

AGORA RETAILS

SURABAYA



1st Floor



Mezzanine



2nd Floor

The Greek name - Agora mean "Place for gathering"

As suggested, this will be a place to meet for Architects, Designers and Consumers. A place to gather, a place to meet, and a place to exchange creative ideas. A tapestry of 5 different brands agreed in collaboration to create this design pavilion as a place of gather.

Since there was a shortage of physical floor space, the task was to yield more space by using its volumetric air space into new mezzanine floor plates. This layering concept was important as a new 40% additional area was created. To ensure the experience was seamless, and not needing to specifically have obvious vertical transport of staircase and lifts, which in any retail master planning would spell trouble for the upper display spaces. This solution was to be stacked layers on top of layers. Steps becomes display platforms, display platform becomes gathering spaces, that revealed another zone, and again, repeats itself. Soon to realise visitors find themselves immersed into the pavilion. This narrative of layers was important as it blurs physical boundaries journey and the display zones. On top of that, it added a sense of mystery and discovery.

At the front façade of the architecture, the existing point of entrance was also integral to start the journey within the layers. To blend this experience as a single experience, a new POD, like an additional box, was introduced, this house the greeting point - A coffee bar, which welcomes the sight of visitors.



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With the narrative of the layered spatial journey, the play of the Interior was to make sense of the scale, texture, colours and experience. Re framing the experience of these products within the large volume of space is now sized down, and allowing the visitor experience in digestible sections.

Mixing the architecture experience, and creating platforms of floor plates, materials used had to be pure, and ensure least distractions are done, hence the change of levels would not hinder or halt the journey.

To soften the space, indoor landscape and trees intertwined throughout the layers, coupled with large almost skylight type membrane ceiling was used as illuminance. Clean lines and details were important to keep too, as it allowed the products to showcase and not steal unnecessary attention.



Split level interior are created to add retail space and long gradual stair use as sticking between the level creating seamless transition. furniture/accessories are displayed together with tree in the stair space as well to distract customer on level changes.

The "I BAR" is where the staff will work/mingle and discuss with customer in informal setting, with 2 meeting tables are stitched to the working space to infuse informalities.

A simultaneous and homogenous space, slowly revealing, space upon space. Technology was used to ensure a complete experience, this allowed an upper tier of user experience, with customisable light and mood setting within each space.

The journey ends back at the coffee bar, with smiles and happy experiences.

