

## SIARAN PERS

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DAPAT DITERBITKAN SEGERA

### Intiland Luncurkan Proyek Baru Fifty Seven Promenade Intiland Launches New Project, Fifty Seven Promenade

**Jakarta (22/08)** – Perusahaan pengembang properti PT Intiland Development Tbk (Intiland; DILD) segera meluncurkan sebuah pengembangan kawasan mixed-use & high rise terpadu di jantung kawasan pusat bisnis Jakarta. Proyek baru yang bernama Fifty Seven Promenade ini rencananya diluncurkan pada 26 Agustus 2017.

Fifty Seven Promenade merupakan sebuah pengembangan mixed-use & high rise skala besar yang lokasinya sangat strategis di kawasan pusat bisnis Thamrin - Sudirman, Jakarta Pusat. Proyek baru dengan area pengembangan seluas 3,2 hektar ini menyediakan beragam fungsi yang terdiri dari kondominium, perkantoran, apartemen servis, dan area ritel promenade.

Archied Noto Pradono Direktur Pengelolaan Modal dan Investasi Intiland menjelaskan bahwa pengembangan Fifty Seven Promenade merupakan langkah strategis perseroan dalam mengantisipasi tren kebutuhan masyarakat terhadap fasilitas hunian dan komersial modern di pusat kawasan bisnis Jakarta. Lokasinya sangat strategis dan dekat dengan pusat jaringan infrastruktur dan fasilitas layanan transportasi publik utama di kota Jakarta.

“Walaupun secara umum pasar properti masih cukup menantang, kami percaya masyarakat membutuhkan hunian ataupun perkantoran yang nyaman dan mudah diakses. Faktor convenience atau kenyamanan, kemudahan aksesibilitas, dan lingkungan yang sudah berkembang pesat, menjadi keunggulan dan poin utama yang diperoleh konsumen dari proyek Fifty Seven Promenade ini,” ujarnya lebih lanjut.

Pengembangan Fifty Seven Promenade berlokasi di dekat Bundaran Hotel Indonesia

**Jakarta (22/08)** – The national property developer, PT Intiland Development Tbk. (Intiland; DILD) soon will launch an integrated mixed-use & high-rise development in a Jakarta’s central business district. The new project, Fifty Seven Promenade, is slated to launch on August 26, 2017.

Fifty Seven Promenade is a big-scale mixed-use & high rise development project situated in a very strategic location along Thamrin-Sudirman business corridor in Central Jakarta. To occupy an area of 3.2 hectares, the new project will offer diverse functions, including condominium towers, office space, serviced apartment, and promenade.

Capital and Investment Management director of Intiland, Archied Noto Pradono explained that the development of Fifty Seven Promenade was the company’s strategic policy to meet the demand for modern residential and commercial facilities in Jakarta’s central business district. The project’s location is very strategic and close to the city’s infrastructure network and main public transportation facilities.

“Even though the property market is still challenging, we remain confident that there is always a demand for residences and offices that are convenient and easily accessible. These factors—convenience and easy access, as well as great neighborhoods, are the main selling advantages and vital points the consumers can expect from Fifty Seven Promenade project,” he added.

Fifty Seven Promenade will occupy an area near Hotel Indonesia Roundabout and several Indonesia’s best shopping centers, hotels and office complexes. The area also benefits from its very close location from the city’s modern public transportation system, such as mass rapid transit (MRT) and light rail transit (LRT) lanes,

serta kawasan pusat perbelanjaan, hotel dan perkantoran terbaik di Indonesia. Kawasan ini dilengkapi dengan beragam fasilitas transportasi publik modern seperti jalur mass rapid transit (MRT), light rail transit (LRT), halte bus Transjakarta, dan kereta cepat bandara. Pembangunan jaringan infrastruktur kereta modern tersebut rencananya beroperasi pada tahun 2019.

“Kawasan ini sudah matang. Semua fasilitas yang mendukung kenyamanan sudah tersedia, termasuk jaringan transportasi publik terintegrasi yang terpusat di kawasan ini,” jelas Archied.

Perseroan rencananya akan mengembangkan Fifty Seven Promenade dalam dua tahapan. Pengembangan tahap I meliputi area seluas 1,3 hektar yang akan dibangun dua tower kondominium, yaitu City57 setinggi 24 lantai dan Sky57 setinggi 49 lantai dengan basement lima lantai. Sementara pada pengembangan tahap II dengan area seluas 1,9 hektar, Perseroan akan membangun dua tower perkantoran, satu tower apartemen servis dan ritel promenade.

Pada pengembangan tahap I, perseroan akan membangun dua tower kondominium yang menyediakan sebanyak 496 unit hunian terdiri dari tipe studio hingga 3 bedroom.

Tower kondominium City57 memiliki sebanyak 260 unit yang terdiri dari tipe studio seluas 42 m<sup>2</sup>, tipe 1 bedroom seluas 55 m<sup>2</sup>, dan tipe 2 bedroom dengan luas 104 m<sup>2</sup>. Sementara tower kondominium Sky57 menawarkan sebanyak 236 unit, yang meliputi tipe 1 bedroom dengan luas 82 m<sup>2</sup>, tipe 2 bedroom seluas 115 m<sup>2</sup>, dan tipe 3 bedroom seluas 183 m<sup>2</sup>.

Selain memiliki keunggulan dari sisi lokasi, kenyamanan, aksesibilitas serta lingkungan yang sudah matang, Fifty Seven Promenade juga menyediakan beragam fasilitas spesial. Salah satu keunikan kondominium ini adalah menempatkan fasilitas pada lantai teratas tower City57 atau berada di lantai 23 dan 24. Konsep ini memberikan privasi dan pengalaman unik bagi para penghuninya untuk menikmati seluruh fasilitas yang tersedia.

Pada area tersebut akan dibangun sky garden, berupa jembatan yang menghubungkan

Transjakarta bus stations, and airport’s skytrain. The development of the modern rail infrastructure is to be completed in 2019.

“The area is highly mature; all facilities to provide comfort and convenience are already available. These include the city’s integrated public transportation network centered around this area,” Archied explained.

The company plans to develop Fifty Seven Promenade in two phases. The first phase of the development covers an area of 1.3 hectares, and includes two condominium towers: The 24-story City57, and the Sky57 with its 49 floors and five-floor basement area. For Phase II, the development of the other 1.9 hectares will include two office towers, one serviced apartment tower, and promenade retail area.

In the first phase, the condominiums will have 496 residential units of several types, from a studio to a three-bedroom units.

City57 condominium tower will boast 260 residential units comprising studio units, each of 42 sqm; a one-bedroom type of 55 sqm; and the two-bedroom units of 104 sqm. Sky57 condominium tower will have 236 units, and they comprise one-bedroom units of 82 sqm, the two-bedroom units of 115 sqm, and the three-bedroom units of 183 sqm.

Aside from the advantages in terms of its location, convenience, accessibility and its great neighborhoods, Fifty Seven Promenade also comes with winning facilities. One special feature of the condominium is the placement of its facilities on the top floor of City57 tower, or on the 22nd and 23rd floors. With this concept, the residents are treated to a higher level of privacy and experiences to enjoy all the available facilities.

The area will also have a sky garden, a bridge that connects City57 and Sky57 towers. At the area, the company will develop main facilities, like a sky lounge, a semi outdoor swimming pool, children’s playground, spa and sauna area, gym, entertainment area, and a private dining room.

On the top floor of Sky57 tower, there will be an indoor swimming pool that offers a view of Jakarta’s skyline from this area. The total area for the facilities reaches 5,000 sqm.

antara tower City57 dan Sky57. Pada area tersebut, tersedia berbagai fasilitas utama seperti sky lounge, kolam renang semi outdoor, area bermain anak, area spa dan sauna, gym, entertainment area, dan private dining room.

Pada lantai teratas tower Sky57 juga tersedia fasilitas kolam renang indoor yang menawarkan panorama kota Jakarta dari ketinggian area ini. Total luas area yang disediakan untuk fasilitas publik di Fifty Seven Promenade mencapai 5.000 m2.

Fifty Seven Promenade menyediakan pula fasilitas ritel alfresco berkonsep waterfront serta jogging track. Kemudian guna memberikan kenyamanan dan kemudahan bagi para penghuninya, tersedia beragam fasilitas layanan seperti concierge 24 jam, housekeeping, laundry, dan layanan shuttle bus yang akan mengantar ke pusat perbelanjaan maupun ke pusat layanan transportasi publik seperti stasiun MRT, LRT, atau Transjakarta.

Pengembangan Fifty Seven Promenade menerapkan konsep desain yang baik dengan mengedepankan desain yang sesuai dengan gaya hidup berkelas masyarakat urban. Konsep ruang-ruang yang kompak, praktis, dan fungsional menjadi fokus utama dengan tetap menjamin kenyamanan dan privasi bagi para penghuninya.

Intiland menggandeng sejumlah konsultan terkemuka dari dalam dan luar negeri dalam mengembangkan proyek ini. Arsitektur Fifty Seven Promenade dirancang oleh konsultan asal Inggris, Broadway Malyan sebagai konsultan arsitektur utama yang bekerja sama dengan PT Pandega Desain Weharima (PDW) sebagai konsultan arsitektur lokal. Selain itu, perseroan juga dibantu oleh Davy Sukamta & Partners sebagai konsultan struktur, Belt Collins Singapura selaku konsultan landscape, serta desain interior oleh konsultan Ines Gerlacht Interior yang berbasis di Singapura. Perseroan menargetkan pembangunan Fifty Seven Promenade dimulai pada semester I 2018.\*)

Besides these facilities, Fifty Seven Promenade will also feature a fresco retail facility, which adopts the concept of a waterfront, and is completed with a jogging track. To give even additional comfort and convenience to the residents, there will be 24-hour concierge and other services, including housekeeping, laundry, and shuttle bus, to take residents to shopping centers and public transportation centers, like MRT, LRT stations and Transjakarta bus stations.

The development of Fifty Seven Promenade adopts a design concept which puts to the fore the lifestyle of the urbanites as the inspiration. The concept of compact, practical, and functional space becomes the focus, without sacrificing the comfort and privacy of the residents.

Intiland is partnering with several prominent local and international consultants to develop the project. The architectural design of Fifty Seven Promenade is in the hands of the British consulting firm, Broadway Malyan as the main architecture consultant, with PT Pandega Desain Weharima (PDW) as the local architecture consultant. Davy Sukamta & Partners works as the structural consultant, and for the landscaping, the company has appointed Belt Collins Singapore. The Singapore-based Ines Gerlacht Interior will handle the interior design of the project. The company has set a target for commencing the construction of Fifty Seven Promenade in the first quarter of 2018.\*)

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### **Tentang Intiland**

Intiland adalah pengembang properti terkemuka di Indonesia dengan pengalaman lebih dari 40 tahun. Mencatatkan saham di Bursa Efek Indonesia sejak 1991, Intiland dikenal sebagai inovator dan penggagas tren di industri properti Indonesia. Dalam beberapa tahun, Intiland mengembangkan banyak gedung yang menjadi ikon nasional, melalui Intiland Tower dua gedung kebanggaan di Jakarta dan Surabaya yang dirancang oleh Paul Rudolph dan The Regatta, kondominium tepi pantai yang mewah di Pluit, Jakarta Utara yang dirancang oleh Tom Wright (perancang Burj Al Arab). Pengembangan kawasan pemukiman utama di Surabaya, Graha Famili telah menjadi salah satu kawasan perumahan paling prestisius. Saat ini, Intiland memiliki portofolio produk properti beragam, termasuk kawasan pemukiman, gedung perkantoran, apartemen, pengelolaan gedung, kawasan industri, serta pengelolaan sarana olah raga dan golf. Selain sukses membangun sejumlah proyek prestisius, Intiland juga pro-aktif dalam upaya pengembangan industri dan komitmen sosial. Perseroan saat ini merupakan salah satu *corporate founder* dari Green Building Council Indonesia, anggota eksklusif dari Indonesia Health Fund dan Jakarta Old Town Revitalization Corporation, serta menjalankan program Intiland Teduh untuk membantu masyarakat berpendapatan rendah memiliki hunian yang layak. Intiland telah menjadi pengembang properti dengan konsep gaya hidup yang terkemuka.

### **About Intiland**

Intiland is a leading Indonesian real-estate developer with over 40 years of heritage. Listed on the Indonesia Stock Exchange since 1991, Intiland is known to be a trend-setter and innovator in the Indonesian property industry. Over the years, Intiland has developed some of the nation's most iconic buildings such as its two flagship office towers in Jakarta and Surabaya designed by the late Paul Rudolph, and The Regatta, a seafront luxury condominium in Pluit, North Jakarta, designed by Tom Wright (of Burj Al Arab fame). Its main township development in Surabaya, Graha Famili, has become one of the city's most prestigious addresses. Today, Intiland's diversified real estate portfolio includes residential townships, office towers, high-rise apartments, hospitality, industrial estates as well as sports and golf club management. Intiland is also actively involved in various efforts to develop industries and the improvement of the society. The Company is one of the corporate founders of Green Building Council Indonesia, an exclusive member of Indonesia Health Fun and Jakarta Old Town Revitalization Corporation. Intiland also initiated and has been running Intiland Teduh, a program established to help low-income families to have decent homes. Intiland embarked on a journey to become the leading lifestyle concept property developer in Indonesia, and is ever closer to achieving this objective.

### **Untuk informasi lebih, lanjut silakan hubungi:**

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