

**PRESS RELEASE**

**FARPOINT Debuts The Loggia, Transformable Apartment in Indonesia**

*Completed by the world-class designer, Atelier Bow-Wow, it redefines the art of spacious living.*

FARPOINT joints venture with Tokyo Tatemono –two of the leading real estate developers from Indonesia and Japan- introduce a new transformable living concept in South Jakarta, **The Loggia**, conveying multipurpose design to fit for maximum comfort. Comprises of transformable furniture and storage, the 20-storeys apartment unveils exceptional design to make more efficient space and area for multi-sensory experience.

Embodied the art of spacious living through “Reversibility into Emptiness” concept, FARPOINT has collaborated with world-class Japanese designer Atelier Bow-Wow (ABW) to curate the innovative design. As one of the world’s master in micro-architectural design, the Tokyo-based architecture firm highlights the value of physical space by creating rooms empty and transformable to serve more than just one function.

“**The Loggia** changes the concept of modern vertical living to make urban dwelling more compatible and most importantly, comfortable. With such efficiency features that can easily be transformed according to necessity, this will significantly improve the quality of life, so residents can move all their sentimental belongings while de-cluttering the limited apartment space efficiently,” said Mulyadi Janto, Head of Residential SBU FARPOINT.

The transformable concept at the future apartment site mimics the concept of “ikigai,” which translates the Japanese secret of a long and happy life, through things decluttering. Limited to only around 498 units in the two main towers, **The Loggia** will allow residents to find a sense of openness in such confined spaces of densely-crowded Jakarta city, thus people can improve their quality of life.

A research by a leading real estate marketplace, Zillow.com stated there is an increasing priority for younger home buyers to find more spacious home to live. “However, we have to admit, it is hard to find the perfect spacious home in Jakarta, particularly in affordable prices. Unveiling this unique design concept, we see that the Japanese micro-homes concept will take its lead, as it offers ingenious way to make even small space seems larger,” added Mulyadi.

Making comfort and convenience home in the heart of Jakarta, a number of space-saving techniques and furniture in **The Loggia** divulges a new sense of emptiness, which allows the space to become empty again on certain occasions.

With a wide range of residences, from 72 sqm to 117 sqm, each unit can be upgraded into a private sanctuary, adorned with day beds, bunk beds, rattan sliding panels, and hidden storages for your extensive goods. Its raised bedroom of 60 cm provides built-in and subfloor storage spaces to declutter your home without throwing out all your stuffs.

“Reversibility into Emptiness is not only about de-cluttering homes, but is also about letting various elements behave better in the room. Sunlight reflects on the tile floor and reaches to the ceiling, light dapples through the rattan screen, breeze runs through window to corridor. Furniture transformations and movements are the tangible moment to the wooden edge with you finger. Dining table can be folded on the wall and room transforms into communal space to gather over 10 persons comfortably to live and play. The multi-sensorial ambience fulfills the room and refreshes you.” said **Yoshiharu Tsukamoto, Co-Principal Architect Atelier Bow-Wow and Professor at Tokyo Institute of Technology, Dr. Eng.**

For maximum comfort and happiness, **The Loggia** also adds sentimental Indonesian touch into the design, including vintage-style handmade tiles from Yogyakarta. Prevailing natural breezes in each unit, the designer creates the entrance door to cross-ventilate the living space, emphasizing **The Loggia** as the first and only property development in Indonesia to provide such exceptional design concept which expected to be completed by 2022.

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For more information, visit: [www.theloggia.co.id](http://www.theloggia.co.id)

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### **About FARPOINT**

FARPOINT is an Indonesian real estate developer that presents and manages property with high quality standards and designs. FARPOINT is a wholly owned subsidiary of Gunung Sewu Group, a well-established and respected business group in Indonesia. With a vision of "becoming a trusted real estate company with employees who wholeheartedly produce innovative products and quality experiences, provide value to its stakeholders", FARPOINT is supported by more than 30 years of experience in the development and management of residential property assets, commercial, hospitality and retail.

FARPOINT projects that has received numerous International Awards:

- 2013: MIPIM (*Le marché international des professionnels de l'immobilier*) Award Asia Pacific as *The Best Futura* Project for Sequis Tower, an international Grade A office building in SCBD.
- 2014: The 2014-2015 Asia Pacific Property Awards in Residential *High-rise Architecture* category for VERDE Two.
- 2014: MIPIM Award Asia Pacific as *The Best Futura Project* for The Hundred, an integrated mixed-used development in Mega Kuningan.
- 2015: Greenship Gold Level by Green Building Council Indonesia for Sequis Center.
- 2015: Indonesia Property Awards as the *Best Office Architectural Design* for Sequis Tower.
- 2015: South East Asia Property Awards as the *Best Office Architectural Design* for Sequis Tower.
- 2016: Properti Indonesia Award as the *The Well Designed Office Project in Jakarta* for Sequis Tower.
- 2016: REI Property Awards Gold Winner, *Residential (High Rise) Category* for VERDE.
- 2016: Greenship Gold Level by Green Building Council Indonesia for Menteng Regency.
- 2017: Indonesia Property Awards as the *Best Office Architectural Design* for Sequis Tower.
- 2017: Indonesia Property Awards as the *Best Green Development* and *Best Universal Design Development* for Sequis Tower
- 2018: The International Architecture Awards 2018 for the Skyscrapers/High Rise category for Sequis Tower.

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