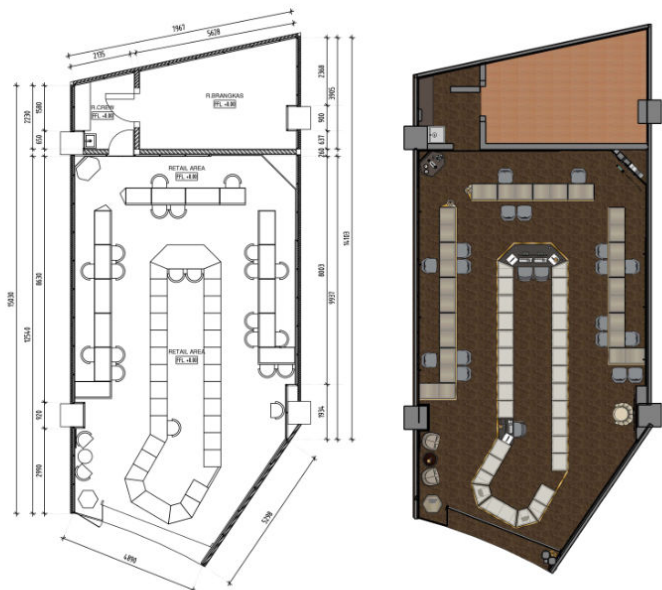


CLARTE

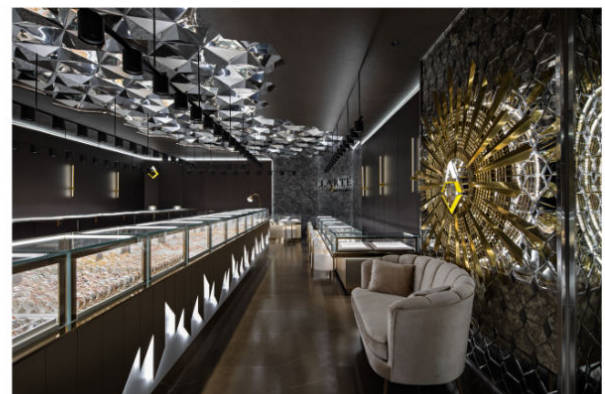
JAKARTA - PIM 3



Nestled in PIM 3, Jakarta, Clarte Jewellery isn't just an ordinary jewellery store; it's an immersive journey into the heart of a diamond and gold mine. Designed by DNV Studio, the interior draws inspiration from the natural richness of golds and captivating brilliance of diamonds, creating an unforgettable experience for jewellery enthusiasts.

Exploring the Depths of the Diamond Mine:

Upon entering Clarte Jewellery, visitors are immediately greeted by a dramatic and elegant ambiance created by the dominant dark gray walls and furniture elements. The use of reflective materials and subtle indirect lighting guides the eye towards the display cases, ensuring that the exquisite collections of diamond and gold jewelry take center stage. The layout of the display cases is well-organized, with a central area for showcasing gold jewelry and surrounding areas with seating for displaying diamond pieces.



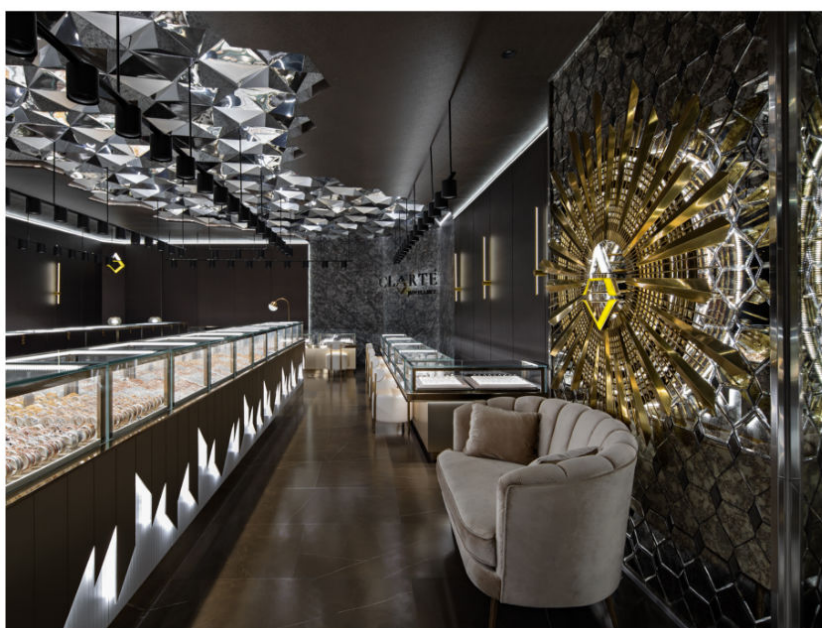
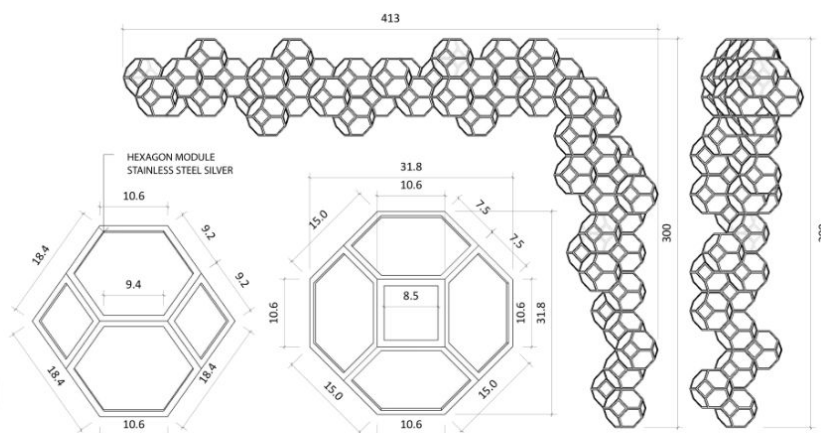
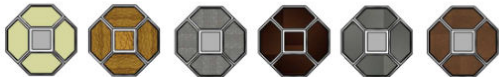
CLARTE

JAKARTA - PIM 3

Hexagonal Gate

The store's facade features a gate with hexagonal modules that differ from the ceiling modules. These facade modules are inspired by rough diamonds, with six different material colors. One type lights up, representing polished diamonds, while the other five have natural colors, representing uncut diamonds. The combination of semi-transparent and solid materials in the facade modules further emphasizes the concept of sparkling and precious diamonds

6 Variations of module materials and colors:



Diamond Sparkle on the Ceiling

The ceiling of Clarte Jewellery is equally captivating. Adorned with diamond-shaped modules that appear to emerge from the surface, reinforcing the diamond mine concept. These triangular modules are crafted from a combination of three different materials to add texture and avoid repetitiveness. They are mounted cascading from above, with some extending down the side walls to create a cohesive visual experience.

Enthralling Golden Swords:

Circular gold stainless steel accents in the shape of radiating rays on the walls provide a striking pop of color against the dark gray backdrop. These gold rays symbolize strength and unmatched elegance. Neonflex is added to illuminate, casting a warm and inviting glow.

At the back of the golden swords, a wall treatment made of diamond-shaped bevel mirrors, arranged in a pattern inspired by Clarte's logo itself, can be found. These mirrors beautifully reflect light, adding a shimmering and luxurious touch to the interior space.

for more information
about our design services,
contact us at:



HDII
DKI JAKARTA

