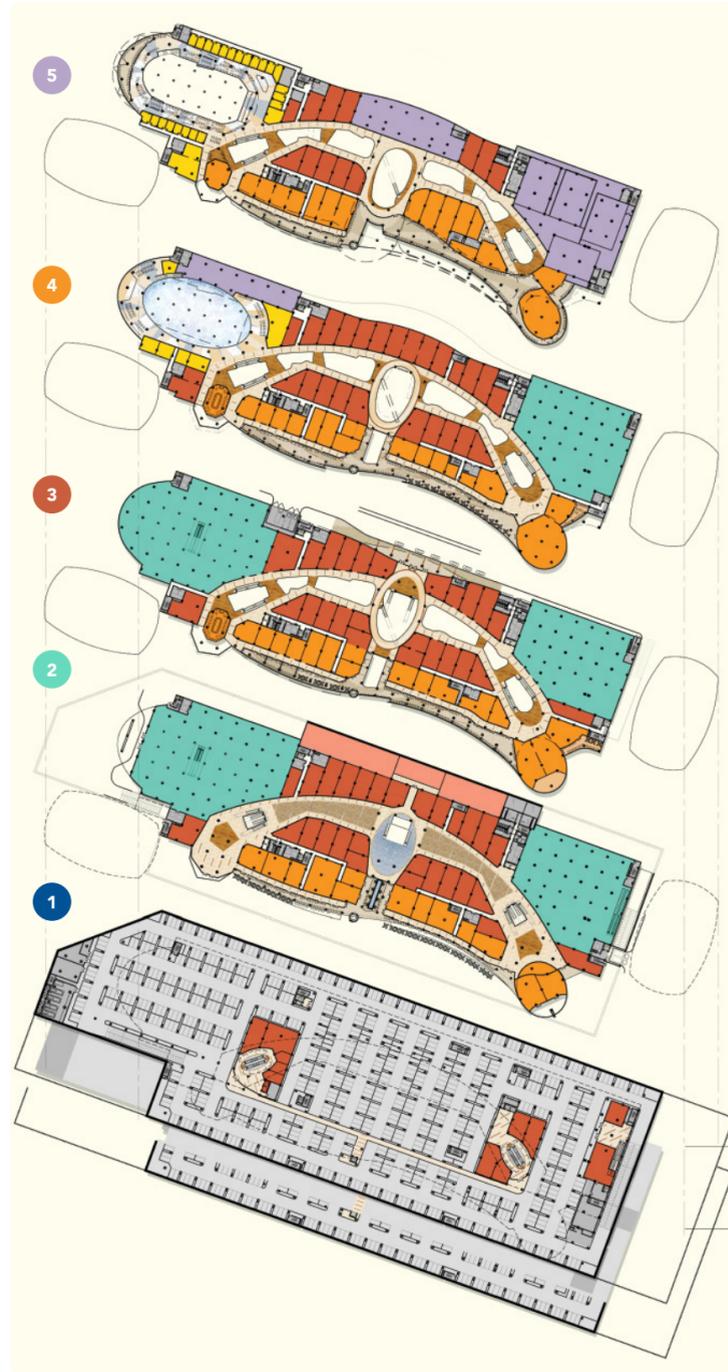
Eco-friendly features addressed energy management by using clerestory windows instead of skylights, reducing heat intake from the tropical sun while providing ample natural lighting.



Clerestory windows pair with designed ceiling details; the smooth, undulating waves simulate an abstraction of both water movement and cloud shapes.



A cool-water color palette includes clear blues and cool whites in shades similar to clouds, snow, and crisp white ice – the latter referring to the ice skating rink, an exotic and popular novelty in an equatorial climate. To allow for a bird’s-eye view of the mall’s four retail levels at once, DDG designed an exhilarating two-story escalator spanning the entire interior plaza, much as a ski lift or tram traverses a mountain valley’s wide open aerial space – facilitating a different way to experience the mall.



The central atrium changes organically with each level, shifting the positioning of the central plaza and subtly flexing the flanking walkway across the axis of the open space. Inspiration came from the organic, evolving shape of geologic formations – giving each level of the mall a different experience. Ample parking fills the lowest level of this five-floor mall.



An important presentation element lay in the flexibility of the options provided; the client can opt for static graphics or sophisticated interactive screens.



While directional site signage is contemporary and neutral for the entire development, each mall has its own identity. All signage operates like a fixture; noticeable when needed, otherwise blending in to the environment. For both the retail areas and the overall project, Bintaro’s wayfinding system forges a vital link between the built environment and the activities within, accentuating the subtle details and memorable elements that shape the guest’s experience to create a lasting and powerful sense of place.

Sleek, contemporary signage acts as a vital link between the built environment and the activities within, guiding visitors through the project with ease and clarity.



Wall mounted directional signs direct patrons to amenities in locations not easily visible from the main concourse such as restrooms, elevators, and parking.