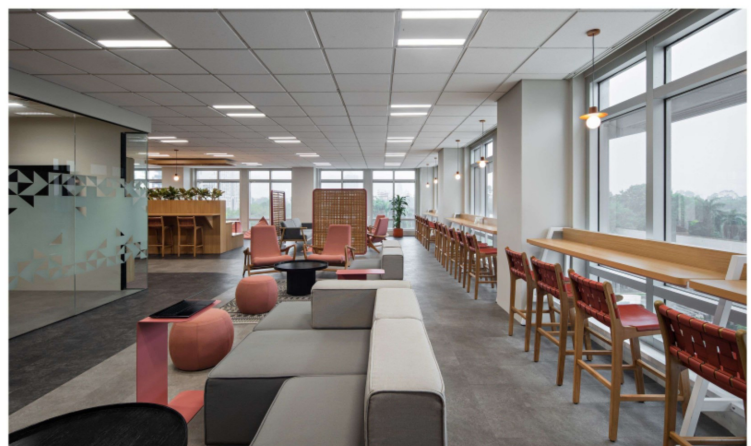


IFG LIFE

JAKARTA



PROJECT NAME : IFG LIFE
CLIENT : PT Asuransi Jiwa IFG
LOCATION : IFG Tower/GRAHA CIMB NIAGA, SCBD
Jakarta
AREA : 2168 m2
STATUS : Completed 2022
INTERIOR CONSULTANT : Terra Wastu Kanaka

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IFG LIFE

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IFG Life's new office fosters a casual collaborative atmosphere with numerous communal and shared spaces tailored for business marketing and sales department. Individual desks are no longer essential for all staff members; instead, the design concept has evolved to organize employees into supportive neighborhoods, centered around a communal area for communication and gatherings. This approach allows staff to select their preferred working spaces based on their specific needs, promoting flexibility and optimal productivity. Moreover, this layout encourages physical movement between communal, collaborative, and quiet areas to enhance focus.



The multi-functional partitions in the communal spaces are strategically configured to create semi-private areas for informal meetings among staff members. Locally sourced materials and furnishings, such as wicker ceilings, vinyl flooring, carpet tiles, and work stations constitute 80% of the interior components in alignment with the Indonesian Ministry of Industry's campaign for Domestic Component Levels (Tingkat Komponen Dalam Negeri or TKDN).

The color palette, featuring shades of Red Scarlet, Maroon, Ash Rose, and Dusty Red, reflects the company's brand identity. These hues, combined with wooden elements and artistic rattan wall treatments showcasing triangular patterns inspired by the IFG Life logo, seamlessly extend to the ceiling, creating a cohesive visual aesthetic.

