

Jakarta Future City Hub

Creative Space in JB Tower, 2023



The Jakarta Future City Hub embodies a forward-thinking interpretation of the modern workspace, blending innovative design with the dynamic energy of Jakarta's skyline. This creative hub is located on the 23rd floor of JB Tower and showcases futuristic design principles that integrate technology, innovation, and aesthetic minimalism. The space is crafted not just to meet the demands of today, but to anticipate the needs of tomorrow.

The design's core is a commitment to sustainable materials, smart technology, and adaptable environments. The open-plan layout is enhanced with advanced lighting systems and adaptive furniture, promoting seamless collaboration and productivity. Reflective surfaces, clean lines, and a refined color palette create a sophisticated and functional atmosphere, fostering a stimulating environment.



The Futuristic Hub

in Concept and Design

The design concept for JFCH focuses on creating a futuristic workspace that leverages existing structures while incorporating cutting-edge materials like sleek metal accents and advanced composites to enhance both durability and visual appeal. Flexibility and adaptability are key, with spatial arrangements that can effortlessly transform to accommodate different work styles and technological needs. Dedicated zones for collaborative work, focused individual tasks, and casual interactions are carefully designed to encourage fluid and intuitive use of the space. Without making drastic changes to the ceiling, the design integrates modern elements that align with the futuristic aesthetic, allowing the space to retain its original architectural integrity while seamlessly incorporating advanced design features.



The futuristic vibe is reinforced through strategic lighting and the use of smart glass panels that adjust to natural light, ensuring optimal working conditions. The color scheme—dominated by whites with subtle accents of cool grays, blues, and metals—creates a calm yet efficient environment, with vibrant highlights that inject energy and boost inspiration. This balance between serenity and dynamism establishes a workspace that is both forward-looking and attuned to modern work rhythms.

Collaborating with Kotak Design, the Jakarta Future City Hub sets a new standard for creative workspaces in urban environments. While the design is modern and futuristic, it remains accessible and functional, exploring the possibilities of what the future of work can be. This hub not only serves as a workspace but also contributes to the ongoing evolution of urban design, encouraging innovation and creativity for the next generation.



BBF by Berrybenka

Retail in AEON Mall Jakarta Garden City, 2023



BBF by Berrybenka is a retail brand taking up approximately 300 square meters of space in Aeon Jakarta Garden City. The project presents a challenging floor plan with a recessed or “pocketed” position, requiring a thoughtful approach to space utilization. The aim is to develop a fresh and innovative concept for the brand, one that can be standardized across future stores. With a target audience of 100% women, the design must cater to a diverse range of styles, from more relaxed and androgynous looks to traditionally feminine ones, ensuring that the store appeals to all women, regardless of their fashion preferences. This design project is not just about creating a single store but setting the foundation for the brand’s future retail identity.

