



BOD OFFICE SUITES

THE LEADERSHIP OF SEMAR



Graceful Leadership through Wayang Designing with Semar's Wisdom

ASA design concept draws deeply from the rich traditions of Wayang, focusing specifically on the character Semar, whose leadership philosophy embodies grace, wisdom, and balance. This inspiration guides the creation of a director's lounge and meeting area that not only respects Semar's principles but also enhances leadership qualities within the space.

Core Elements of Our Design Concept:

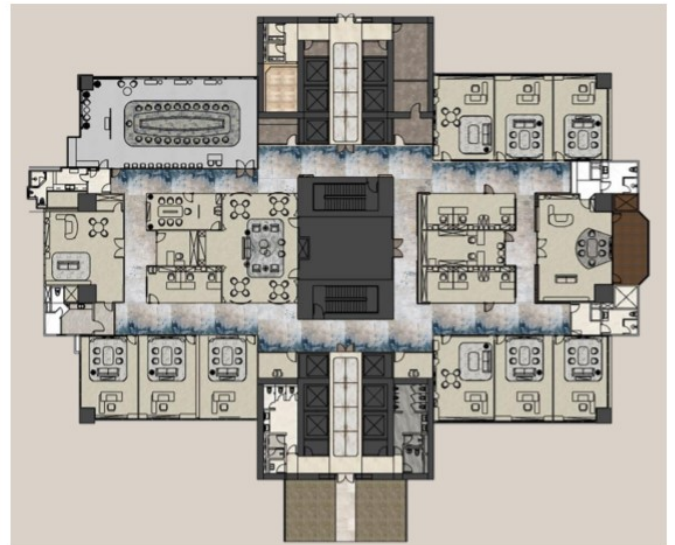
- **Graceful and Earthy Tones:**

Graceful and Earthy Tones: We use a color palette of warm, earthy tones to evoke natural elegance and tranquility. These colors align with Semar's dignified and nurturing leadership qualities, creating an environment that feels both calming and sophisticated.

- **Sleek, Curved Shapes:** In place of rigid lines, we embrace fluid, curved forms to foster a dynamic and harmonious environment. This choice reflects Semar's adaptable and intuitive leadership style, promoting a space that encourages flexibility and openness.

- **Purity and Yin-Yang Balance:** Our design incorporates principles of purity and balance inspired by yin-yang philosophy. This ensures a serene and balanced atmosphere, crucial for effective leadership and thoughtful decision-making.

- **Cultural Elements:** To honor Semar's cultural roots, we integrate traditional Indonesian motifs, such as batik patterns and leaf designs. These elements celebrate cultural heritage while connecting the space to the rich tradition of Wayang.



Design Implementation

The interior design seamlessly blends elegance with cultural depth. Earthy tones are featured prominently throughout the space, with cultural elements like batik patterns embedded in the flooring and wall panels. This choice not only respects Semar's heritage but also adds a layer of sophistication.

To reflect Semar's leadership philosophy, we avoid rigid, straight lines in favor of sleek, curved shapes. This design approach creates a more dynamic and fluid environment. White and wood accents are used to provide a luxurious backdrop, adding depth and warmth to the space.

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Incorporating the Four Elements

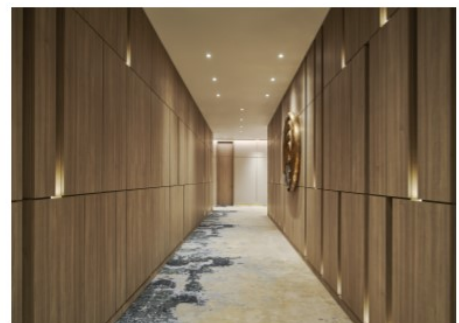
Our design incorporates four key elements—ocean, sun & moon, tree (root), and earth—each symbolizing different aspects of leadership:

Ocean: Representing trust, the ocean element is featured prominently in the hallway corridor with a broadloom carpet, which helps convey the essence of these elements throughout the space.

Sun & Moon: Symbolizing inspiration, these elements are reflected in decorative accents and lighting, enhancing the overall ambiance.

Tree (Root): Signifying wisdom, leaf-patterned partitions are used to evoke the tree and roots, adding a natural and insightful touch to the design.

Earth: Reflecting a noble goal of fostering a good ecosystem, earthy tones and natural materials emphasize a grounded and supportive environment for stakeholders.





Tokopedia

Zen Garden

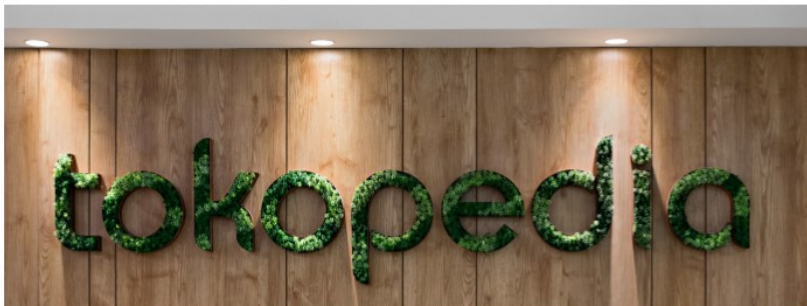
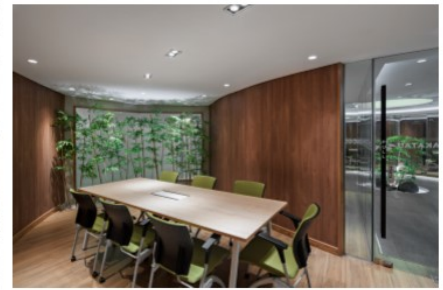


In terms of spatial flow, the symbol of The Enso (circle) is applied to the Reception area, designed in a circular space to create a welcoming and friendly atmosphere. Surrounding this are several consultation rooms that adapt the Japanese 'Engawa' concept, where the consultation rooms have different floor levels compared to the main circulation level, and are bordered by floor recesses filled with small white pebbles that enhance the Zen ambiance of the interior design.



Tokopedia Zen Garden

Japanese architectural design highly values the relationship between buildings and nature, often seen in the use of wood, natural stone, and aesthetically pleasing garden landscapes. This reflection is the primary influence for the overall material choices applied throughout the space. Additionally, decorative round accents on the ceiling in the circulation area represent the Zen element/symbol of The Enso (circle) that is perfectly empty yet completely full.



The design incorporates the natural textures of wood, local natural stone, and clay panels resembling textured stone. The use of wooden flooring and carpet with grass motifs reinforces the Japanese architectural style. However, in some areas, the design integrates modern materials and elements for corporate branding purposes. In this case, Tokopedia, a tech unicorn company, features stretch membrane/barisol ceilings as an attractive centerpiece, decorative elements representing Tokopedia's mascot in traditional Indonesian attire at various points, and display artwork showcasing various products sold on Tokopedia's marketplace platform as the largest and most comprehensive.

Meanwhile, the workspace is designed to be functional and space-efficient given the high number of employees and limited space. The workspace adopts an open office style with undedicated desks, and is equipped with discussion corners and quiet rooms/booths spread throughout. Additionally, the spacious canteen serves a dual function as a dining area, relaxation space, and collaboration zone.

