

Bekasi, Indonesia

GRAND METROPOLITAN

2013

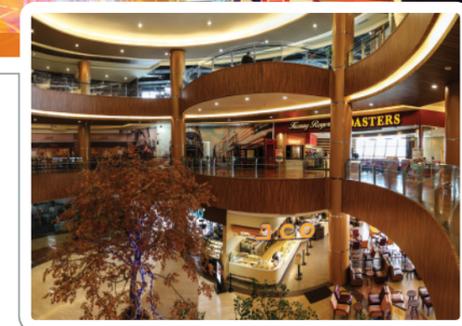
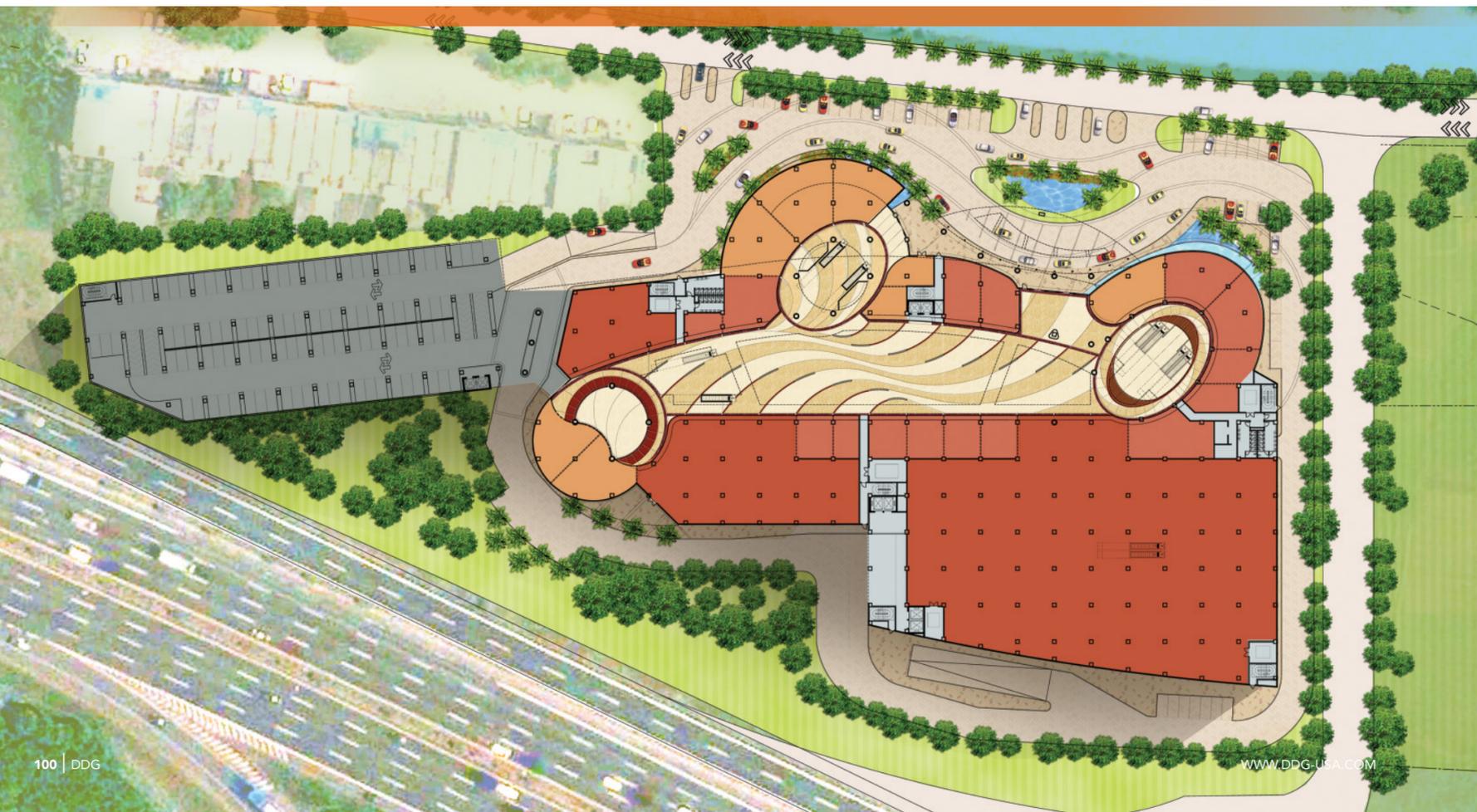
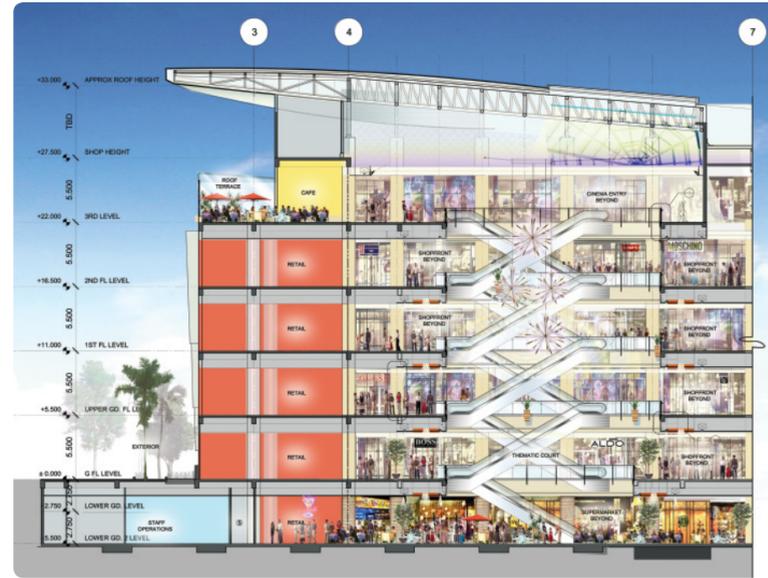
ARCHITECTURE
PLANNING
GRAPHICS



site area | 6.7 acres / 2.7 hectares
 total GBA | 1,151,158 sq ft / 106,985 sq m
 client | PT Metropolitan Land

Grand Metropolitan occupies a prime location in a rapidly evolving region.

An hour's drive east of Jakarta, Indonesia, is the up-and-coming city of Bekasi, where the inviting new mall, Grand Metropolitan, enjoys a position along the waterfront of the Kalimalang River. A strong, striking exterior design mirrors the river flow, using bold curvilinear forms as well as extensive mirrored paneling, and rippling, ribbon elements that wrap around the building. Banners, video screens, lighting, and LCD effects add energy and drama.



Grand Metropolitan is a bright and crisp four-level center, where the curved architecture opens into three large interior oval courts. The bustling central Sun Court, a welcoming gathering space, provides abundant natural lighting via an expansive skylight, and the energetic restaurant gallery keeps shoppers circulating. Above, a rooftop restaurant includes

multiple outdoor dining terraces atop this dynamic new shopping center.

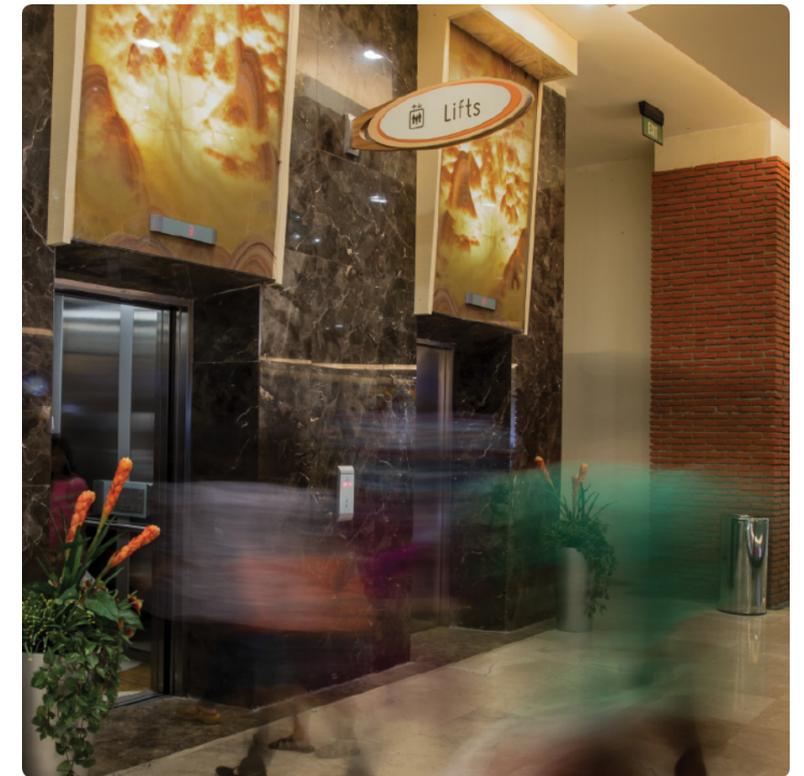
A notable feature, a "green wall" of metal mesh laced with living plants, frames the exterior of an eleven-story parking garage.

The ribbon-like wave extends throughout the interior, where a white-on-white color palette and understated lighting creates a relaxed and fresh atmosphere.



The Grand Metropolitan graphic design package drew inspiration from the elliptical shapes of the mall courts, as well as the different stages of the daily solar cycle, adding unique, engaging, and functional enhancements to a world-class shopping mall. The graphic design elements integrate a broad range of features, including advertising and multimedia opportunities, portable retail kiosks, and suspended light sculptures.

Wayfinding was integrated into architectural components for maximum impact. Bright colors in parking-garage wayfinding devices contrast with the utilitarian parking structure to help pedestrians visually orient themselves within its many levels.



The courtesy information desk exemplifies the graphics and design package, echoing the building's curves and the ribboning architectural elements.