

ISSUE #5, MARCH 2019



FREEDOM TO CHOOSE YOUR LIFE

COVER STORY

Walkability: Your Own Borderless World

FEATURE

A Room of One's Own

FREEDOM TO CHOOSE YOUR LIFE



Dear Readers,

Without realizing it, we have reached the month of March and we can not wait to share what we have in store for you this edition. We at Fifty Seven Promenade have been thinking a lot about what freedom to choose means. For us, freedom to choose is all about living free and to be independent. Independence means being able to live on our own, and choosing where to live without depending on anyone else.

For that reason, we are excited to tell you that our construction progress is going along as planned. After we finished with the piling process, now we are selecting the main contractor who will build your dream home. That was not all that we have had going on in Fifty Seven Promenade. Over the past three months, we have participated in various events because we assure you that we are continuously building your beautiful home, along with the moment you can enjoy with us.

In this edition we also discuss what it means to be an adult and have our choices where to live. In Fifty Seven Promenade you can have comfort and convenience, as well as the access to go anywhere at anytime. Living at Fifty Seven Promenade that is being built right next to an MRT Station also means you have all the choices you want to commute to work, or even to travel in and out of the city.

Freedom to us means having options to determine the course of our lives. We work tirelessly to ensure that your new home will offer a variety of choices for you to relish. The future is bright for us.

Vanessa

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PROJECT PROGRESS

CHOOSING THE RIGHT PARTNER

To work in any industry, you are required to have the right business partner. Therefore, choosing the right partner is a process that Intiland -- as a leading property developer with over 40 years of experience – has committed to do. Whatever we build, we always give the extra efforts to create strategic partnerships, so that we construct excellent products that can last for a lifetime.

After we held the Main Contractor Tender in October 2018, where we invited six of Indonesia's top construction companies to bid and take part in our selection, we have been working hard to select the right partner to begin the Substructure & Upstructure work. The pilling work is now 100% completed one month earlier by PT. Trocon Indah Perkasa.

It is not easy to decide the perfect partner. We are carefully considering each of the six companies that have taken part in the tender. Intiland has always strived to ensure that Fifty Seven Promenade is flawlessly constructed with the highest standard. Now that the deliberation process is still on going, we are confident that we will find the right partner to fulfill your dream home.



A ROOM OF ONE'S OWN

“

**EVERYONE CAN GROW UP,
YET GROWING UP GRACEFULLY
TAKES SOME STEPS -
INCLUDING SELECTING THE
RIGHT ROOM.**

”

Back then, we may gawk at all the adults enviously, dreaming of becoming as 'cool' as them. Then time passed and we found ourselves to decide on our adult life. No one told us that adulting can be so hard – yet rewarding at the same time.

One of the most vital decision on adult life is deciding on our dwelling place. As one of the biggest decisions as adult human being, to live on one's own and selecting the place can direct our life and prevent our adulthood from becoming a total mess.

The terms 'a room of one's own' has gained accolades as one of the world's most important



For reference only.

feminist text by Virginia Woolf. Yet the terms speak to both genders – Woolf noted that we might get kept from living to our utmost potential when we don't have a room of our own. As the legendary writer put it, "In the first place, to have a room of her own... a quiet room or a sound-proof room."

How can we ever gain that state of peace, in the midst of urban jungle's hullabaloo, you may ask? In line with the increasing awareness of balance living that puts more attention on quality of life and wellbeing, a holistically-crafted property is nestled at the heart of the city to bliss its dwellers with the promise of wellness.

Strategic location in the midst of the city? Checked. Being close to nature with waterfront feature? Checked. Direct access to sports facilities, including a dreamy, gym and yoga corner? Checked. Stay grounded to healthy communities via its outdoor communal space? Also checked. Here's a room for your adult mind, body and soul; a nest for everyone to metamorphose into their best self.

So when it comes to make this choice as an adult, Fifty Seven Promenade gives you the choices without the compromise. Your own dwelling space, a safe space from the demanding urban environment for you to settle down and indulge in all the freedom and convenience of living downtown.



For reference only.

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Fifty Seven Promenade gives you the choices without the compromise. Your own dwelling space, a safe space from the demanding urban environment.

WALKABILITY: YOUR OWN BORDERLESS WORLD

HAVING THE FINEST ACCESSORIES OR SUPERCARS MAY NO LONGER BE THE ONLY EPITOME OF LUXURIOUS LIFE - A BORDERLESS ACCESS TO EVERY CORNER OF THE CITY, IT IS.

For reference only.



■ Fifty Seven Promenade is located strategically near MRT station, commuter line and across the street from Busway stop.

The hype of the just-launched Mass Rapid Transit (MRT) Jakarta, as well as the excitement to welcome Light Rail Transit (LRT) Jakarta are still on the air. Those innovative Jakarta's transportations will complement the established TransJakarta, Commuter Line, and Airport Railink. The public optimism towards these transportation modes is also continue to grow. No wonder, easily-access to public transportations becomes the top priority when deciding upon a prospective residing place.

Even the fastest supercars may cripple at the face of concrete jungle's congestions, which makes public transportation a new diva of urban lifestyle. Let's check out these five transportation modes that are commonly used in Jakarta, all are a step away from Fifty Seven Promenade:

MRT

From the Bundaran Hotel Indonesia Station, you are comfortably one step away to the most sophisticated access to South Jakarta's Lebak Bulus. Later development of MRT Jakarta will bring you to lots of other exciting destinations in the city. We have been hearing news that the second corridor of MRT will take you directly to Ancol Beach!

TransJakarta

TransJakarta is one of the most trusted public transportation options in Jakarta. We are pleased to tell that Fifty Seven Promenade is located less than a minute to Tosari Stop, which also serves as connecting stop to many corridors the busway has to offer. Tosari Stop provides serving routes from Blok M – Kota, Palmerah Station – Tosari, Ciputat – Tosari, Summarecon Bekasi – Tosari, and Ciledug Puri Beta–Tosari.

Airport Railink

When globe-trotting is life, you will definitely need an easy-peasy access to the airport. The existence of Jakarta's Airport Railink helps you connect from the city center to the airport with utmost ease. You can hop in from the BNI City

Station for direct access to Soekarno-Hatta International Airport.

Commuter Line

This legendary yet reliable commuting choice for Jakartans is always being upgraded to provide fast access of traveling to the city and its satellites. You can start your quick trip just in minutes—which usually take an hour or two by cars—to Depok, Bogor, Tanah Abang, Jatinegara and many more from Sudirman Station.

LRT

Later on, we will also enjoy LRT Jakarta as soon as possible, which makes our city living more convenience and connected. As accessibility plays an important role of city living, access to go anywhere or walkability, seems to be the pinnacle of urban lifestyle nowadays. Walkability equals to a healthy lifestyle, without the hassle of traffic that will decrease your life's quality.

Everyone dreams of borderless world of their own. Located near to the iconic Plaza Indonesia and Grand Indonesia, Fifty Seven Promenade definitely screams 'walkability' to all the coolest place and vital facilities of Jakarta.



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WE WORK, WE PLAY – WELCOME TO THE NEW FACE OF OFFICE LIFE

THE NEW WAY OF WORKING IS HERE, IN LINE WITH THE SPIRIT OF INDUSTRIAL REVOLUTION 4.0. NOW WITH ALL THE HIPPEST COWORKING SPACES AROUND– SOMETIMES COFFEE SHOPS ARE REDIFINING OFFICE SPACE TOO– WE CAN SAY BYE TO THE GOOD OL' CUBICLE!



Our office scene is changing. Now we embrace on things that were unthinkable during the golden age of Dilbert – having pool or foosball table at office, conjoining working place with playroom, roaming around the area with fancy little bike – you name it.

The shifting culture of Industrial Revolution 4.0 has given birth to a more flexible working style in which we can work anytime and anywhere but still yielding productivity. Some companies now give their workers flexibility to work outside the office, as long as they will still be easily contacted and fast-responsive during work hours. For young moms, working from home is a luxury because they can still watch their children. For millennials, this is the democratic workstyle that suits their independent souls. On the other hand, working from home is not favorable for some others due to distraction issues. Therefore, this is the challenge for coworking space provider to deliver excellent services to support their guest's productivity.





Breaking the stigma, coworking space is not just for those freelancers or solopreneurs. White-collar employee can also gain the benefit of it since lots of big corporations have given flexible working schedule for their employees. For the sake of fresh air, many companies set up meetings at coworking space instead of using their own office area. They believe that working in new atmosphere can trigger more ideas or inspirations for the upcoming project.

For Jakarta dwellers, WeWork Coworking Space ring a bell as one of the global coworking space providers all around the city. They got all the proper amenities that an office should have; Super fast internet,

office supplies, bike storage, micro-roasted coffee, business-class printer, mail & package handling, and even private phone booths.

WeWork provide an access to a private area designated just for the workers at a reasonable price. Starting at Rp. 2,480,000 per month for a shared workspace and Rp. 10,310,000 per month for a private office, WeWork is definitely a great choice for those who want the freedom to achieve their goals at their own pace and space.

With the dynamic working environment nowadays, you do not have to sacrifice so many things in life just to be productive and successful, do you?



COLORFUL FEBRUARY AT FIFTY SEVEN PROMENADE



Now that 2019 is well underway, we at Fifty Seven Promenade has hit the ground running by participating and holding a few events in February. From taking part in BCA Expoversary 2019 on February 22 - 24 to sponsoring British Chamber's Global Partners event on February 28, Fifty Seven Promenade seized the day with connecting and building relationships. Not just with our customers, but also with the communities around us and the general public.



At BCA Expoversary 2019 that was held in ICE BSD, Tangerang, Fifty Seven Promenade participated as one of the six projects from Intiland, along with 1Park Avenue, Talaga Bestari, South Grove, Praxis, and Graha Golf. Our aim was to support BCA as our partner, as well as introducing Intiland projects and getting in touch with public.

■ Fifty Seven Promenade participated in three events this past February with great success. After BCA Expoversary 2019 in ICE BSD, Tangerang, Fifty Seven Promenade held a business seminar in collaboration with ICOSA, and sponsored the British Chamber "Global Partners".



On February 26, Fifty Seven Promenade in collaboration with the Indonesian Corporate Secretary Association (ICSA) also held a business seminar with the theme “Business Etiquette For a Successful Corporate Secretary”. Attended by 80 people from various business industries, this seminar with guest speaker President Director of Kustodian Sentral Efek Indonesia (KSEI) Friderica Widyasari Dewi was aimed to provide insightful tips into professional conduct in business.



February proved to be a busy month for Fifty Seven Promenade, enough said. Just two days later on February 28, Fifty Seven Promenade took part by sponsoring Global Partners event by British Chamber. Attended by a hundred guests, the event was in Rasa Restaurant, Ayana Mid Plaza, Jakarta. Fifty Seven Promenade also gave out door prizes to three lucky quiz winners to jazz up the moment.



Those three events kicked off 2019 for Fifty Seven Promenade. With the bustling month of February, we can assure you that we are not slowing down. We have more in store for you in the coming months, so you can get a taste of how colorful living in Fifty Seven Promenade would feel like.

From : Intiland
To : People of Jakarta

**Congratulations
on the new MRT.
May this help you
on your commute
and improve your
quality of life.**

#LivingConnected

