

USER ID : ID_100877

CATEGORY: Offices

TOTO Indonesia HQ

Location of Project: Jakarta, Indonesia

Project Stage: Completed (2018)

INTRODUCTION

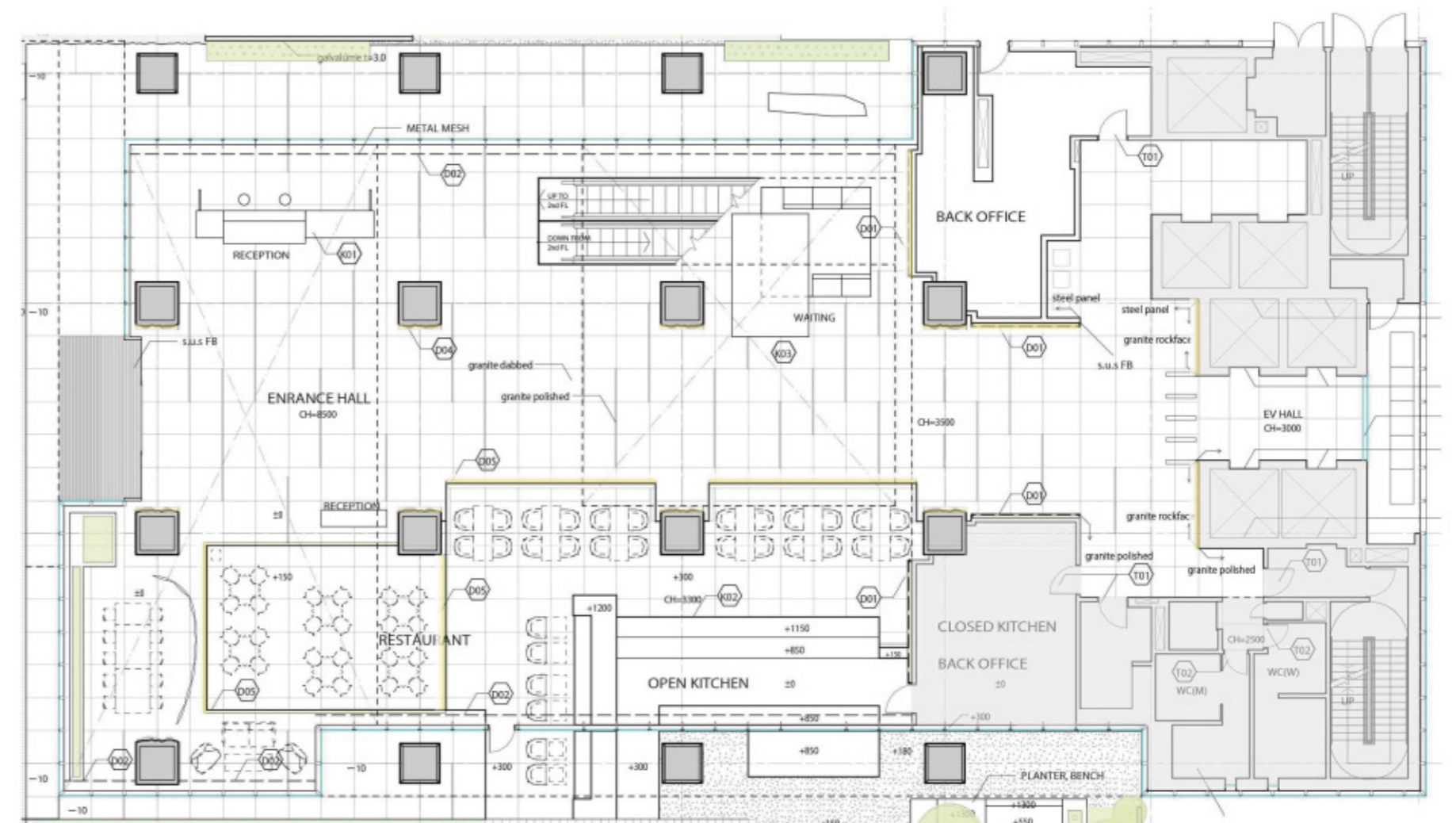
The GDP of Indonesia is demonstrating rapid economic growth and is predicted to be the fourth largest in the world in 2050, overtaking Japan, the current fourth largest, which will drop to seventh. The client of this project, TOTO Indonesia, is a joint venture between TOTO and a local enterprise, dealing in sanitary ware and furniture. All design decisions were made only by TOTO Indonesia.

TOTO Indonesia HQ was constructed in the center of Jakarta, the capital of Indonesia, amid intense sunlight and noise of the rapidly growing city. Our design has tenaciously connected different cultures of Indonesia and Japan. From different architectural tectonics, materials, to the request of the client and the constructor by implementing strong and flexible interpretable concepts.

In order to present and broaden TOTO company in Indonesia, the company is aiming to have an office which can represent company's profile through the ambience of its interior. It is also as a place where the guest can learn and know better not only about the products, but also the company itself.

The interior design scopes are ground floor (main entrance), 2nd-5th floor (showroom), 6th floor (exhibition, multifunction room, etc.), 7th-11th floor (office) and 12th floor (lounge for executives and managers).

We believe the experience of this project would become the opportunity for connecting Japan and Jakarta and creating innovation through the exchange of different cultures.



Ground Floor Plan

0 5 10 20m



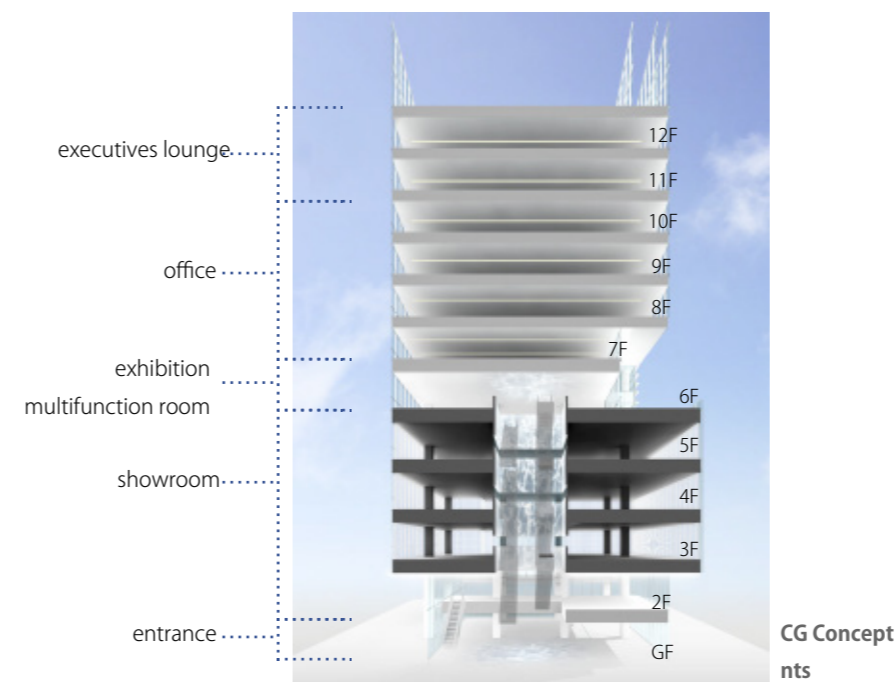
Building facade

EVALUATION CRITERIA #1: AESTHETICS & SPATIAL DESIGN

This head office building consists of entrance and showrooms on the ground floors, multipurpose rooms for events and general offices on the middle floors and executive offices and lounge on the upper floors. Each space was designed to 'create a space evoking a rich experience of life that is produced by clean water' .

In the ground level entrance and 2nd floor showroom, the 'light from water that reflects the city' at the entrance is associated with TOTO' s corporate color, blue.

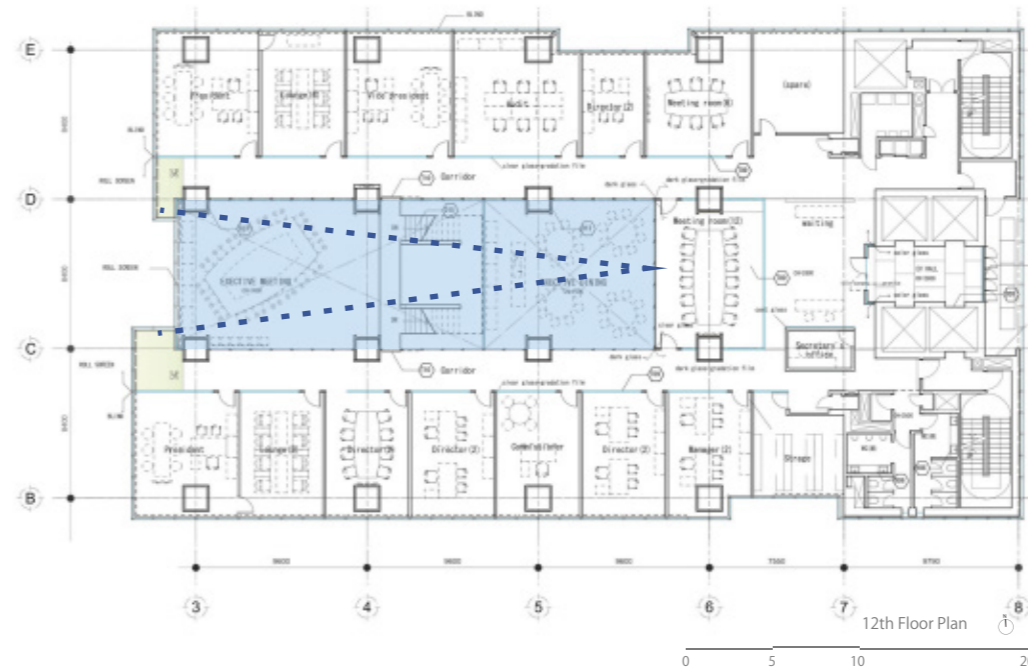
The 'light from flowing water' is expressed on the walls of the escalator connecting the showroom floors, and the 'light from a quiet pond' in the 3rd-5th floor showrooms. Transparent and reflective materials are also heavily used in the middle and upper level multipurpose rooms and office zone, expressing the 'glint of water' .



The "light from flowing water" is expressed on the escalator walls with LED screens

EVALUATION CRITERIA #2: REALIZATION EFFICIENCY

In Jakarta, space is generally designed either by an architect alone or by an architect who prepares an architectural plan together with an interior designer who adds décor items to it. We participated in this project from the initial phase of architectural design and designed through conversations with the client and the architect regarding the structure such as the position of an atrium, the shape of a window frame and landscape, which enabled us to realize not a 'design of addition' but a 'design of subtraction' .



Luxurious open kitchen and dining area to the cityview

EVALUATION CRITERIA #3: WELL-BEING & ENVIRONMENTAL CONSIDERATIONS

In creating simple space fully utilizing the architectural environment, we sought for a deep richness. For example, even for 'black' that emphasizes the white color of TOTO products, we gave subtle textures such as roughness of the stones or black gradation of the ceiling louver from the center to the windows side, so it is not merely a simple space but expresses richness within a small range.

By using and combining local materials from both Indonesia and Japan, not only it gives the harmony into the space, but also shows the culture of both countries.



The combination between Japanese simplicity and Indonesian natural atmosphere at lobby lift



In order to show delicate products, the gradation screens are arranged to soften various light from the outside

EVALUATION CRITERIA #4: USE OF PRODUCT TECHNOLOGIES

By expressing the brand concept of TOTO as well as fully utilizing the architectural environment and introducing extremely simple design and a transformable ceiling system, the space were created that could easily be adjusted to future changes in exhibition planning and used for a long time without being affected by trend or getting old.



The aluminium extrusion louvre on the ceiling, enhances the technical ambience in the showroom



In the escalator hall, luminous ceiling glass fiber is used to give contrast and strong impression as a transition to 3rd floor

EVALUATION CRITERIA #5: PROJECT CHALLENGES & SPECIFIC SOLUTIONS

Products exhibition and visiting customers are the focus of the showrooms.

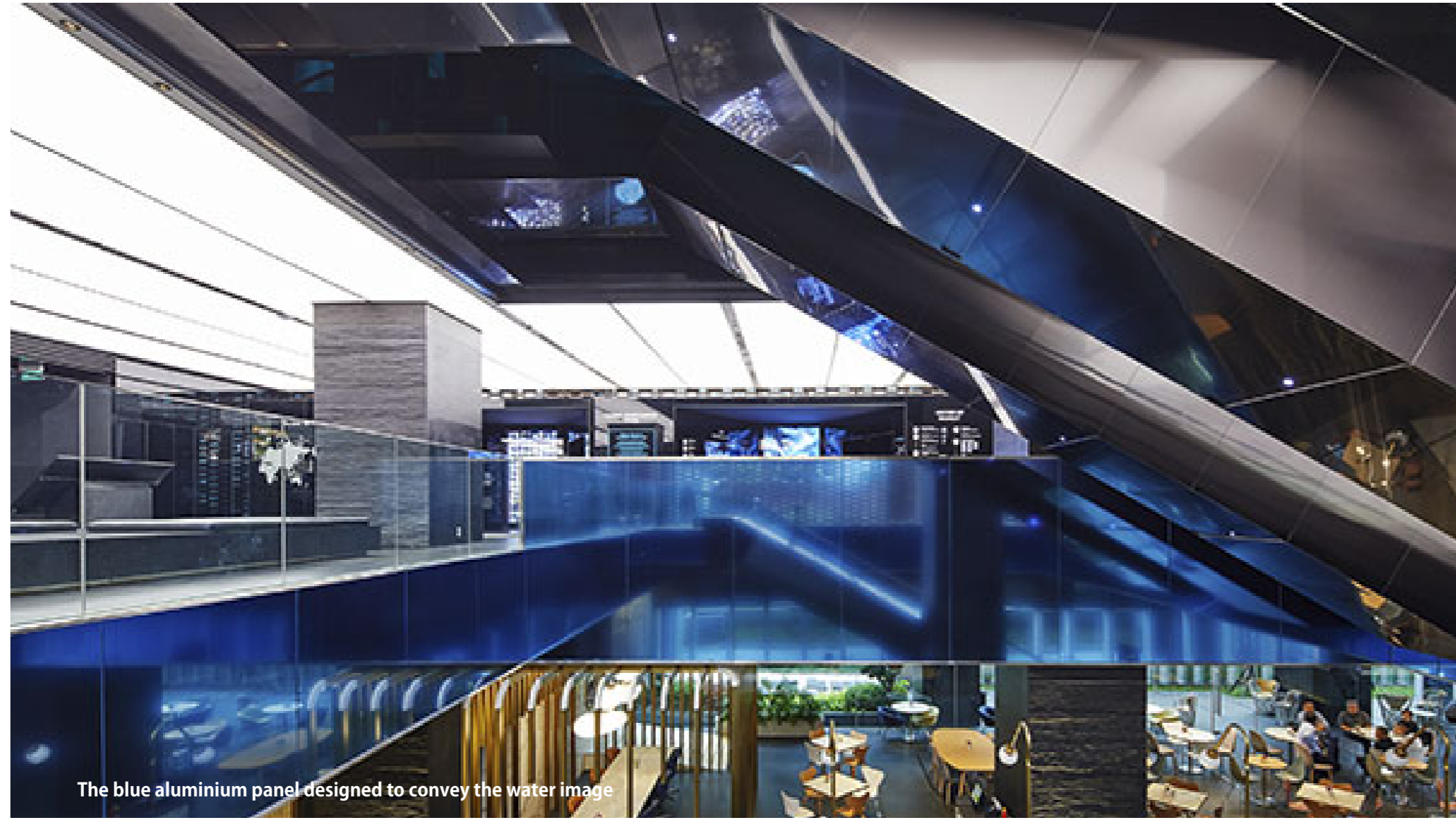
In order to avoid strong sunlight at the equator and noise of the rapidly growing capital city and concentrate on the products, we controlled natural light and scenery like in a museum and created a simple and monotone color space, where we aimed to add value to the exhibited products as a 'piece of art' rather than a 'commodity' .



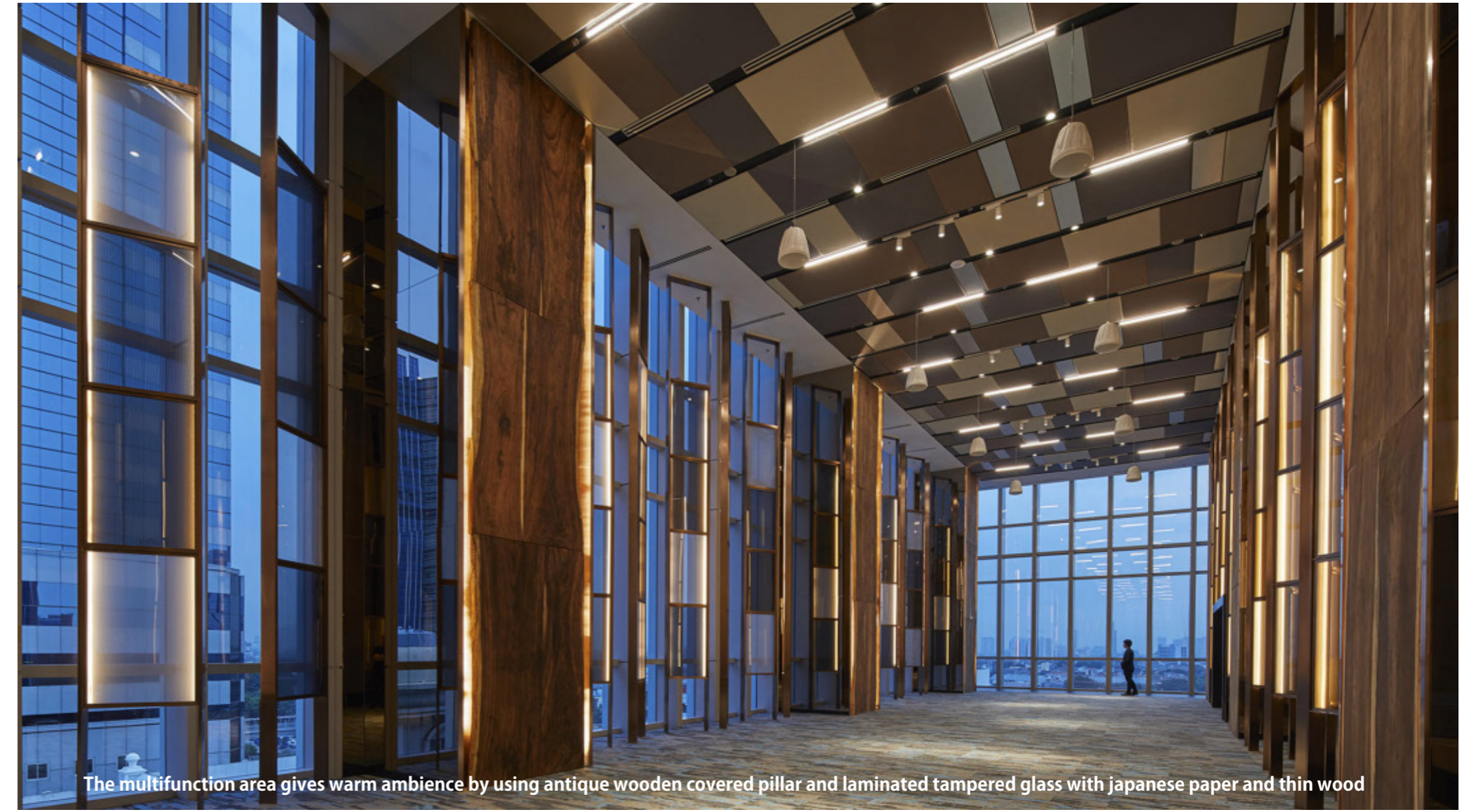
Products exhibition as the focus of the showroom



Simple and monotone color space of the showroom



The blue aluminium panel designed to convey the water image



The multifunction area gives warm ambience by using antique wooden covered pillar and laminated tempered glass with Japanese paper and thin wood



In the ground floor lobby, a blue aluminium panel reminiscent of TOTO's corporate identity color welcomes guests



The glass screen evokes waterfall in the office area