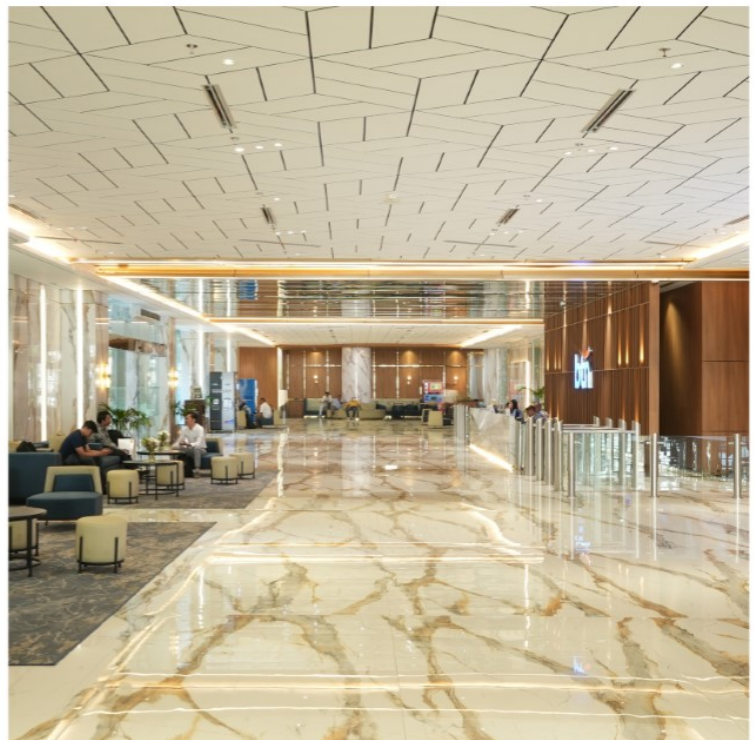


BTN TOWER LOBBY

JAKARTA



Alien Design Consultant is working with Bank BTN to create a lobby design for Menara BTN that aligns with the bank's vision of becoming the leading mortgage bank in Southeast Asia by 2025. This vision focuses on building a Digital Ecosystem to better serve its over 20 million customers. The lobby design not only reflects Bank BTN's commitment to digital innovation but also serves as a functional space that embodies the bank's values in the digital era.

The 831-square-meter lobby was designed by blending premium materials and unique design elements, creating an atmosphere of elegance and professionalism. Every detail was carefully considered to provide the best experience for every visitor. The gleaming marble surfaces create a bright and spacious ambiance, enhancing the luxurious and pristine feel. The reception area features a layered vertical wood slat backdrop, adding a warm touch and an intriguing contrast to the white marble.



BTN LOBBY TOWER JAKARTA

One of the standout design features in the lobby of Menara BTN is the use of hexagonal geometric shapes on the ceiling. These hexagons, a signature of BTN, are applied to add character and visual depth to the space. The ceiling showcases distinctive hexagonal shapes characteristic of BTN, combined with sparkling mirrors. This feature not only enhances visual aesthetics but also adds dimension and depth, creating a dynamic and modern appearance.

The lobby's design is meticulously crafted to reflect the bank's progress and its commitment to integrating advanced digital solutions into its operations. By incorporating elements that signify innovation and forward-thinking, the lobby serves as a gateway to the future of banking at BTN.



- | | | |
|------------------|----------------------|-----------------------|
| 1 BACK LOBBY | 5 SIDE LOBBY | 9 FRONT LOBBY |
| 2 LOUNGE CAFE | 6 WALL OF FAME | 10 LOBBY LIFT |
| 3 LOUNGE AREA | 7 STAIRWAY | 11 CLINIC & NURSERY |
| 4 RECEPTION AREA | 8 MONEY CHANGER AREA | 12 CANTINE |
| | | 13 TOILET |
| | | 14 CS DAN CRM MACHINE |



With over 20 million customer accounts and total assets exceeding 402 trillion rupiah in 2024, Bank BTN has set its sights on establishing a robust Digital Ecosystem to elevate its services in the digital age. This initiative is critical as the bank aims to stay ahead in offering superior digital products and services, ensuring that it meets the evolving needs of its diverse customer base. Recognizing the importance of this transformation, Alien Design Consultant has been entrusted with the task of creating architectural and interior designs that not only resonate with the bank's vision but also embody the essence of its digital evolution.

The lobby in Menara BTN, it's a space that serves as both a physical and symbolic representation of Bank BTN's journey towards digital excellence. The space is designed to be more than just a reception area; it is intended to communicate the bank's values, particularly its focus on being a leader in the digital era. Every aspect of the lobby, has been carefully planned to ensure that it aligns with Bank BTN's overarching goal of becoming a digital-first institution, capable of leading the market in providing top-tier mortgage and financial services.



YAMAHA FLAGSHIP STORE

JAKARTA



The "Yamaha-ness" concept brings a dynamic and harmonious atmosphere, blending cutting-edge technology with artistic expression, reflecting the core values of Yamaha's Kando philosophy. Kando is a Japanese term that represents a deep sense of satisfaction and immense excitement experienced when encountering something of exceptional value. The Yamaha Flagship Shop in Jakarta is more than just a regular dealership; it's a destination that offers a new experience for Yamaha enthusiasts. With its premium design, top-tier service, and comprehensive facilities, this showroom is the perfect place to get to know Yamaha products more intimately and truly feel the spirit of Yamaha's Kando.

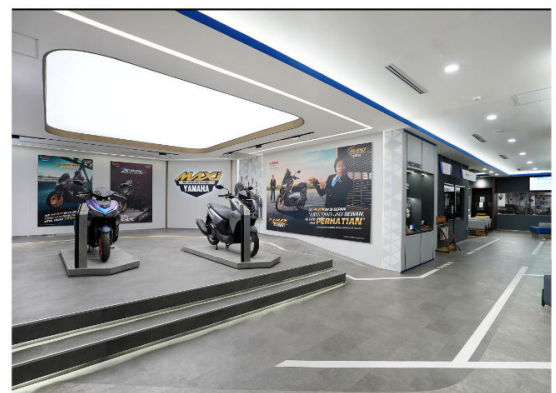
This 725-square-meter showroom is divided into four distinct zones:

Premium Zone: Showcasing Yamaha's premium motorcycles, such as the MAXi Yamaha lineup.

Fashionable Zone: Featuring stylish and trendy motorcycles like the Classy series.

Active Zone: Dedicated to sporty and powerful bikes like the Generation 125.

Exciting Zone: Highlighting Yamaha's thrilling range of sport motorcycles.



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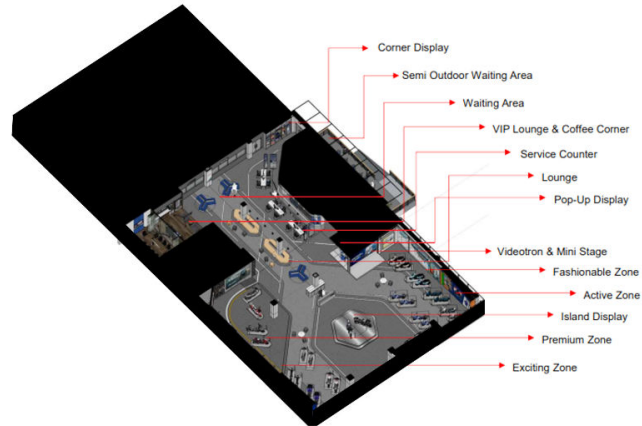


YAMAHA FLAGSHIP STORE

JAKARTA

The Four of a Kind Zones are designed to cater to the diverse interests and preferences of customers. Each zone within the showroom features a cohesive design that aligns with Yamaha's branding, creating a visually appealing and immersive environment for visitors.

The Bold Concept in this showroom's interior design emphasizes pushing creative boundaries to deliver an unforgettable brand experience. This area is crafted to immerse customers in the excitement and passion associated with Yamaha motorcycles. Bold and vibrant design elements are applied to resonate with Yamaha's target audience while effectively communicating Yamaha's identity and values.



The Illuminate Space focuses on creating a bright, lively, and visually captivating environment. The bright lighting serves both functional purposes and enhances the overall aesthetic of the showroom. Custom-designed lighting highlights each motorcycle on display, making the space more inviting and improving product visibility. Energy-efficient LED lights with adjustable intensity are used to create a dynamic and flexible atmosphere.

The final outcome of the Yamaha Flagship Showroom's interior design is an atmosphere that is Pure & Bright. This concept aims to create a sophisticated and modern ambiance that enhances the visual appeal of the showcased motorcycles. By utilizing a timeless color palette, efficient lighting strategies, and a minimalist approach, the showroom provides a clean, elegant, and engaging environment for customers. All these elements work together to deliver an outstanding and memorable shopping experience.

