



Honouring Culture, Shaping The Future

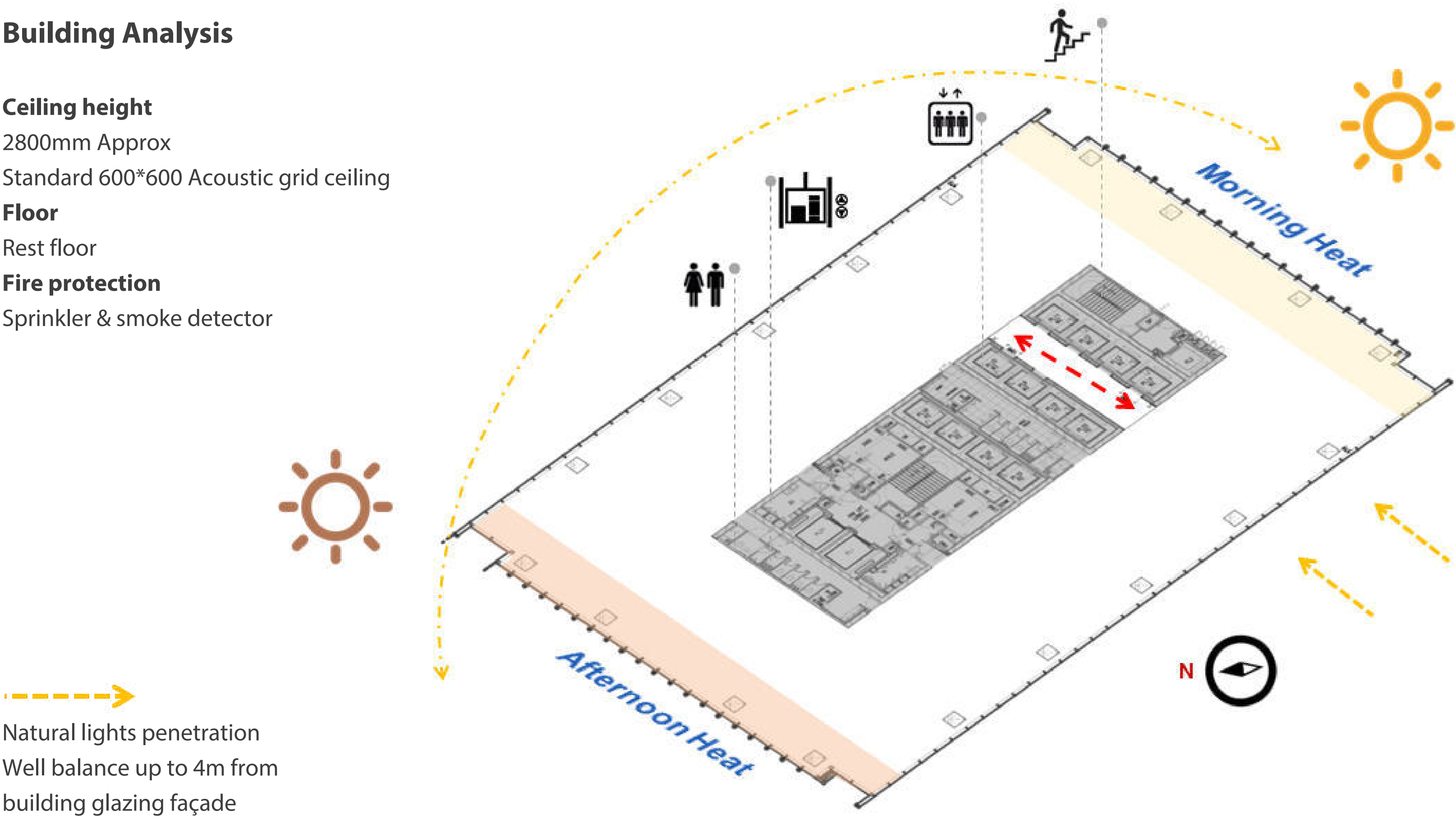
ABB (ASEA Brown Boveri) is a Swedish–Swiss multinational corporation headquartered in Zurich, Switzerland. ABB is recognized as a global technology leader in power grids, electrification, industrial automation, robotics, and motion. With more than 130 years of innovation.

The Brand, The Country, The Design

Inspired by the philosophy behind the colors of the Indonesian flag, 'red' one of ABB's primary brand colors is widely associated with bravery. Indonesia, on the other hand, is also known for the affability of its people. To honor the brand, the country, and the design, our proposal for ABB Office in Jakarta is built upon the concept: **"Bold in Spirit, Humble in Application."** This concept embodies ABB's bold vision in technology while translating it into a humble, human-centered design application.

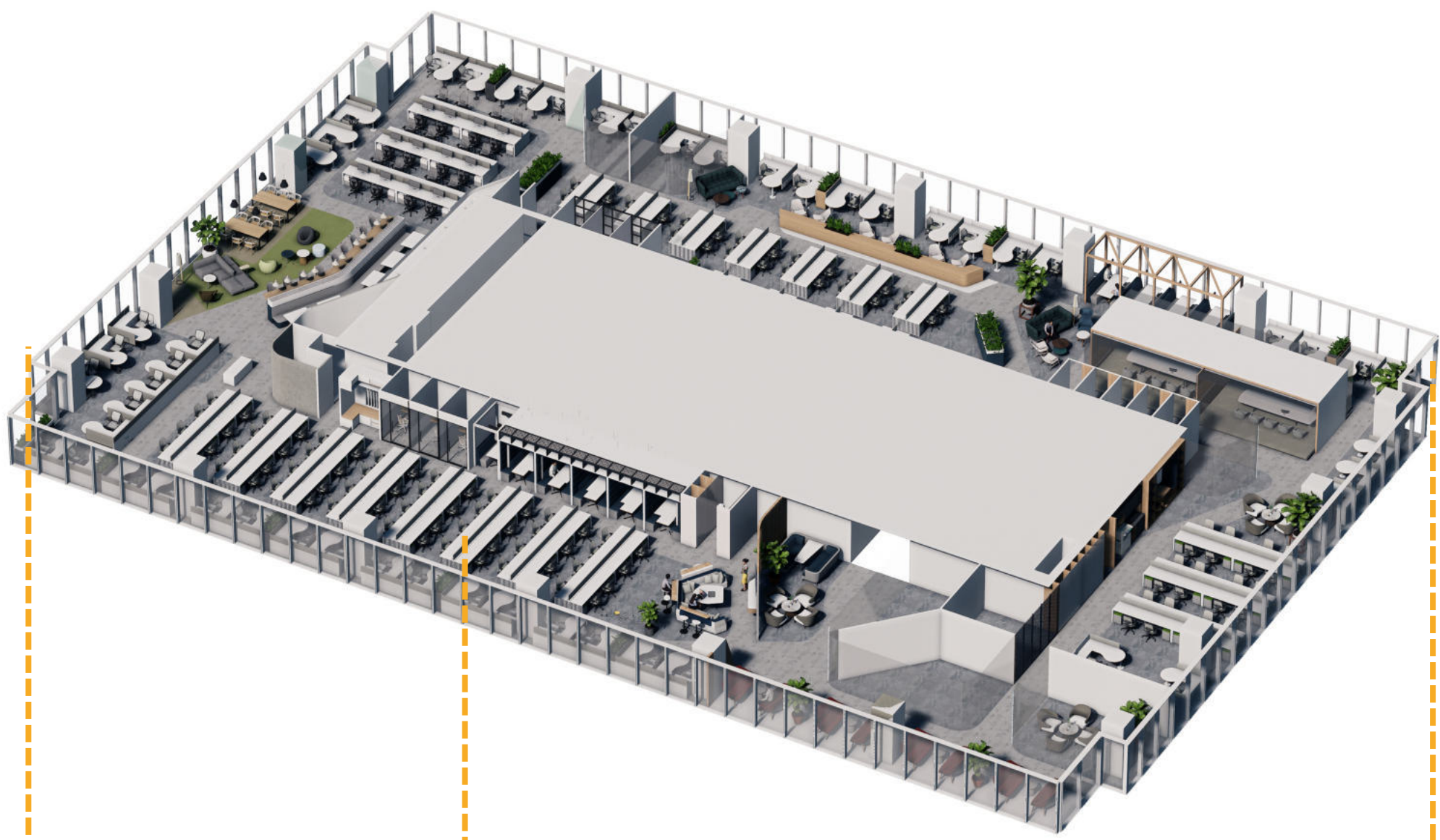
Building Analysis

Ceiling height
2800mm Approx
Standard 600*600 Acoustic grid ceiling
Floor
Rest floor
Fire protection
Sprinkler & smoke detector



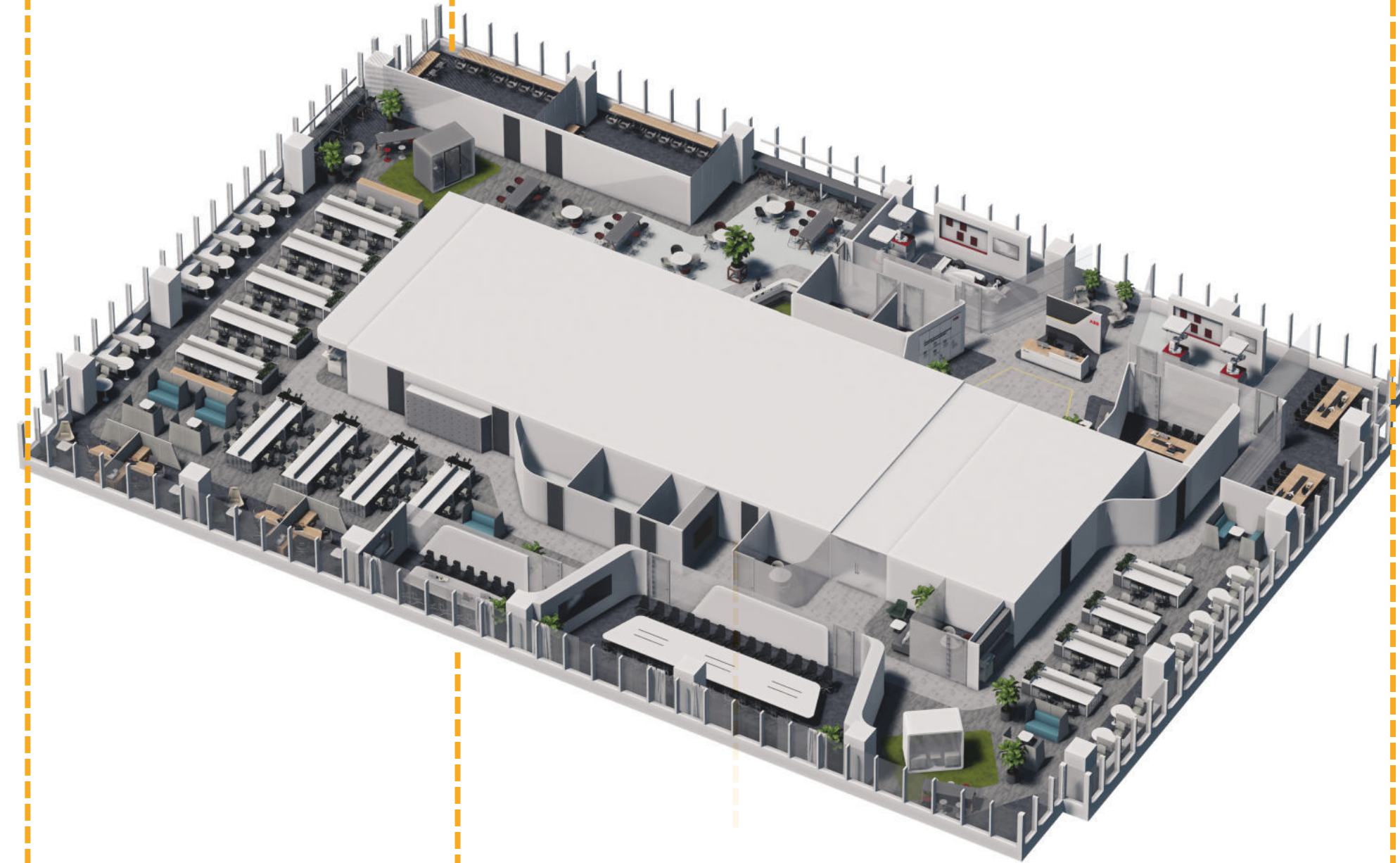
26th Floor

Energy Zone
Vibrant
Bright
Warm White



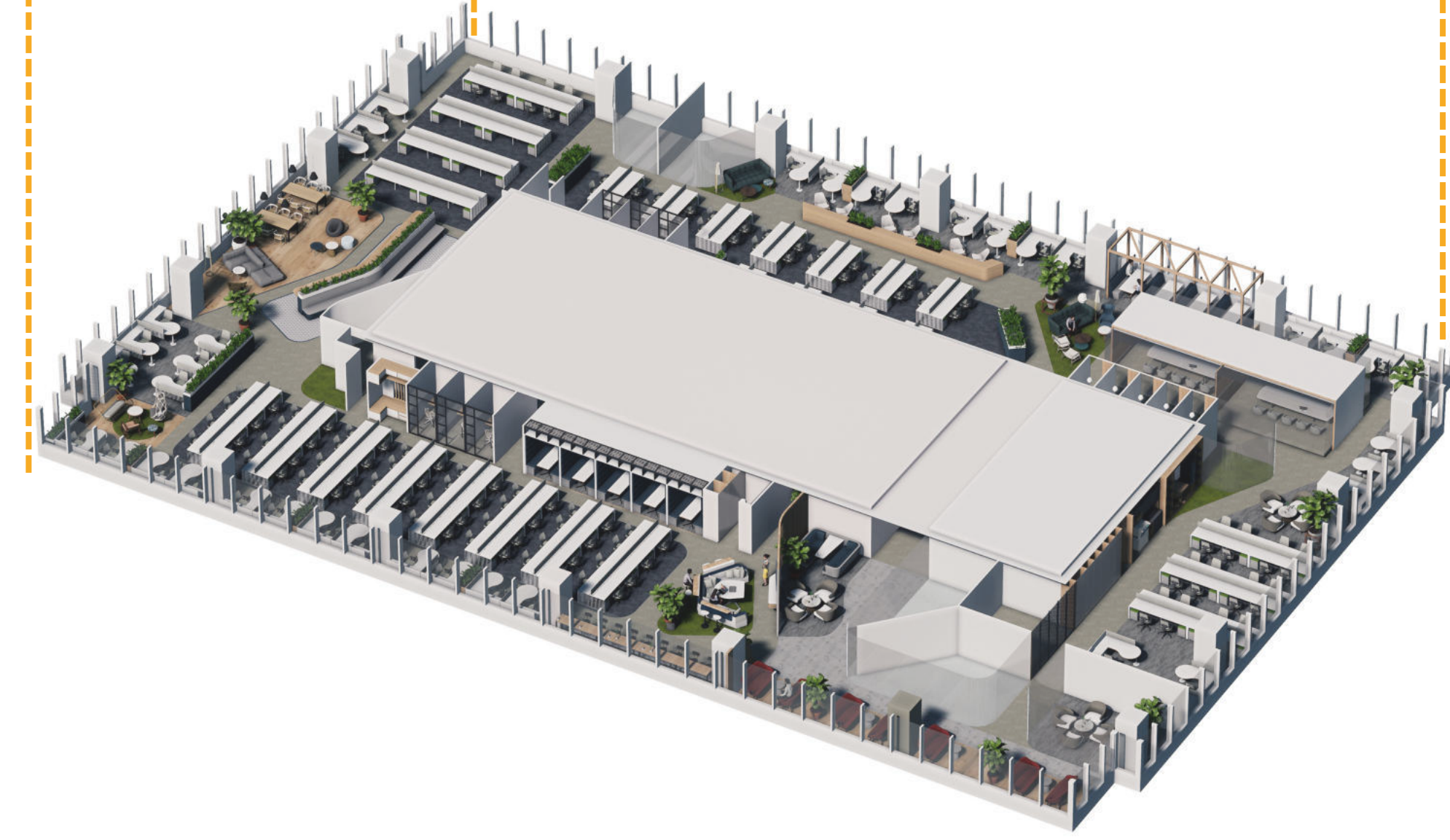
25th Floor

Technology Zone
Futuristic
Modern
White



24th Floor

Industrial Zone
Rustic
Raw
Grey





Office That Speaks ABB

ABB Office Jakarta is envisioned as a modern workplace that reflects ABB's identity: innovative, progressive, and sustainable. More than just a workplace, the office acts as a physical representation of ABB's values—showcasing how technology and design come together to foster productivity, collaboration, and comfort.

Design Philosophy & Strategies

The design philosophy for ABB Office is rooted in the principle of "Technology with Human Touch," where ABB's strong identity in innovation is expressed through open, collaborative spaces enriched with modern materials such as glass and metal, softened by natural accents to create balance. This philosophy is translated into clear strategies: creating memorable spatial experiences that leave a lasting impression, executed with high quality and thoughtful investment. The design also emphasizes sustainability by utilizing eco-friendly and locally sourced materials to support both environmental responsibility and local businesses. Nature becomes a continuous source of inspiration, creatively interpreted to deliver spaces that are not only functional but also engaging, human-centered, and future-oriented.

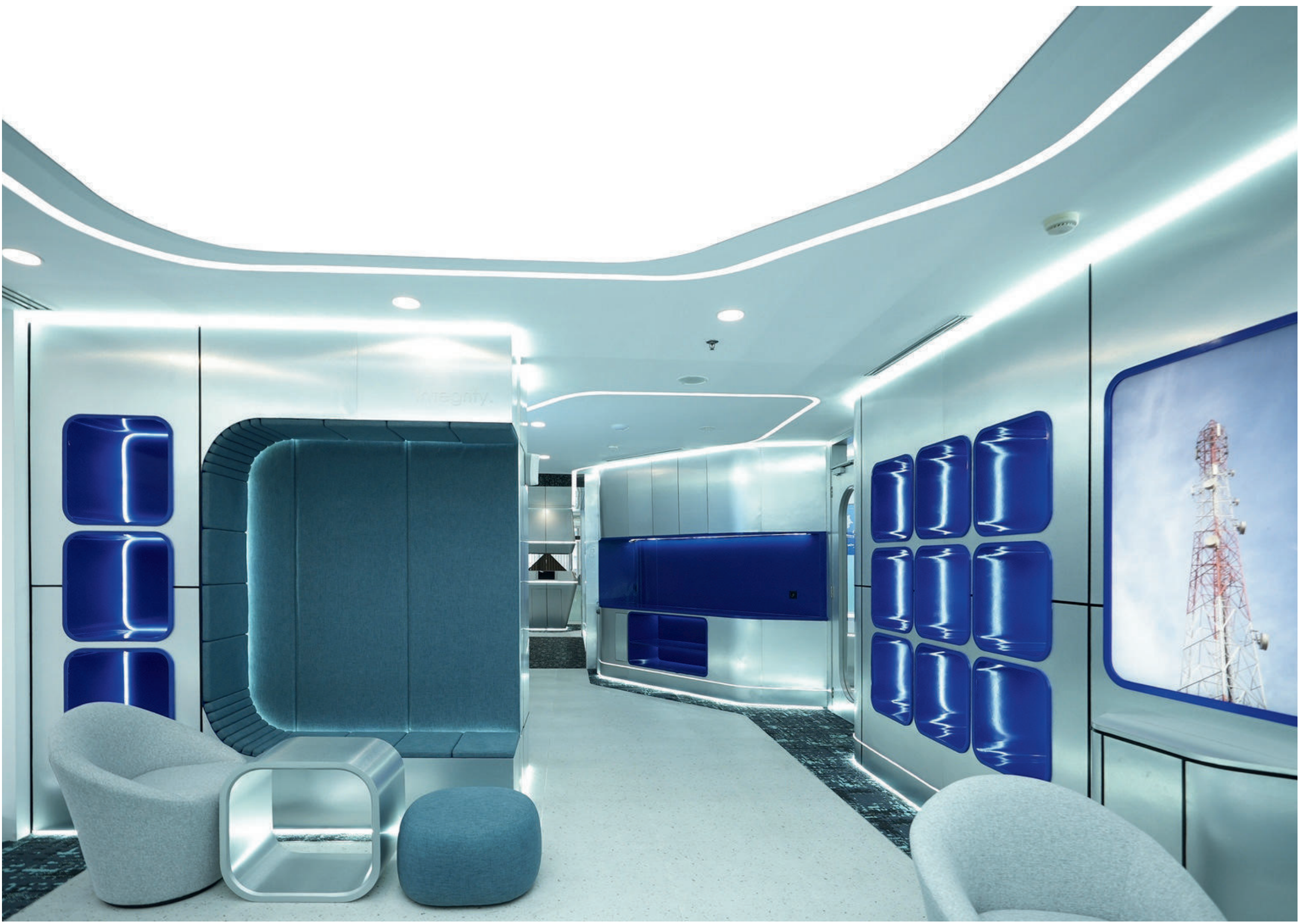
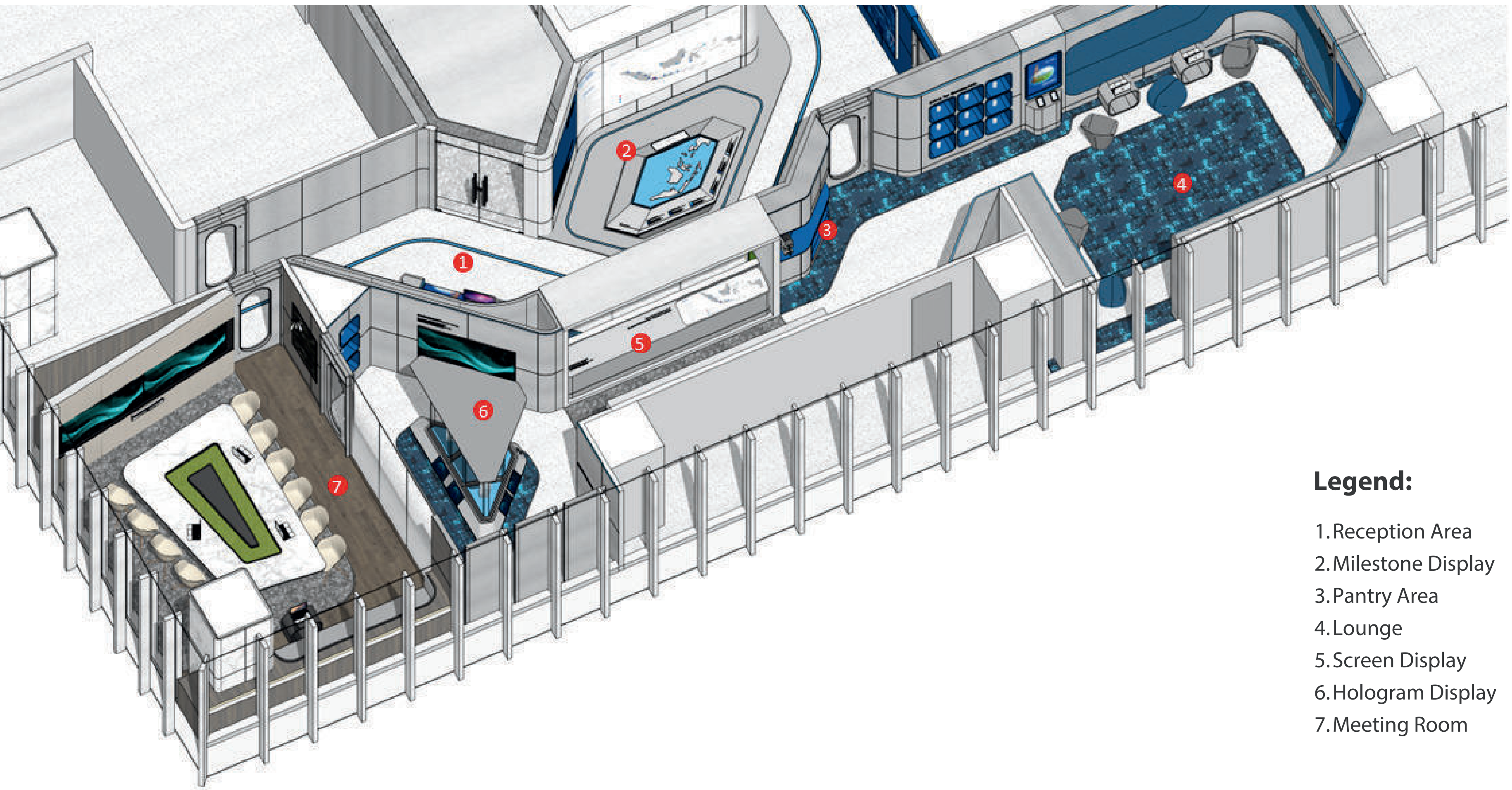




Harmony of Tomorrow, Futuristic - Dynamic - Collab

Welcome to the future of office spaces! Step into Tower Bersama Group's latest cutting-edge concept, where the boundaries between work and exploration blur. Inspired by the sleek elegance of spaceship interiors, our office design takes you on a voyage to productivity and innovation.

The future of office design is a seamless blend of futuristic minimalism, adaptability, and sustainability. Within clean lines and fluid forms, technology and human experience intertwine like threads of a cosmic tapestry. Smart interactive screens, holographic displays, and augmented reality workspaces open limitless possibilities for creativity and collaboration—across teams, across continents. Dynamic lighting systems echo the gentle rhythms of nature, enhancing focus and well-being, while every detail embraces a deeper commitment to our environment. This is not just an office—it is a living, evolving ecosystem where simplicity meets innovation, and where beauty and philosophy harmonize to inspire new ways of working.





The Office of Tomorrow

The office of tomorrow is envisioned as a living, adaptive environment—flexible enough to shift between focus, collaboration, and social interaction. Open layouts, modular furniture, and playful breakout areas invite creativity while nurturing a sense of belonging and engagement.

Seamlessly integrated technology ensures a harmonious experience. Smart systems manage light and climate in tune with natural rhythms, while interactive displays and digital platforms dissolve boundaries between physical and remote teams. Every element is designed to foster both efficiency and well-being.

At its core, this vision is guided by sustainability. Biophilic design, natural materials, and energy-conscious solutions strengthen our connection to nature, creating spaces that are not only functional but also meaningful. More than a workplace, it becomes a catalyst for growth, creativity, and collaboration—an inspiring stage where the future of work unfolds.

