

**PRESS RELEASE**

**The Loggia Introduces the White Label Units**  
*Creative Freedom to Enhance Your Quality of Life*

**Jakarta, 3 November 2020** – The Loggia, an apartment development in South Jakarta — a premium development between two esteemed property developers FARPOINT and Tokyo Tatemono — introduces the White Label Units Limited Edition that gives owners creative freedom to design a home that suits their passions and needs. With “Design-It-Yourself” apartment concept, the White Label Units allows complete creative freedom in designing every inch of the apartment unit according to the personal preference and needs of its owners.

*“Each of us are born unique, with different preferences and talents. Ideally our home has to fulfill the basic needs of space and relationship,”* stated **Julius Warouw, Head of Sales FARPOINT** during Virtual Media Talks that discussed about our creative freedom in designing our own home with an architect practitioner, Hampshire Tedja. *“Imagine, now you have the opportunity to fulfill your dream to design your own apartment unit. Including a personal area for yourself and for your family members. For instance, a young couple who are expecting a newborn can design their bedroom to have connecting doors to the nursery room. As a parent, they will still have their own personal area for them to rest, yet so close to fulfill the needs of their baby,”* explained Julius.

The current situation which allow many professionals and business owners to frequently work from home, made us realize the importance of designing a home that suits our everyday lifestyle. The White Label Unit is one of the solutions for the need of future home seekers in South Jakarta. As a Limited-edition unit, the The White Label by The Loggia is like a blank canvas. Owners will get a high-quality bare-finished unit with no wall partitions inside with ceiling height up to 3.3 meters. The units provide bathroom with sanitary wares equipment. *“By choosing the White Label Units you decide how big you*

*want your units to be. Next step, you can freely create your dream apartment by design, function, and style of every room along with your appointed designer and team of your choice” said Julius.*

Different from the common apartments, The Loggia White Label Units offers 5 size types to choose from. Starting from *Big* 50 m2, *Bigger* 65 m2, *Extra Big* 75 m2, *Very Big* 89 m2, and *Super Big* 115 m2. Choosing units can be done easily on the microsite [www.theloggia.co.id/limited-edition](http://www.theloggia.co.id/limited-edition). This limited-edition are offered at a starting price from Rp 25 million/ m2 and are available for a limited time until 31 December 2020. Now, every individual can unleash unlimited creativity in designing their perfect home.

Standing on a 1.1 hectares of land, The Loggia apartment is strategically located at Pancoran, South Jakarta with only 15 minutes to SCBD. Designed with residence quality of living in mind, The Loggia offers 15 facilities for fitness and wellness, function room for business meetings or gatherings, entertainment and hobbies such as library and bike corner.

The design is a collaboration between highly acclaimed international designers: interiors by Atelier Bow-Wow (Tokyo), architecture by Broadway Malyan (London) and landscape by SWA (Los Angeles). With the presence of White Label Units, The Loggia now offers complete options for future home seekers. **White Label Units** are for individuals who wants complete freedom in designing their own perfect apartment. **Standard Units** are for practical individuals who prefers to add personal touches for their furniture and choice of colors. Last but not least, **Furnished Units** are for those who needs to have more storage with multi-function built-in furniture that are designed by micro-architecture expert from Tokyo, Japan. For more information, please access: [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
- 2014: The 2014-2015 Asia Pacific Property Awards, Residential High-rise Architecture category for VERDE Two
- 2014: MIPIM Award Asia Pacific as The Best Futura Project for The Hundred
- 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
- 2019: LEED Platinum Certification for Sequis Tower
- 2020: EDGE Certification for VERDE TWO

To know more about FARPOINT, visit us at [www.farpoint.co.id](http://www.farpoint.co.id)