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INTRODUCTION

As we walk down one of the most authentic alley in Buenos Aires, we were captivated and inspired by the pure beauty it holds. Buenos Aires is the capital and largest city of Argentina. Widely known for their preserved architecture, as well as the rich culture. It was not too loud, crazy, nor colourful like what we used to imagine. In fact, it was very muted with small hints of colour.

This lively experience is what we want to create in Sudestada. Chef Victor Taborda, the executive chef and co-owner of this establishment, was very much involved throughout the design process. Coming from Argentina himself, he helped us envision the true Argentine street. A simple restaurant, offering savory Latin American cuisine for family and friends, at the center of lively Jakarta. That is Sudestada.

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SUDESTADA

Location of Project: [Jakarta, Indonesia]

Project Stage: Completed (2019)



EVALUATION CRITERIA #1: AESTHETICS & SPATIAL DESIGN

The building is two storeys high and divided to four vibrant zones. Upon entering, diners could feel a pleasant warm mood from the communal dining areas within it. An open kitchen sits on the left-hand side of the main door, right by a large dining area. Family and friends can gather around the grill. Small and big tables are both there to accommodate different groups of people. Perfecto! Just like a campfire. Staircase leading to the balcony seatings is placed at the corner of the room with a neon yellow accent to it, giving an Argentine touch in the overall rustic planes.

On the other side, you can drink-off all your concerns in our bar zone. It overlooks the 'picnic' outdoor setting, along with a fire pit to host large events. Guests are able to enjoy the city's streetscape scenery with a drinking partner or even alone. Surprisingly, there is a secret hideout behind this solid brick wall. It is a part of the preserved old building. Breakfasts are served there in the morning, more private and less crowded, giving you a perfect start of the day.

Going to Sudestada is like coming into an original hip street. Grill, bar, cafe are all in that one stretch of shophouses. Some are having a quick meal, some formal ones and others just chilling. You can feel that nostalgic intimate vibes. That same feeling as what we've encountered in the alley of Buenos Aires. Every single detail is designed in earth tones, colors of browns and greens. Polo murals, ponchos, a large photo of La Boca's neighborhood, blue and white ribbons representing the country's flag dress up the space.



EVALUATION CRITERIA #2: REALISATION EFFICIENCY

Sudestada is our biggest ego, yet it is the purest one.

Clay bricks, a raw material used in almost every building, is the main finishing for this project. To an extent, it is considered as the most environment friendly and efficient building material. Clay bricks are natural, abundant, recyclable and extremely durable. Aside from it being a mere structural item, they are aesthetically pleasing, especially for this project. During construction stage, it was pretty evident that the installation phase is much simpler and faster than others.

Another hard finishing that we bring here is GRM Biowood. We needed wood to embrace the whole element as a warm scheme. However, natural wood was out of our choice as it is not eco-friendly and hard to maintain. Biowood, a green resources material made of mixed wood waste, was what we use on the Argentinian space's pitched ceiling. Not only natural from its color scheme, we wanted Sudestada to be environmentally friendly as it can be.



EVALUATION CRITERIA #3: WELL-BEING & ENVIRONMENTAL CONSIDERATIONS

Nothing can go wrong with a cultural building, standing at the corner of a city. Located right in the heart of Jakarta, few steps away from Selamat Datang Monument or Bundaran HI, Sudestada provides energy and consolation for its citizen.

Central Jakarta is one of the capital's most developed administrative and business district. Full of modern skyscrapers, coated with cold glass and metals. Instead of going with the surrounding buildings' style, we designed something distinct in harmony.



EVALUATION CRITERIA #4: USE OF PRODUCT TECHNOLOGIES

In Sudestada, there are a number of innovations that we made together with the team. From the self-made air curtain, the biowood, the thin spiral metal staircase that was manufactured by laser cutting and bending, we created special details. Most of the time, we challenge ourselves to push forward local's capabilities, achieving higher standard.



EVALUATION CRITERIA #5: PROJECT CHALLENGES & SPECIFIC SOLUTIONS

The vivacious Latin and Argentinian cultures as designer's main foundation and Asado grilling techniques as the chef's main ambition, requires an open kitchen within the restaurant. In order to manifest both of our ideas, it is seen as mandatory. Based on our own experience, as a diner, smell is always a problem in places with exposed kitchen, wherever it is.

We were persistent with this idea and we start asking suggestions from experts. Ups and downs were met along the way. Several methods were put into trial. At last, customized exhaust ducting was the best answer we could get. A similar system to how an air door or curtain works, this ducting was installed in front of the grill to prevent smokes moving towards the dining area, of course camouflaged by bricks.



