



DUOFLEX:
**Home for
Different You**

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A NEW BEGINNING

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Exploring New Ways to Live and Work

Dear Readers,

It is September already and we are just 3 months away from 2019. There are a lot of excitement we would like to share with you in this third edition. The first is our collaboration with Narasi for a special talkshow Catatan Najwa titled Utak Atik 2019 that gave a unique perspective on the upcoming 2019 election.

Another thing that we are excited about is the development of DuoFlex concept to accommodate the needs of end users such as professional, expatriate, young entrepreneur or young family. DuoFlex provides an additional room to the supersize 1 bedroom in Tower Sky57 by adding divider in the living room.

During the month of August and September 2018, we are offering free furniture for the purchase of units in Tower Sky57 type C and an interesting incentive to existing buyers of Fifty Seven Promenade who refer us a new transaction.

Not far away from the property, you can held a business meeting in Oku, located in Hotel Indonesia Kempinski. And if you are looking for a way to get healthy, be sure to check our story about IndoRunners.

Last but not the least, we also would like to present to you the latest development of our project, Fifty Seven Promenade. We hope you enjoy this edition as much as we do.

Vanessa

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PROJECT PROGRESS: A New Beginning



As one of the biggest property developer in Jakarta and Surabaya, Intiland took a great pride in delivering a great product as promised. Fifty Seven Promenade is set to be completed within the timeline of four years. The completion of Tower Sky57 and Tower City57 are projected to be completed by the end of 2022.

“In the early of May 2018, we are happy to announce that the project marked a new beginning as it has completed a task of land clearing. Our appointed contractor, PT Trocon Indah Perkasa, already begin the 10% of the bore and test piling work. The work is estimated

to be delivered by March 2019,” said Trijas Hokgi as the Project Leader of Fifty Seven Promenade.

In the next few months, the project has secured a date for all phases in term of time, cost, quality, and safety. As soon as bore piling completed, the project set to begin other phases which ranging from basement, structural, mechanical, etc.

“We are happy to deliver this news as our commitment to deliver quality within the stipulated time will continue to be the foundation of the product that we develop and construct,” closed Trijas.



Utak Atik 2019

INDONESIA'S 2019 PRESIDENTIAL election had promised to be an exciting one. With both incumbent President Joko “Jokowi” Widodo and repeat challenger Prabowo Subianto gear up to rematch of the 2014 election. Intiland in collaboration with Narasi held a talkshow at Fifty Seven Promenade Customer Gathering Event titled Catatan Najwa: “Utak Atik 2019” to provide a background on the upcoming election.

“Our collaboration with Narasi is based on a shared belief to make a better Indonesia. Narasi is filled with creative young people who have idealism which is demonstrated by the programs, events and activities carried out. As a brand, we always wanted to know about our loyal costumers’ needs. We want to give an overview to Intiland’s loyal customers about Indonesia’s outlook especially with the upcoming election,” said Trijas Hokgi as the Project Leader of Fifty Seven Promenade.

More than 300 guests swarmed the event and paid attention closely to every presentation. The event started with a speech by Mr. Archied Noto Pradono as Director of Capital and Investment



Above, clockwise: Najwa Shihab; Archied Noto Pradono giving welcoming speech; Yunarto Wijaya, Luhut Binsar Pandjaitan, and Najwa Shihab discussed the upcoming election. Opposite: Yunarto Wijaya, Luhut Binsar Pandjaitan, and Najwa Shihab received token of appreciation from Susan Pranata and Archied Noto Pradono.

Management PT Intiland Development Tbk, followed by a presentation on the success of Fifty Seven Promenade's apartment sales. Head of Marketing Fifty Seven Promenade, Vanessa Natalia, introduced DuoFlex concept to existing and prospective buyers.

"In order to accommodate the requirement of current market, we launched a DuoFlex concept that will suit to end users such as professional, expatriate, young entrepreneur or young family. It is located in the city center, surrounded by prime infrastructures and established neighborhood," says Vanessa on the DuoFlex.

Vanessa also presented a promotion program called Buyer Get Buyer, where existing buyer of Fifty Seven Promenade will receive a Referral Fee of IDR 75 Mio for every new transaction referred by the existing buyer of Fifty Seven Promenade.

Lastly, before proceeding to the main event, Mr. Trijas Hokgi screened a video about the latest development from the project. The event then passed to the infamous Najwa Shihab who was accompanied by Indonesia's Coordinating Minister for Maritime Affairs Luhut Binsar Pandjaitan and Executive Director Charta Politika Yunarto Wijaya.

On 9 August, Jokowi and Prabowo, announced their vice presidential picks. Both candidates' selections were unexpected and had hardly been mentioned in the days leading up to the nomination deadline. It appears that conflicts of interest and practical political considerations won out, and Jokowi selected Ma'ruf Amin, while Prabowo selected the Jakarta Vice Governor Sandiaga Uno.

And may the best couple wins the election.



DUOFLEX: Home for Different You

Fifty Seven Promenade has long been serious about urbanites' needs with its design and architecture. With the latest project of supersize one bedroom unit located in Tower Sky57 dubbed as DuoFlex, Fifty Seven Promenade is getting more serious about accommodating the needs of urban hustlers. Gone are the hard days of finding the right apartment for those who are in their early career or just started a family.

The project tick all the needs of urbanites; it is located in the city center, has easy access to

any means of transportation, including Airport Rail Link that connects Fifty Seven Promenade to Soekarno – Hatta Airport in 55 minutes and MRT & LRT that will soon to be completed in less than a year from now. It is also surrounded by mostly grade A commercial buildings, established neighborhood such as 5-star hotels, malls, convenient stores, lifestyle entertainment and many more.

DuoFlex maximizes the space by transforming its living room to the needs of the occupant. By



The living room in DuoFlex can be transformed into a home office, working studio, guest room and other.

adding a divider, it can serve as an additional and multifunction room, guest suite, home office, working studio, study room and so much more.

“With the rapid development of technology, we can now working remotely from anywhere. A designer might transform the living room into a working studio. A professional might turn it into a home office. While, for young family, it can serves as a child room. The possibility is endless,” says Head of Marketing Fifty Seven Promenade Vanessa Natalia.

Fifty Seven Promenade releases 15 units of supersize one bedroom to the market. It is not only has novelty, aesthetic and conceptual appeal but is also wildly practical. For Fifty Seven Promenade, “Everything matters, nothing is too



small to care about and good design makes a difference.”

In order to promote DuoFlex concept, new buyers will receive free furniture includes divider in the living room for new transaction during the month of August & September 2018, while the existing buyer will receive a Referral Fee in the amount of IDR 75 Mio for every new transaction referred by the existing buyer of Fifty Seven Promenade.



ENTERTAINMENT LOUNGE:
Residents Preferred Communal Space

FIFTY SEVEN PROMENADE is bringing a unique entertainment lounge experience to its residents. Situated at a height of 95m from the Ground Floor, the entertainment lounge is surrounded with the city's panoramic views, promenade and sky bridge. It encapsulates a prime city view with comfortable sofas inviting residents to unwind the hectic life. It is also features a sophisticated games area, meeting room, kitchen and dining.

Refined design details and rich furnishings are punctuated with discreet and thoughtful considerations for which Fifty Seven Promenade is known. The entertainment lounge is set to become the residents' preferred communal space for family meetings, small conferences, or social gathering. As high-rise living becomes more and more prevalent, our entertainment lounge is a way for Fifty Seven Promenade to provide its residents the best experience to live, gather, socialize and relax.

MAUBELAJARAPA.COM:
My Artsy Neighborhood

How would you describe a well spent weekend? It could be hitting the gym, spending time with family or simply resting at home. But for us, a perfectly spent weekend is to be at the My Artsy Neighborhood held by MauBelajarApa in collaboration with Fifty Seven Promenade.

The event was held on 12-13 May from 10 am through 9 pm featuring a painting and wine workshop, table decor classes, food and beverage bazaar, health talk shows and many more. The two-day event made everyone smile and satisfied with the newly acquired knowledge.

A series of programs from flower arrangement to table decor classes held in the two-day event





The mind behind the bento box menu in Oku, Chef Kaz is preparing a series of dishes

BentOku

BENTO HAS BEEN PART of popular Japanese items along with matcha, samurai, kimono, and many other things. But you don't have to go all the way to Japan to experience a genuine taste of Japanese bento because Oku is here to serve. In Oku, Chef Kazumasa Yazawa presents a modern take on Japanese dishes with traditional flair.

Bento in Japanese culture itself hold a very dear place. For the Japanese, it represents not only a convenient food that can be consumed on the go, but also a tradition that has been celebrated and renewed over the years. With this in mind, Chef Kaz combines OKU's most popular dishes in manageable portions wrapped in a beautiful presentation of stack-able bento box.

"The freshest ingredients are key in every dish that we serve to our customers. 70% of our ingredients are imported directly from Japan. We believe that there is nothing is too small to enjoy for the senses," says Chef Kaz.

The result is a "all-in-one" (appetizer-main course, dessert) set for people on the go. A selected a range of favorite dishes set in the bento. From his iconic 'Oku Karage', deep fried chicken thighs with crispy skin, cold karasumi pasta with botarga, to the chargrilled salmon aburi. The Bento consisted of bite sized appetizers, main course and desserts.

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INDO RUNNERS: The Largest Independent Running Community in Indonesia

THERE IS A REASON WHY the Forrest Gump character (played by the one and only Tom Hanks) was very fond of running. Running is one of the cheapest and easiest sports to pick up but it is packed with maximum benefits. It's no wonder that in recent years running has become more popular all over the world. If you

Crowds of runners tested their endurance and strength in a marathon held in Jakarta

have been a solo runner and is looking to join a squad, look no further than Indo Runners, the largest independent running community in Indonesia.

The community was founded on December 12, 2009, with the aim to actively spread the 'running virus.' The community holds fun groups run every Thursday night and Sunday morning. If you want to join, go to www.endomondo.com, search for the keyword 'Indo Runners', click 'join' and create a profile.

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