



Jakarta, Indonesia

PURI INDAH

2014

site area | 13.3 acres / 5.4 hectares

total GBA | 3,801,196 sq ft / 353,271 sq m

retail | 796,337 sq ft / 74,009 sq m

residential | 3,004,859 sq ft / 279,262 sq m

client | Pondok Indah Group



To visually and physically link the new mall with the other areas of the master plan, DDG designed a skyway bridge – evoking the shape of an ocean wave.

ARCHITECTURE
PLANNING



Planning for maximum density on a tight site meant applying shape efficiency to each element of the design.

Given the restricted site plan, DDG used circular footprints to preserve open space while maximizing land use, and organized the design around a central park. The strategy affords uninterrupted views of the urban downtown from residences, office towers, and an iconic sixty-story hotel. Heavily landscaped and shaded, the open-air plaza provides a pedestrian-friendly atmosphere, a bonus where Jakarta’s infamous traffic makes walking between homes, offices, shops, restaurants, and recreation an asset.

Puri Indah’s master plan features three communities in one. Blending several planned office and residential towers, an existing mall, and two new malls required a design that unified all spaces under one brand; the client also requested that DDG maximize densities wherever possible. Starting with Puri Indah II, the first new mall, our design team sought to balance Jakarta’s outdoor lifestyle

with the hot and humid weather prevalent during many months of the year. The result: a “hybrid lifestyle” concept featuring an indoor mall that seamlessly transitions to various outdoor components, and dramatically links the two. Our plan’s unifying theme is one of Jakarta’s environmentally precious resources: the mangrove forest interface with the ocean.





Skylights, sculptural bubbles, and small, swirling pools and fountains combine to simulate beachfront mangrove tidal pools; they add to the shopping experience and display theme consistency.

Puri Indah II's welcoming open-air courtyard entrance segues to a bright and contemporary enclosed mall. The design theme "mangrove meets ocean" prompted DDG to emphasize on fluid lines, a clean, light palette, and smooth surfaces, which create an exciting retail energy while retaining the outside ambiance. The plazas and malls of Puri Indah consequently become a series of linear parks.

Another important goal – to provide a memorable environment that celebrated Jakarta – is underwritten by the mixed-use master plan, which includes a world-class convention center immediately adjacent to government buildings and a large hospital, and excellent highway access between two major roadways.

A mangrove forest's canopy filters light so that even on the hottest days, the sun brightens without glare – a grove of symbolic trees designed for Puri Indah II's entrance court creates a canopy of relaxing shade over an open plaza with cafes and restaurants. Lace-like treetop trellises create dappled light which filters down where the mall exterior gently, almost unnoticeably, transitions inside. Sparkling glass kiosks – glittering cubes that focus buyer attention on merchandise – also serve the transition to interior mall retail.



A practical design detail inspired by nature: airy "root canopies" evocative of mangroves shield mall-goers on rainy days, still leaving the space open to the air.

