



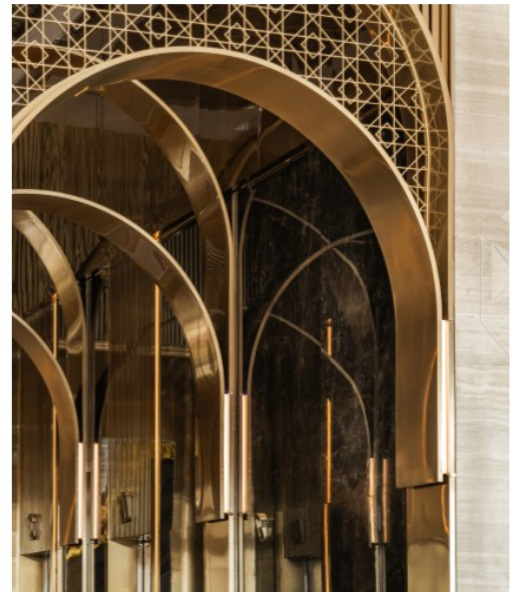
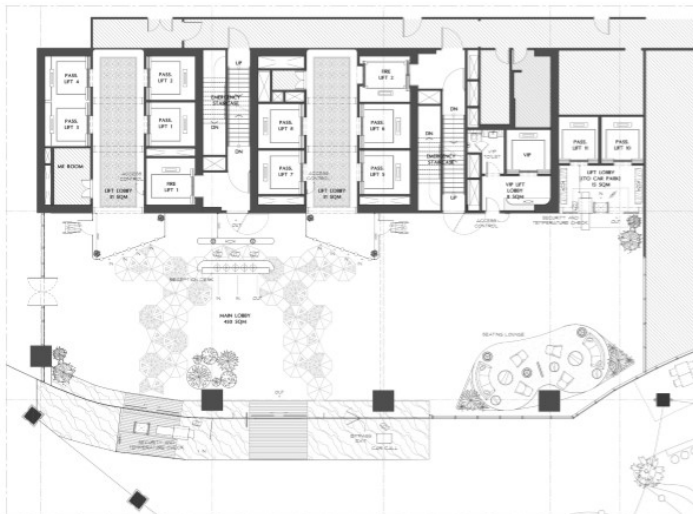
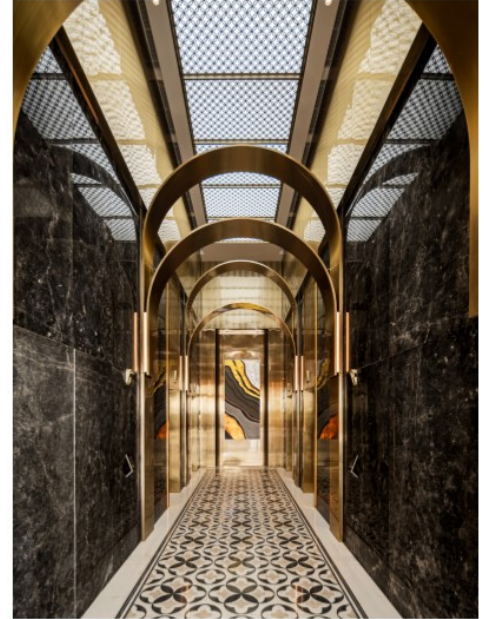
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ISLAMIC FINANCIAL TWIN TOWER

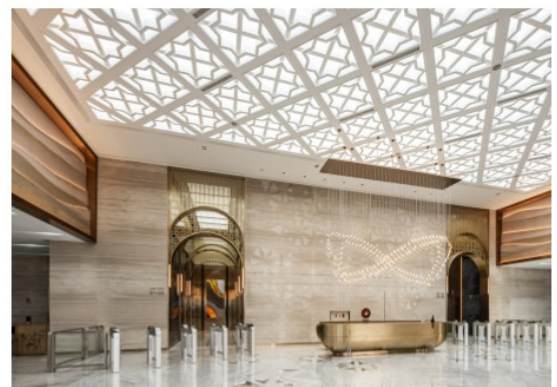
PIK 2, TANGERANG



HBA Indonesia, in collaboration with Agung Sedayu Group, aimed to design the Islamic Financial Tower at PIK 2 to seamlessly blend traditional Islamic culture with modern sophistication. The central theme of the design, "Desert Chanting & Al Sadu Weaving," represents a transformative journey from ancient desert traditions to a contemporary financial hub.

Located in the dynamic area of PIK 2, the tower is inspired by the rich cultural heritage of the desert. Drawing from the enduring traditions of desert life and the nomadic Bedouins, the design reinterprets the desert's rhythmic chants and the art of Al Sadu weaving to create a space that connects historical significance with future aspirations.

By emphasizing these elements, the project seeks to create an interior design that both honors Islamic traditions and enhances the tower's prominence as a key Financial Center in PIK 2, resulting in a unique and culturally meaningful environment.

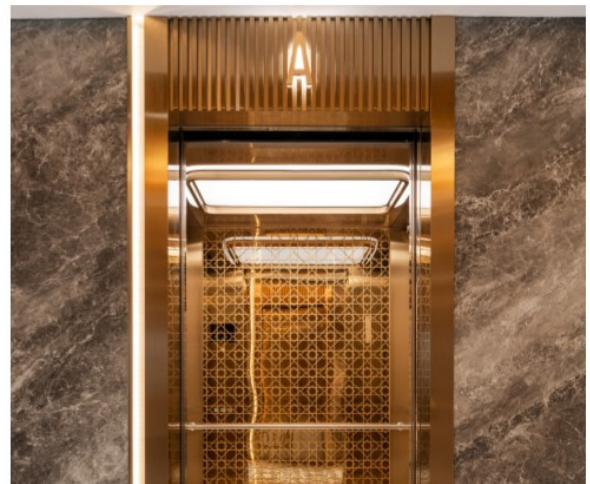
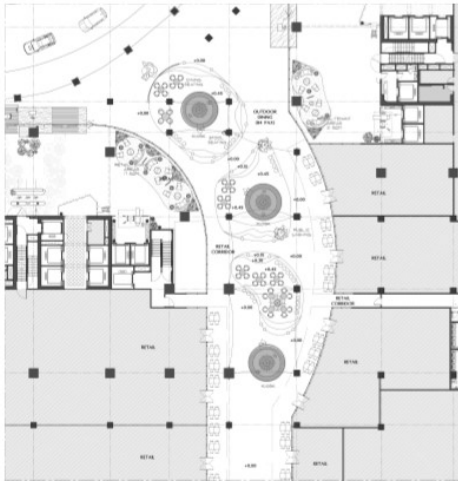


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ISLAMIC FINANCIAL TWIN TOWER

PIK 2, TANGERANG



Two main elements form the core of the design: Desert Chanting and Al Sadu Weaving.

Desert Chanting serves as a fundamental inspiration, with its repetitive and calming nature influencing the design's rhythmic patterns and smooth transitions. This approach creates a tranquil and harmonious atmosphere that flows naturally throughout the space. The design's layout and elements are carefully crafted to mirror the steady rhythm of desert chanting, resulting in a balanced and peaceful environment that evokes a sense of serenity.

Al Sadu Weaving contributes significant textural detail to the design. The intricate patterns and textures characteristic of Al Sadu weaving are reflected in the space, adding both visual and tactile richness. By incorporating these traditional patterns, the design honors Bedouin craftsmanship while integrating modern elements, thereby creating a strong connection to the cultural heritage of the desert.

In collaboration with  **LIGHT DIRECTIONS**

