

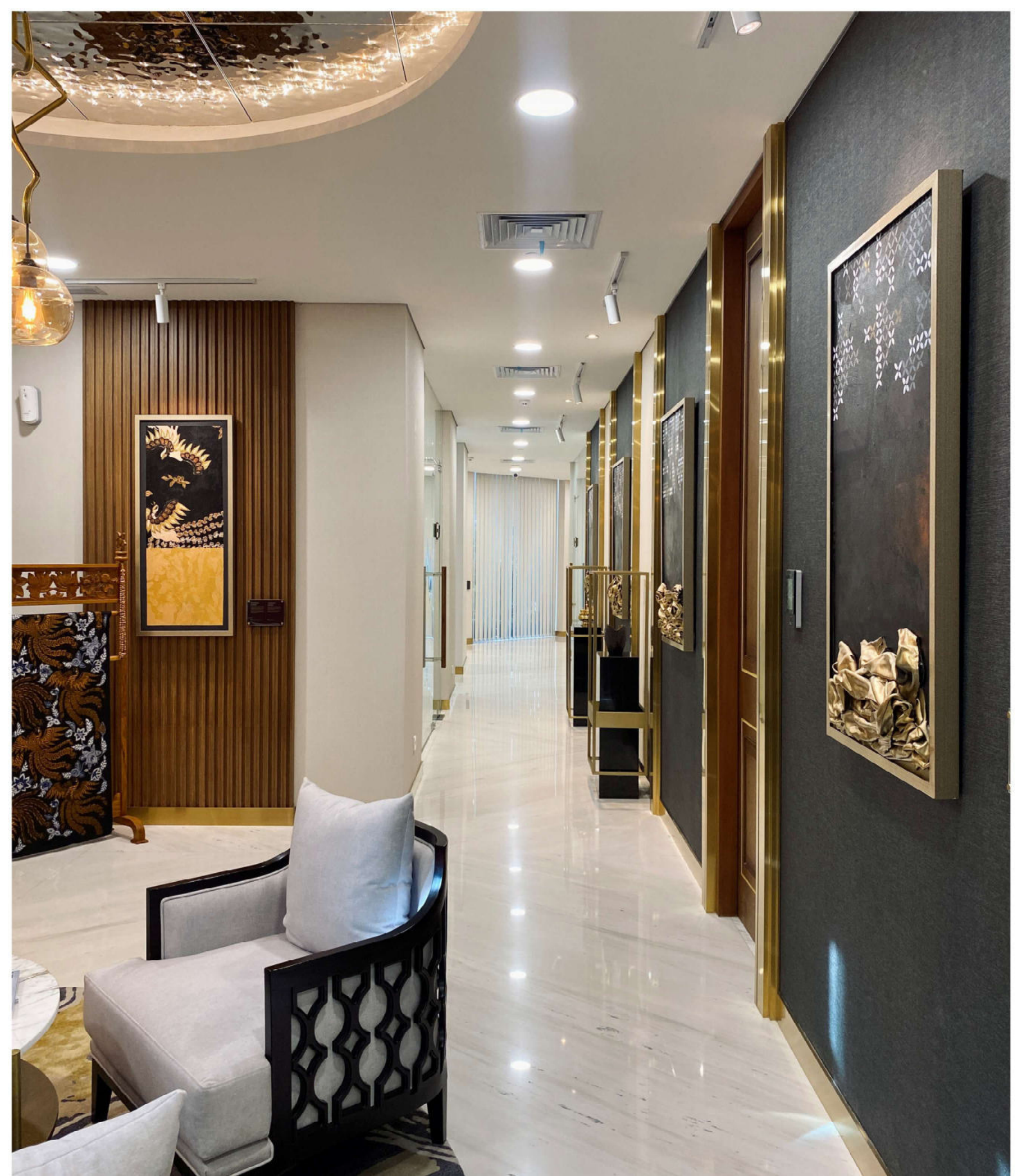
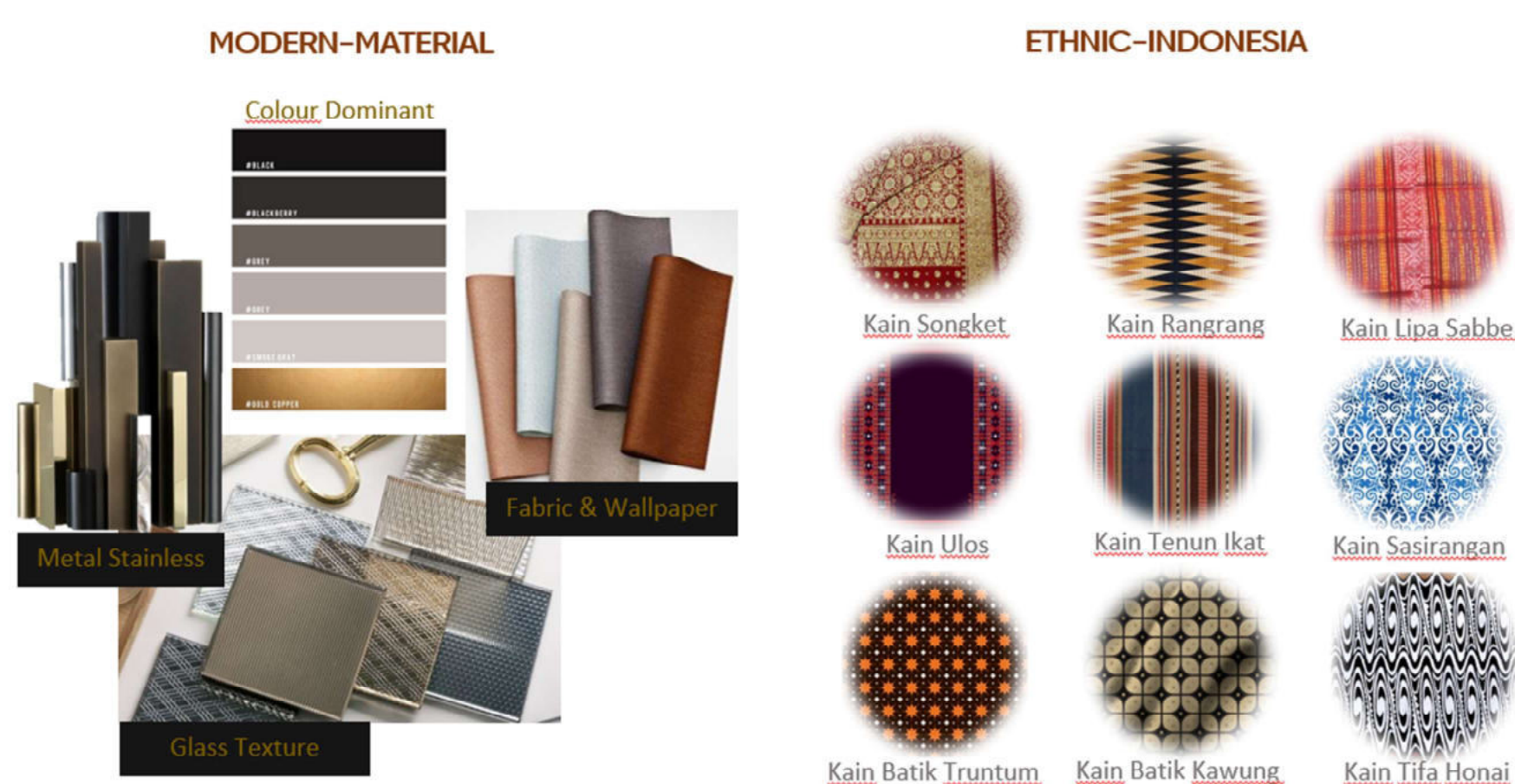


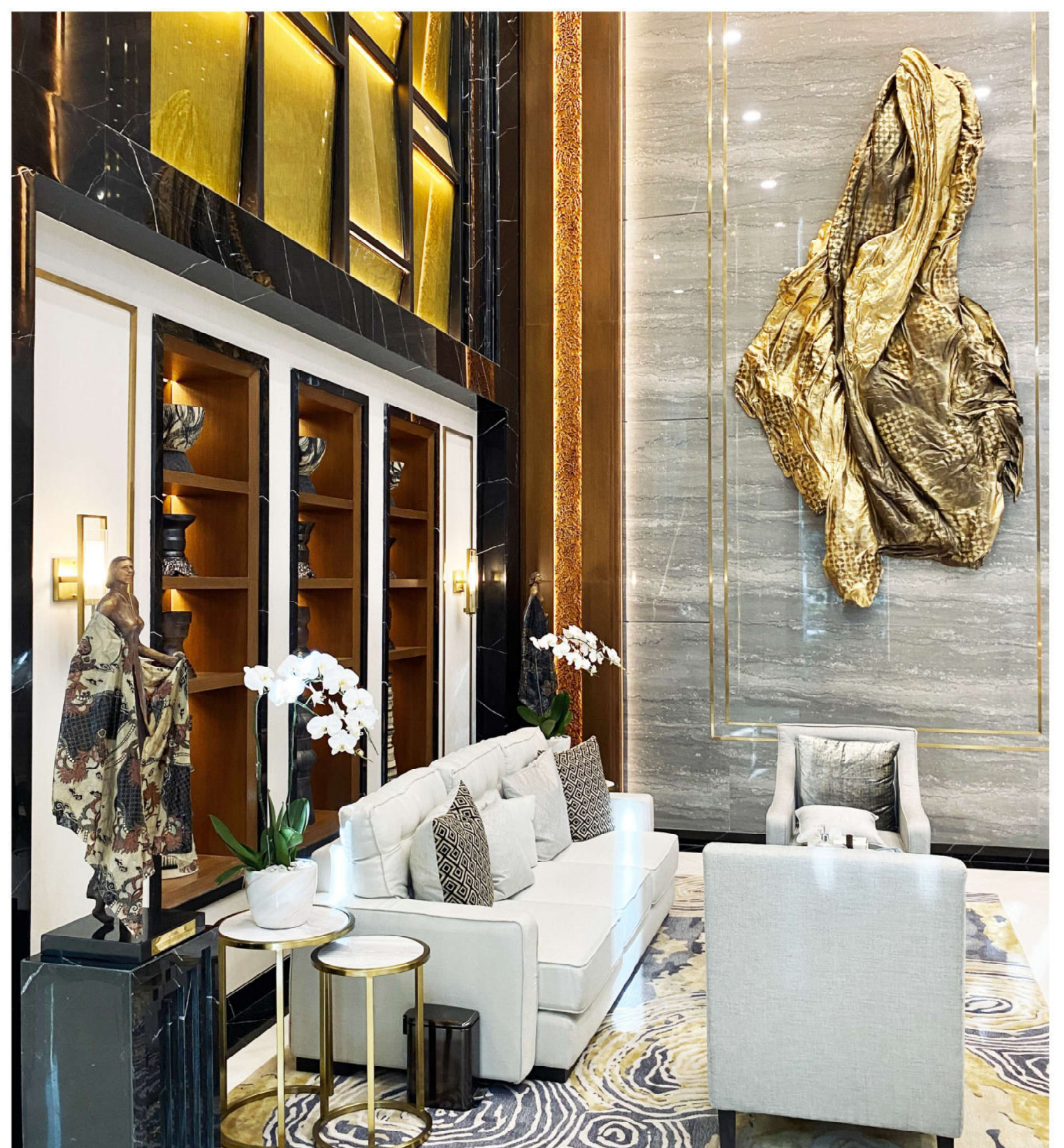
BRI PRIVATE

MODERN ETHNIC IN HARMONY

The concept of BRI PRIVATE Signature Outlet Surabaya was created with a black-gold colour scheme because these colours are synonymous with luxury (high class), and the design incorporates ethnic elements from various regions of Indonesia.

These elements contribute to a compelling overall presentation, underscoring the significance of ethnicity and culture as valuable assets for the nation, particularly in the context of Indonesia, which is characterised by a rich diversity of ethnicities and cultures.

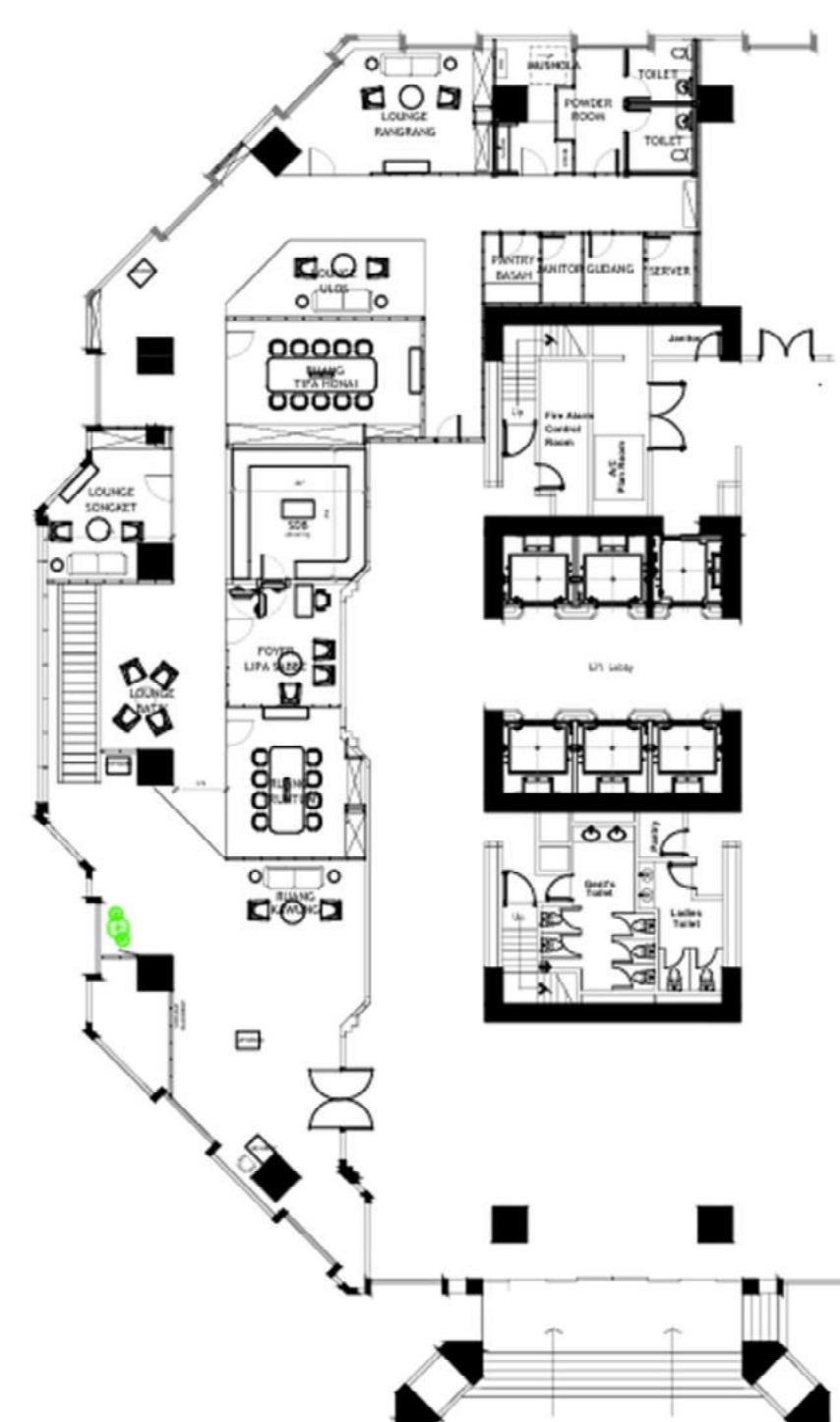




BRI PRIVATE MODERN ETHNIC IN HARMONY

Traditional fabrics from various regions of Indonesia are used as the primary accents, contributing to the aesthetic appeal of the space. Among the textiles from Sumatra are songket and ulos, which are rich in meaning of status and elegance. From Java, there are the Kawung and Truntum batiks, which symbolise the philosophy of wisdom and compassion. From Bali and Nusa Tenggara, the ikat and rangrang reflect the dynamics of life, while the sasirangan from Kalimantan is rich in spiritual symbols. Finally, the lipa sabbe from Sulawesi highlights the values of nobility and determination.

The combination of these diverse fabrics creates a visually compelling narrative that unites modern luxury with Indonesia's cultural heritage. The BRI Private Signature Outlet Surabaya is a space that is both aesthetically pleasing and significant, demonstrating Indonesia's ability to transform tradition into global modernity.



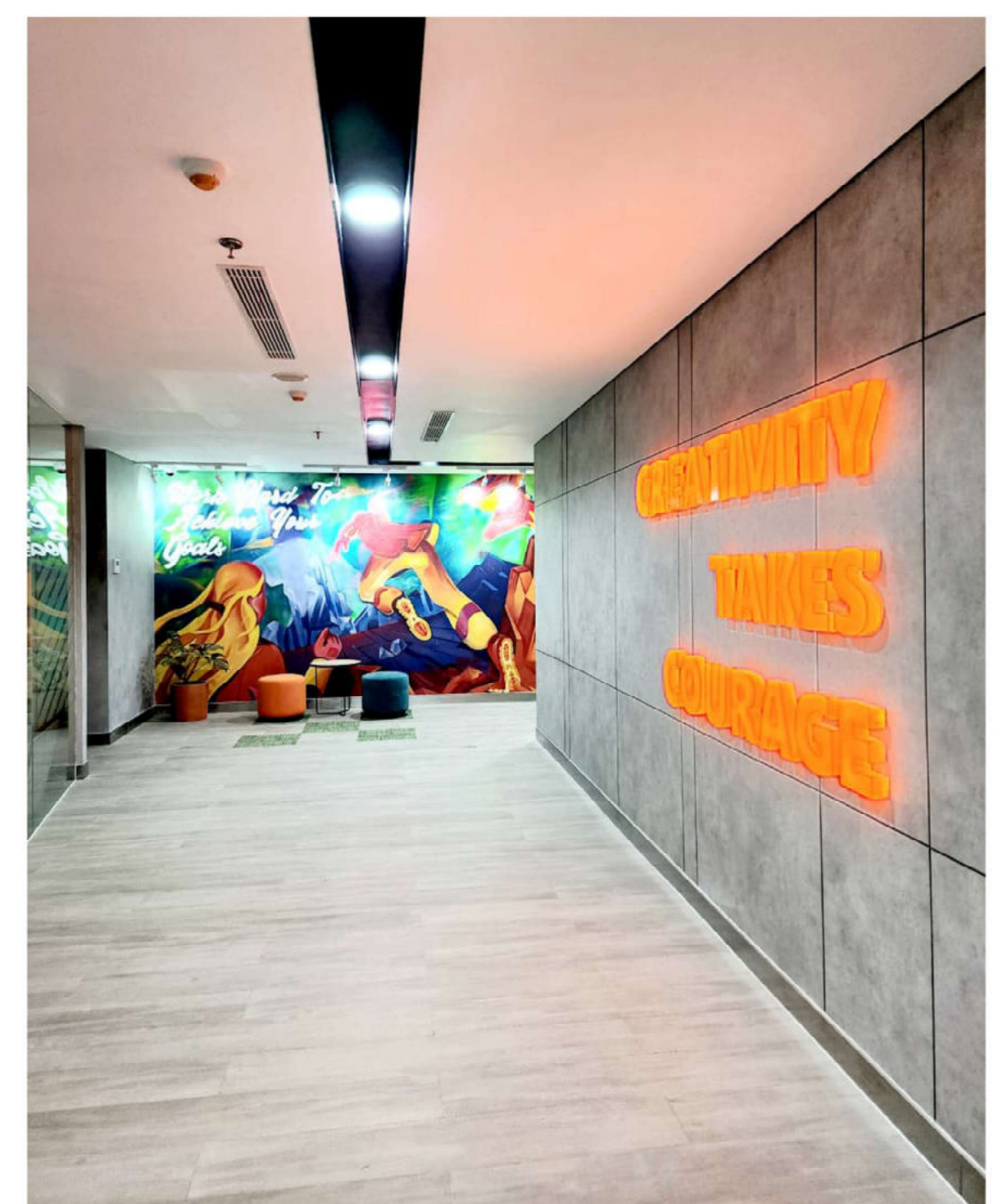
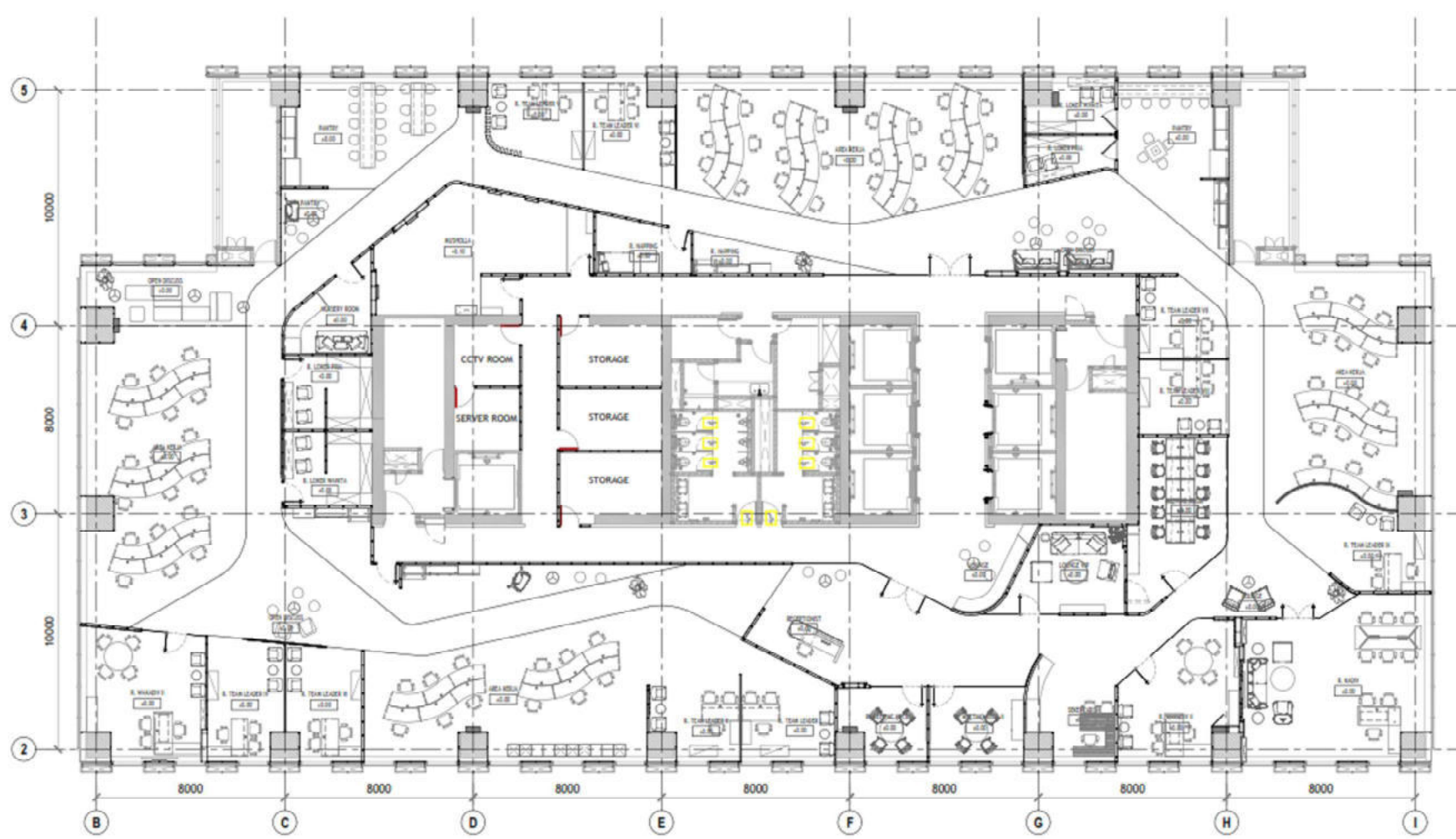


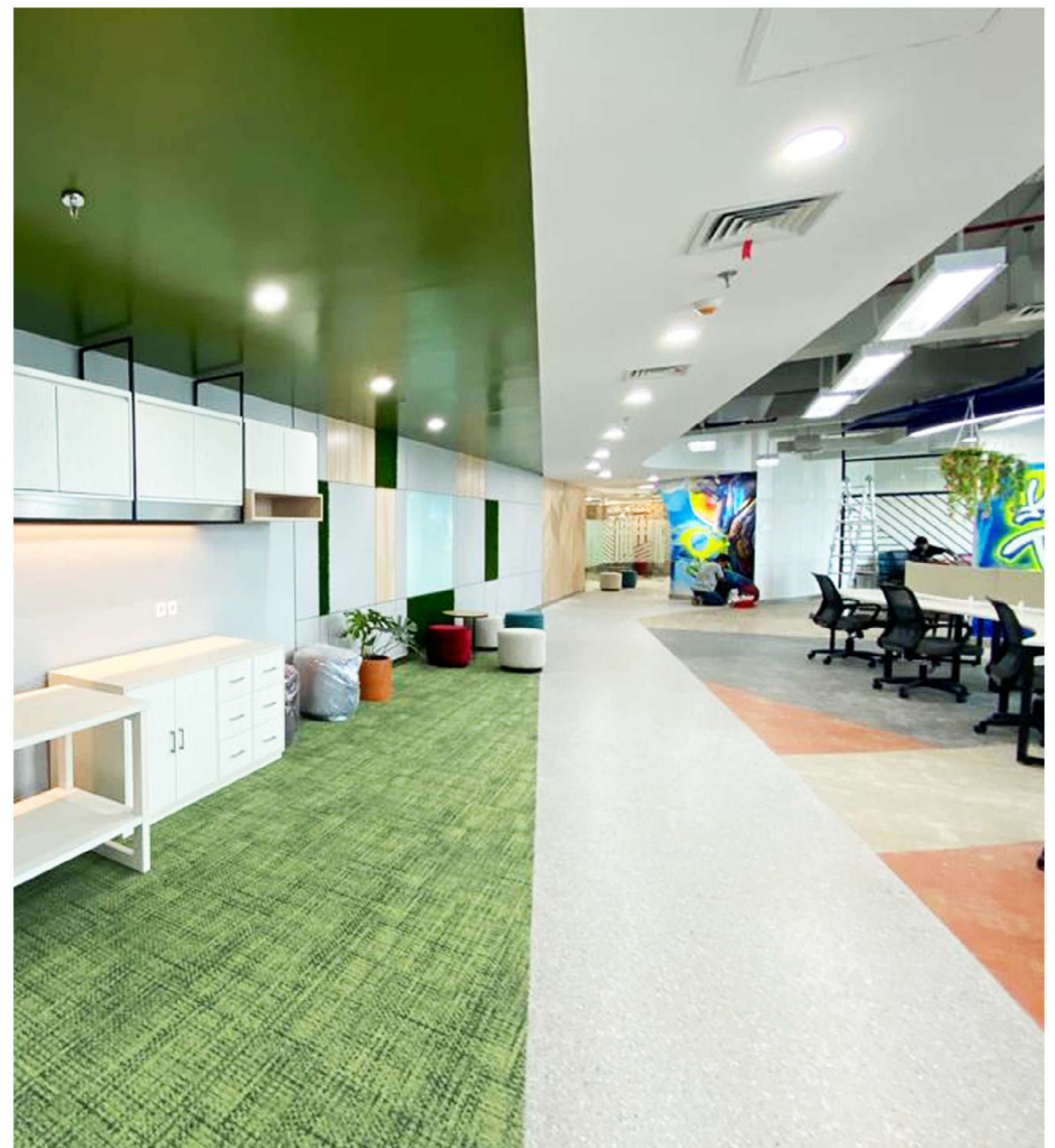
CORPU BRI

CORPORATE UNIVERSITY BRI

The BRI Corporate University is not just a building; it is a space that ignites the spirit of learning, experimentation, and growth. It is a home for fresh ideas, a place where potential is woven into achievement. Therefore, every corner must speak—not only through function, but also through feeling and meaning.

Contemporary Art Modern Design was chosen as the main language. A bold visual language that combines the clarity of modernity with contemporary courage. It is not just a style, but a narrative that captures the dynamics of the times: innovation, social relevance, and the courage to be different. Through unusual colours, lines, and shapes, this space invites anyone who enters it to think more broadly, more deeply, and more boldly.





CORPU BRI

CORPORATE UNIVERSITY BRI

In both work and study spaces, eccentric accents serve as focal points. They are not merely decorative elements, but markers of direction—like lighthouses that guide attention, while also symbolising that in the learning process, there is always a centre of concentration, a meeting point between logic and imagination. In this way, the space is not only beautiful, but also full of character, reflecting the souls that inhabit it.

BRI Corporate University has transformed into a vibrant space—where modernity meets art, where knowledge blends with creativity. A space that inspires, sparks courage, and celebrates the journey towards a brighter future.

