



Dekoruma Experience Center

Design Features

CONCEPT- overall

Inspiration

Here customers are expected to feel inspired for their home & may experience the end result of our design & build services. They may touch, feel and see our quality of finishes.

The inspiration comes into 3 display units which resembles their typical homes with varies-curated style which suits our customers typical persona

Rather than aesthetic, customers are expected to get inspired from knowledge of our products - or interior knowledge as general. This will supported by graphic design throughout the interior and the material display

Consultation

To realize their dream home, the process of our design & build projects are maintained by our interior designer partners - and so does consulting at experience center. Store attendants & in-charge designer partners are expected to have broad knowledge of our products (especially design for IDPs) and able to explain to customers, so they will feel 'fulfilled' after going to DEC. The consultation may take place on designated display-meeting areas in the display units

Community

A regular event will be held on DEC for our best and loyal customers and for IDP. The event may take place on the display units and the event space upstairs on 2nd floor.

CONCEPT - Stage of life

Part of our branding is Dekoruma is in everyone's stage of life. To featured more personalized home inspiration & ideas to our customer, three display units represents three stage of life. The customer will be guided from the first stage through the last stage with printed path signage on the floor.



1st Stage - Multifunction Apartment (1BR) 2nd Stage - Modern Apartment (1BR) 3rd Stage - Scandinavian House (2BR)

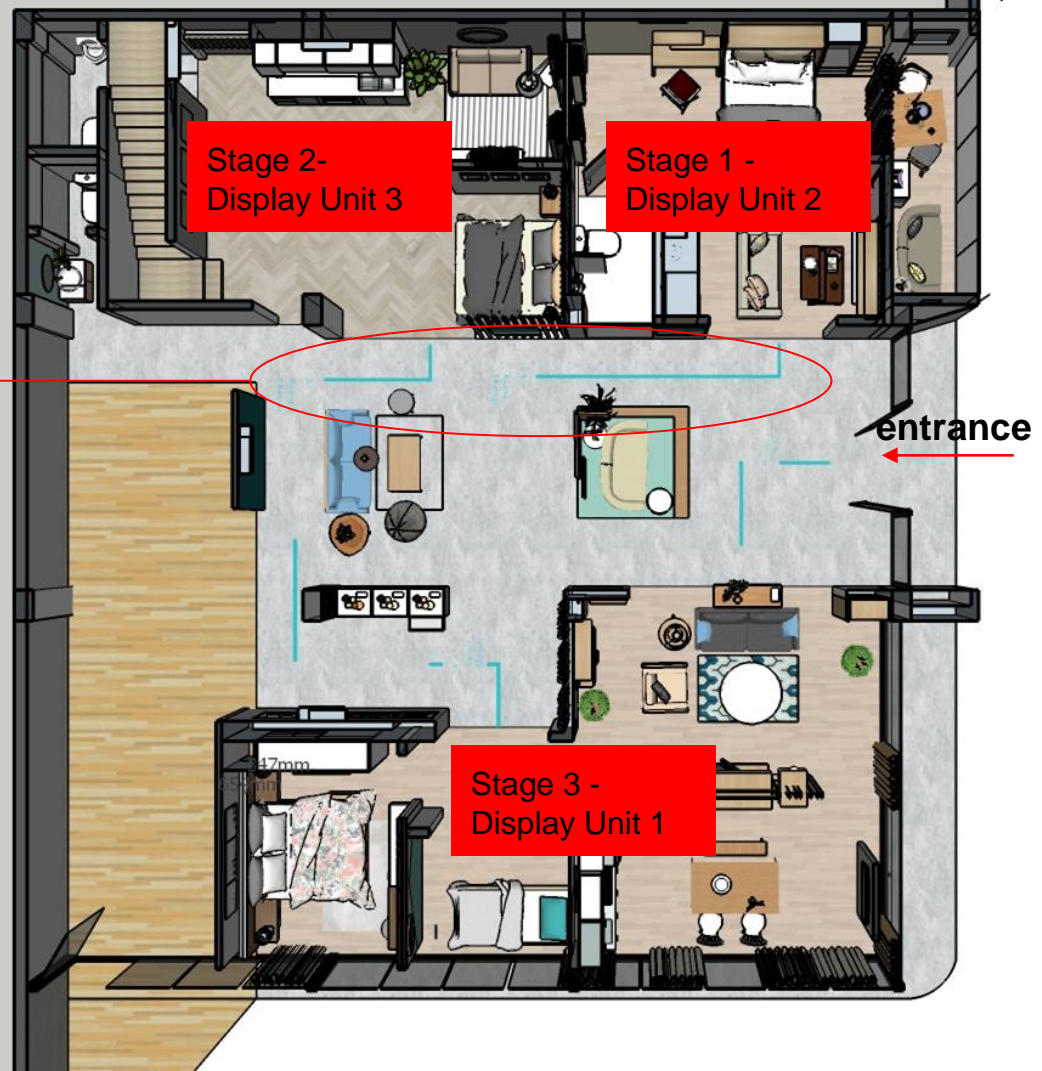
Space-saving, multi-function compact apartment for newly weds

Elegant & timeless modern design with higher prices for older couple

Fresh & bright colors for a family with one child

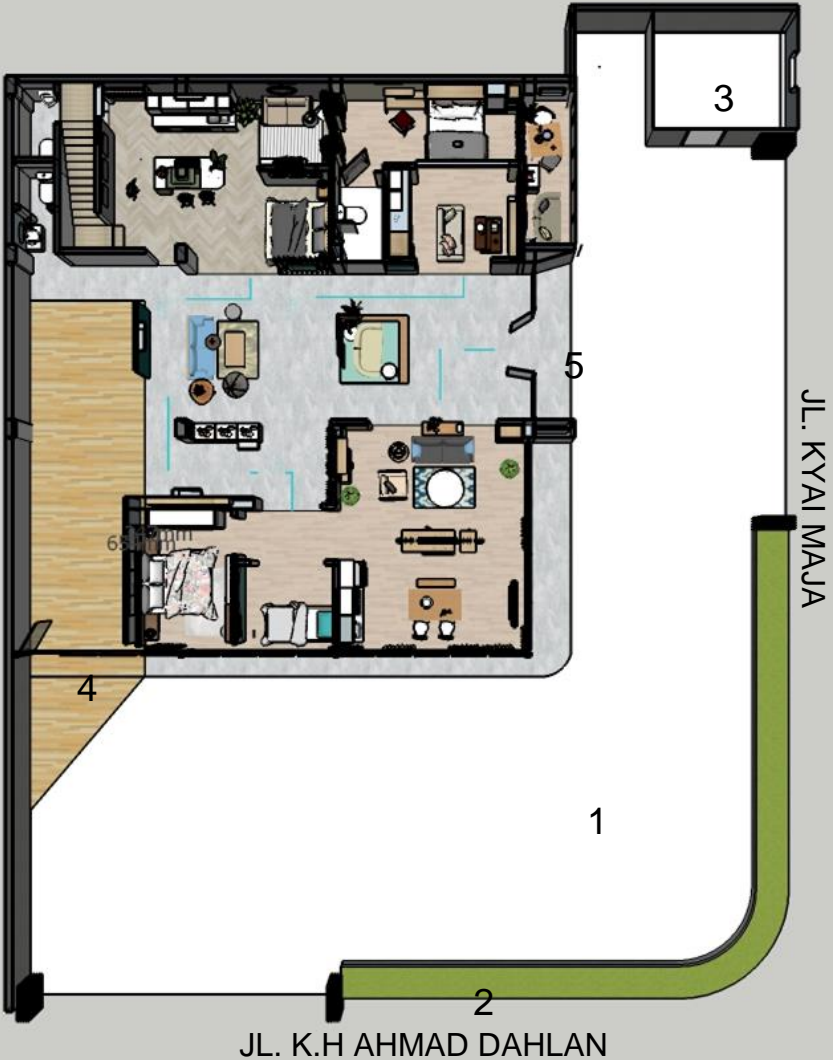
CONCEPT - Stage of life

Printed path signage to direct visitors



LAYOUT - Site Plan

- 1 Parking Area
- 2 Garden Gate
- 3 Security Post & Toilet
- 4 Coffee Shop Outdoor Area



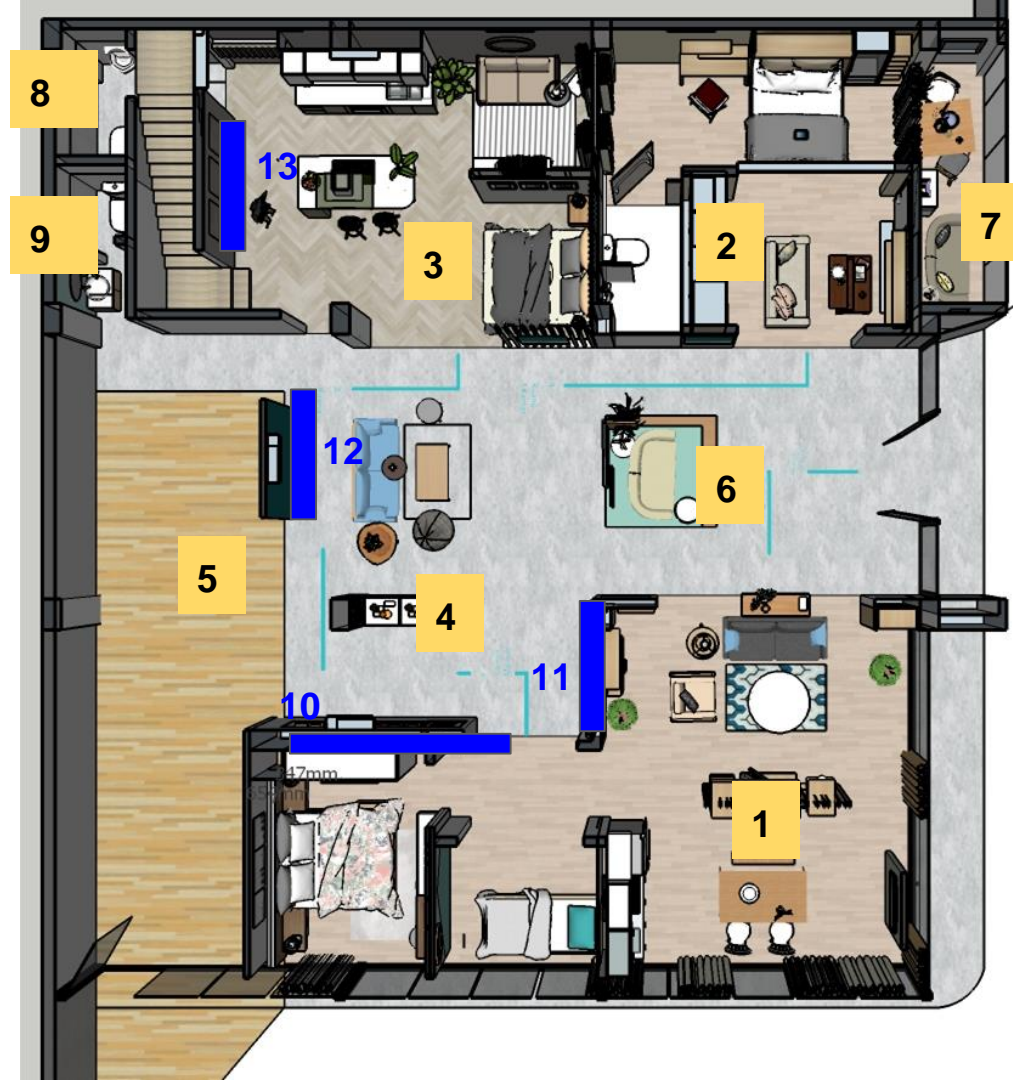
LAYOUT - Interior Plan 1st floor

Display Areas

- 1 Display Unit 1 : Rumah Scandinavia
- 2 Display Unit 2 : Apartment Multifungsi
- 3 Display Unit 3 : Apartment Modern
- 4 Material Showcase
- 5 Coffee Shop (OPEN MARCH 2019)
- 6 Installation Display / photospot
- 7 Window Display 1
- 8 Toilet Tamu 1
- 9 Toilet Tamu 2

Infographics :

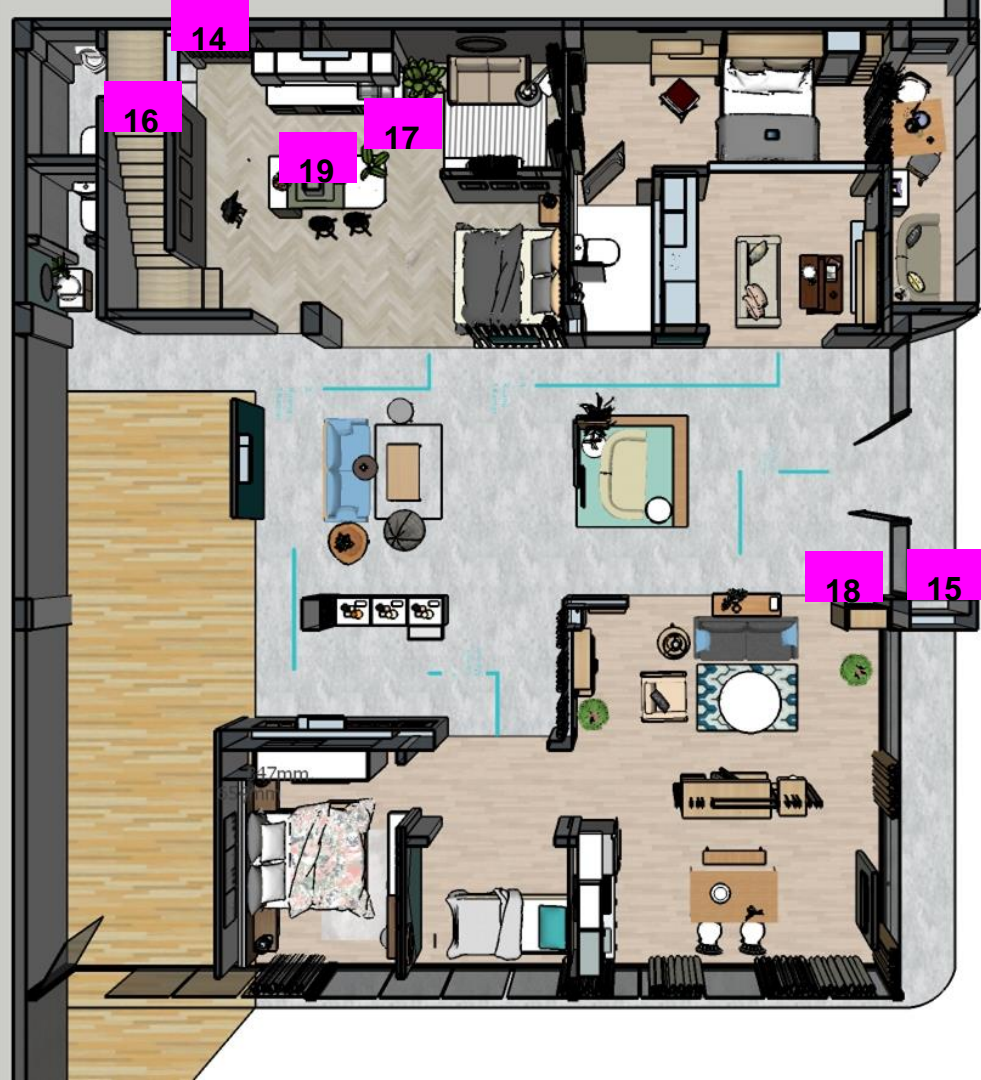
- 10 Material Finishes
- 11 Kain Sofa
- 12 Dekohome timeline / system
- 13 Kitchen Infographic



LAYOUT - Interior Plan 1st floor

Building Functions :

- 14 Panel saklar
- 15 Panel MCB
- 16 Kabinet bawah tangga (cleaning equipment, bags storage)
- 17 Kabinet bawah dapur (store equipment), Fire Extinguisher
- 18 Fire Extinguisher
- 19 kabinet island (Control table: CCTV, Audio, equipment)

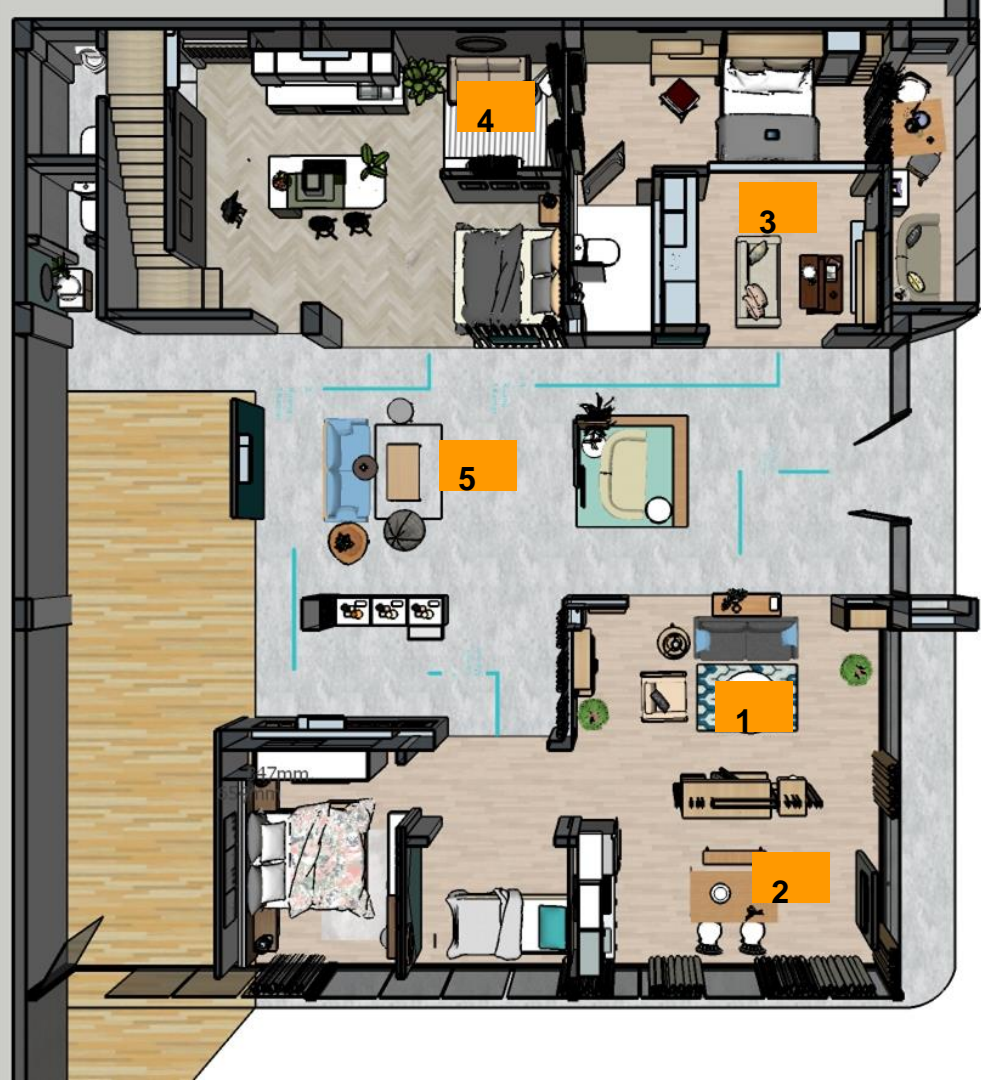


LAYOUT - Interior Plan 1st floor

Meeting Functions : (important for IDP)

As one of the main purpose of DEC, the space functioned for meeting spot - for client and designers. Whether a new consulting client or a registered client who booked for an appointment. TVs are provided as large screen to support presentation (connect to computer via WiFi thru chrome cast or HDMI cable - ask store attendant for help)

- 1 Ruang Keluarga Display 1 (3-4 orang)
- 2 Ruang Makan Display 1 (4 orang)
- 3 Ruang Keluarga Display 2 (2 orang)
- 4 Ruang Keluarga Display 3 (3 orang)



DISPLAY 1 - 'Rumah Scandinavia' (75 m²)

Designed for new family with one children, this house features bright pastel colors which brings easeness, lightness & spaciousness into the ouse. With warm wooden surfaces, white & grey color scheme this house features a trendy scandinavian style



1. Ruang Keluarga
(20,15 m²)

2. Ruang Makan
(18,02 m²)

3. Kitchen Set (2.5
m')

4. Kamar Anak
(9m²)

5. Kamar Utama
(13,8 m²)



DISPLAY 1 - 'Rumah Scandinavia'

Ruang Keluarga

<Custom> **Partisi jalusi**-> ide untuk memisah ruang skaligus jd accent interior, tempat storage / pajangan dan rak TV. Rak TV putar bisa jadi 2 fungsi ruang (ruang depan dan belakangnya bisa jadi ruang TV (*Plywood finish Taco 1218 FC, engsel harfit*))

<Loose> **Sofa 3 seater** contoh busa yg empuk, tapi tetap tahan lama, karena pake busa yg mahak punya amakanya empuk, bukan karena ambles

<Custom> **Rak Sepatu**->Rak dengan fungsi khusus sepatu. Bisa buat rumah rapih dan tetap ada sirkulasi (belakangnya dibolong2in). (*Plywood finish Taco 1218 FC & duco putih, engsel harfit*)

<Loose> **Stool**->atas bisa dibuka utk storage dalamnya

<Loose> **Coffee Table**->untuk contoh kayu solid merbau, kaki besi



<Loose> **Side Table**->untuk contoh kayu solid mahogany

DISPLAY 1 - 'Rumah Scandinavia'

Ruang Makan



<Custom> **Rak Buku**->
Ide untuk bisa custom
tempat untuk
penyimpanan mengikuti
dinding / space yg ada
(Plywood finish Taco 1218
FC)

DISPLAY 1 - 'Rumah Scandinavia'

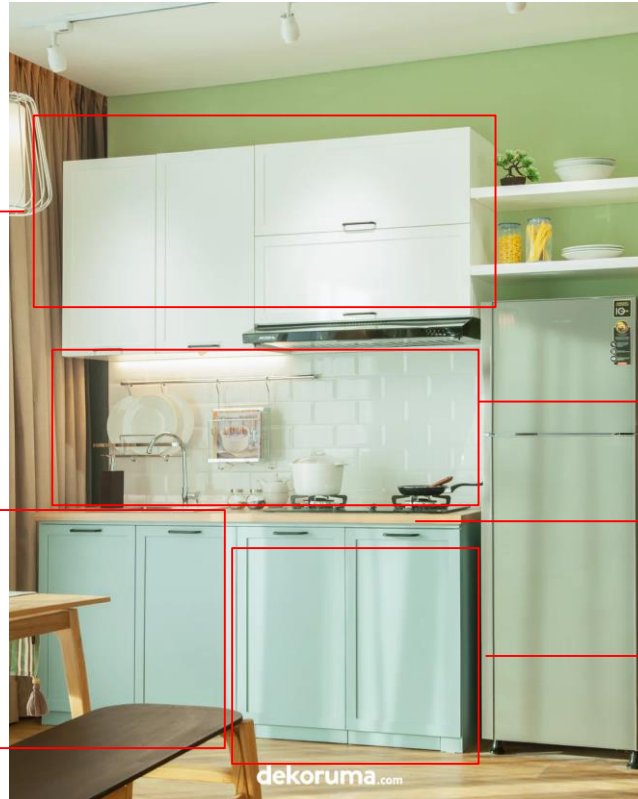
Kitchen Set (lebar ga termasuk ambalan 1.8m')

<Custom> **Cabinet Atas->**

Contoh aksesoris rak piring (*Plywood finish duco putih, engsel harfit, aksesoris Vitco*)

<Custom> **Cabinet**

Bawah-> Contoh aksesoris rak tarik dibawah sink (*Plywood finish duco periwinkle, engsel harfit, aksesoris Vitco*)



<Custom> **Backsplash->**

Backsplash style scandi, bisa pilih nad hitam juga (*Subway Tiles White Bevel 10x20 cm*)

<Custom> **Countertop->** contoh finish kayu ini secara look bagus, khas scandi tp untuk dapur basah / kotor krg direkomen (*Plywood finish veneer*)

<Custom> **Cabinet**

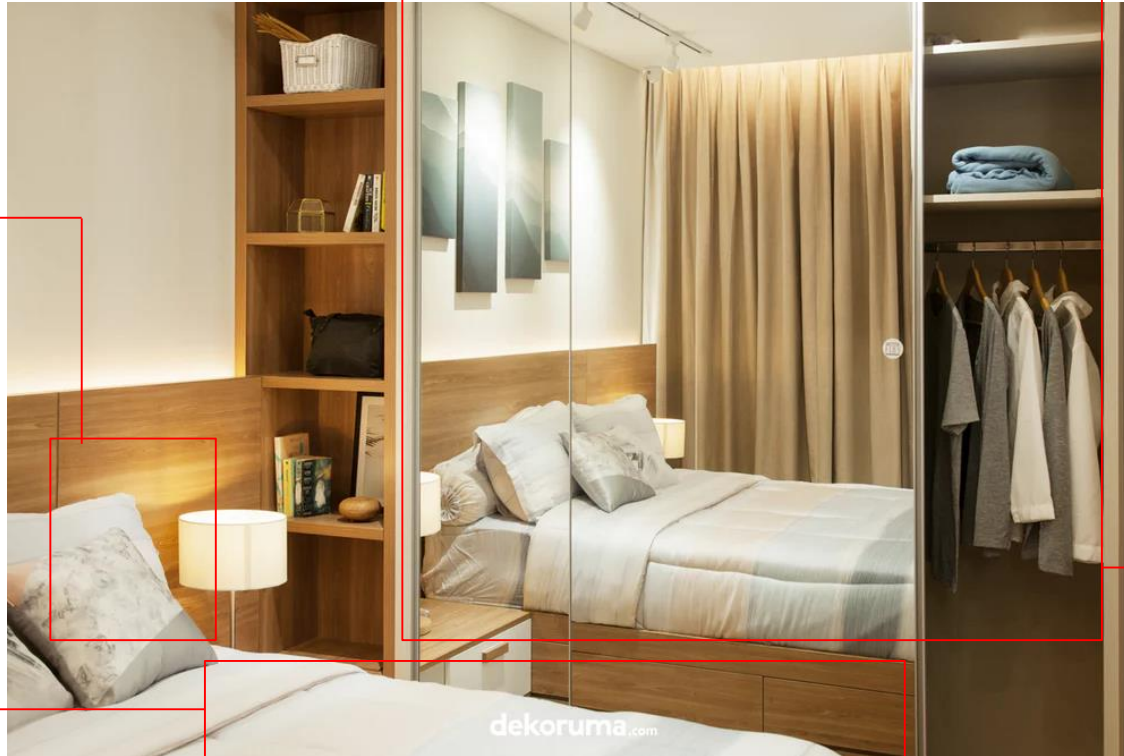
Bawah-> pintu yg langsung ke lantai jd bisa dengan mudah mindah2in gas (*Plywood finish duco periwinkle, engsel harfit, aksesoris Vitco*)

DISPLAY 1 - 'Rumah Scandinavia'

Kamar Tidur

<Loose> **Kasur-**
>contoh kasur bahan latex bgs utk tulang belakang (orthopedic) (*Comforta Kasur Solid Spine Uk 160x200*)

<Custom> **Tempat Tidur dengan Laci-** > Engsel soft close jd agak berat pas dibukanya, semakin ada isinya smakin enteng. Contoh ide ngasih tempat penyimpanan tambahan agar kamar rapih dan terorganisir. (*Plywood Fin Taco 109 AA, Pintu Cermin, Engsel Hettisch*)



<Custom> **Wardrobe-**
Harga Mahal krn wardrobe yg dalamnya full HPL, banyak rak nya (yg sbelah kiri) dan kaca nya gantung keluar krn pintu cermin yg lebar jd lebih kesan mewah dan elegan. Engsel soft close jd bisa tutup sendiri dgn perlahan-lahan. Engsel buatan jerman. (*Plywood Fin Taco 109 AA, Pintu Cermin, Engsel Hettisch*)

DISPLAY 1 - 'Rumah Scandinavia'

Kamar Tidur

<Sipil> **Wallpaper->**
Contoh finish tembok
wallpaper (*Basic+ 395-2*)

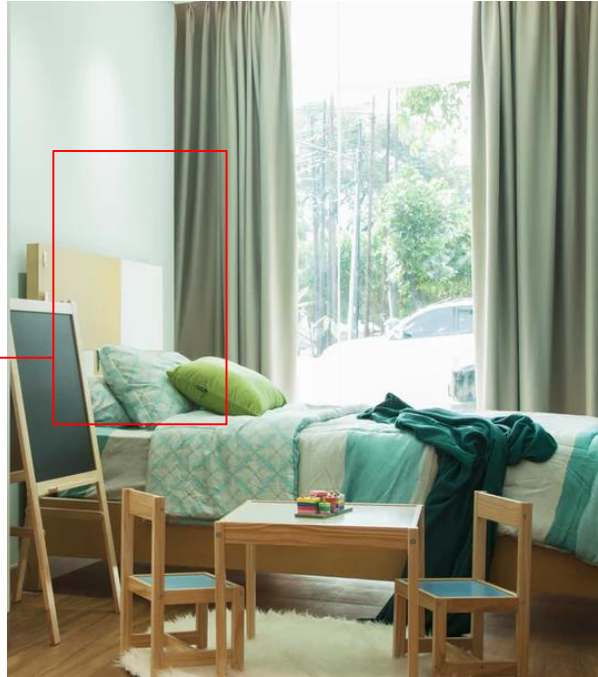


<Custom> **Ambalan->**
Ambalan yg bisa dijadiin
meja rias. Cock untuk
ruangan yg simple &
space terbatas (*Plywood
Fin Taco 109 AA*)

DISPLAY 1 - 'Rumah Scandinavia'

Kamar Anak

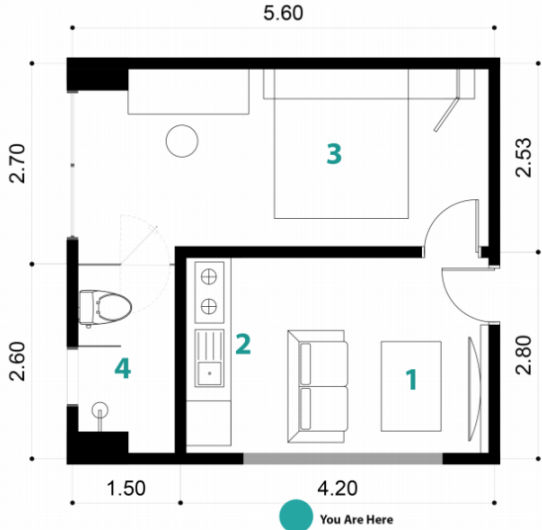
<Loose> **Dipan / Tempat Tidur**-> contoh tempat tidur loose. Contoh model / warna lain banyak, lgsg cek web (*Alegre, rangka kayu pinus, badan plywood*)



<Sipil> **Cat** contoh finish cat bisa juga dibuat color blocking, mix $\frac{2}{3}$ warna

DISPLAY 2 - 'Apartment Multifungsi' (29 m2)

A Solution for urban living, this compact apartment features a space efficiency system which turns one room into more than one function, but still feels warm and cozy from its beige color scheme and warm wooden texture



- 1. Ruang Keluarga (11,8 m2)
- 2. Kitchen Set (2,6 m')
- 3. Kamar Tidur (14 m2)
- 4. Kamar Mandi (4m2)



DISPLAY 2 - 'Apartment Multifungsi'

Ruang Keluarga



<Loose> **Sofa Bed**-> Ide penggunaan sofa jd sofa bed utk jd ruang tidur tambahan (*Fernando sofa bed*)

<Custom> **Wall Panel**-> untuk aksen dan bisa custom sesuai keinginan, bisa buat storage (*Plywood finish HPL Taco 131 AA, LED inLite 4.8W 3500K*)

<Loose> **Coffee Table**-> Bisa diangkat untuk jd tempat penyimpanan tambahan (*Grandisa Fatima coffee table*)

DISPLAY 2 - 'Apartment Multifungsi'

Kitchen Set (Lebar termasuk lemari laundry 2.6m')

<Custom> **Rak Laundry-**
> conoth rak utk cuci buat apartment compact (dapur jadi satu sm ruang cuci)(Plywood finish HPL Taco 131 AA)

<Custom> **Laci->** contoh penyimpanan sendok2 (Vitco cutlery insert 60cm)



<Custom> **Rak Piring (dalam lemari)->** contoh rak utk piring (Vitco dip dish dryer 60cm)

<Custom> **Rak Tarik (dalam lemari)->** contoh rak utk penyimpanan alat2 pembersih (Vitco

DISPLAY 2 - 'Apartment Multifungsi'

Kamar Tidur

<Custom> **Kasur Lipat**-> cocok untuk yang mau space saving, jd kalo lg gapake tidur ruangan bisa difungsikan buat aktivitas lain. Kalo disini bisa buat ruang santai/ruang main. (Plywood finish HPL Taco 131 AA, mekanisme kasur lipat knockers (made in china))



Bisa juga dikasih handle spt ini kalo yg nariknya susah / keberatan

<loose>**Storage bench** -> utk tempat penyimpanan rapih dan efisien (voda)

Ketika kasur ditutup, fungsi ruang bisa beralih dr kamar tidur jd ruang santai / ruang main anak. Tinggal gelar karpet dan bantal2 yg disimpan di dalem storage bench

DISPLAY 2 - 'Apartment Multifungsi'

Kamar Tidur



Contoh model kamar / kasur anak (lebar kasur 90cm)



Trivia Kasur Lipat

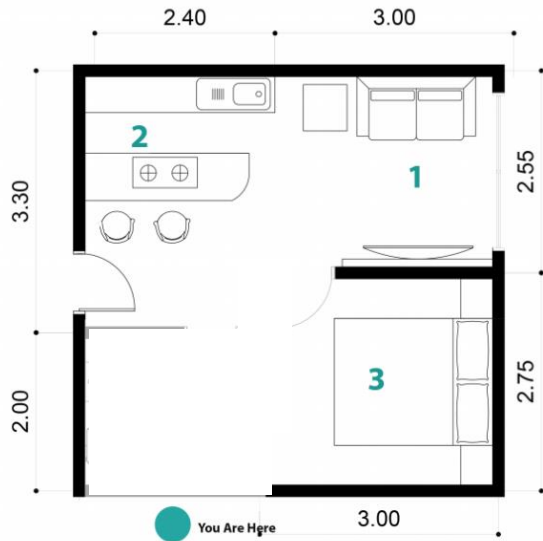
- Hanya bisa utk ukuran kasur 160 dan 90
- gabisa utk ukuran king.
- Utk kasurnya juga custom karena tingginya hanya bisa 18cm.
- Contoh yg ukuran 90 bs diliat di: <https://www.dekoruma.com/portfolio/02679/Compact-Two-Bedroom-Apartment>.
- Mekanisme buatan china, merk knockers
- Kualitas tidak mudah rusak. Contoh produk ini dipake di beberapa unit di apartmen gran pramuka dan udah 2 tahun ga ada complain mekanisme rusak

DISPLAY 2 - 'Apartment Multifungsi'

Kamar Mandi

DISPLAY 3 - 'Apartment Modern' (29 m2)

Contemporary, simplicity, and elegance are featured in this house to cater a young sophisticated family who seeks timeless design.

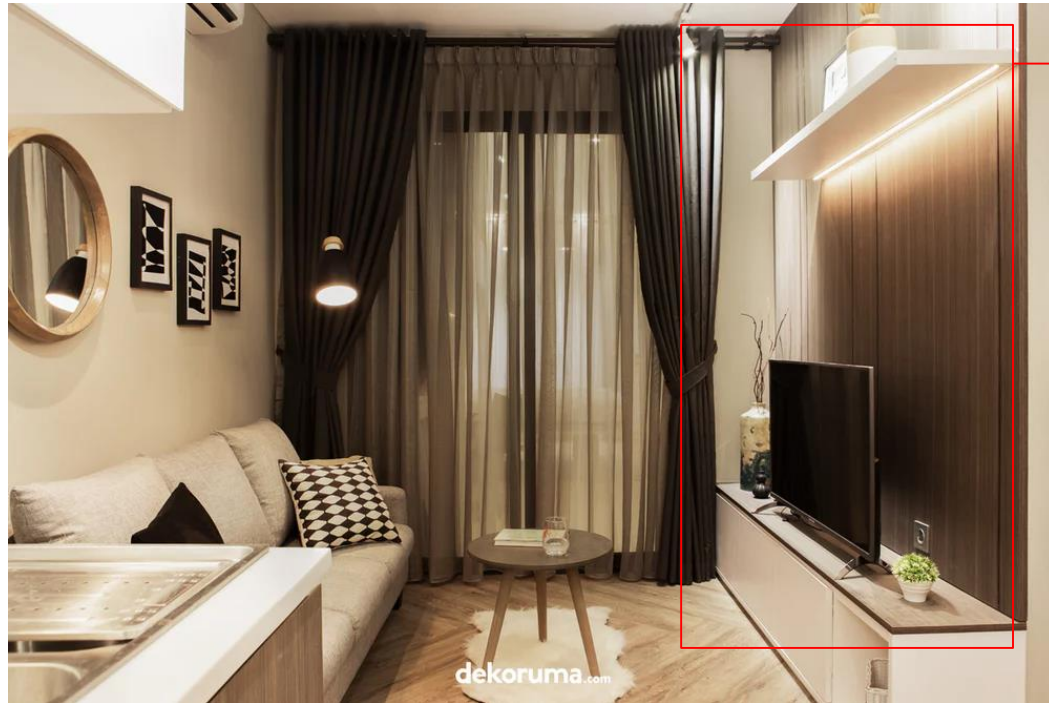


1. Ruang Keluarga (7,65 m2)
2. Kitchen Set (2,4 m')
3. Kamar Tidur (8.3 m2)



DISPLAY 3 - 'Apartment Modern'

Ruang Keluarga

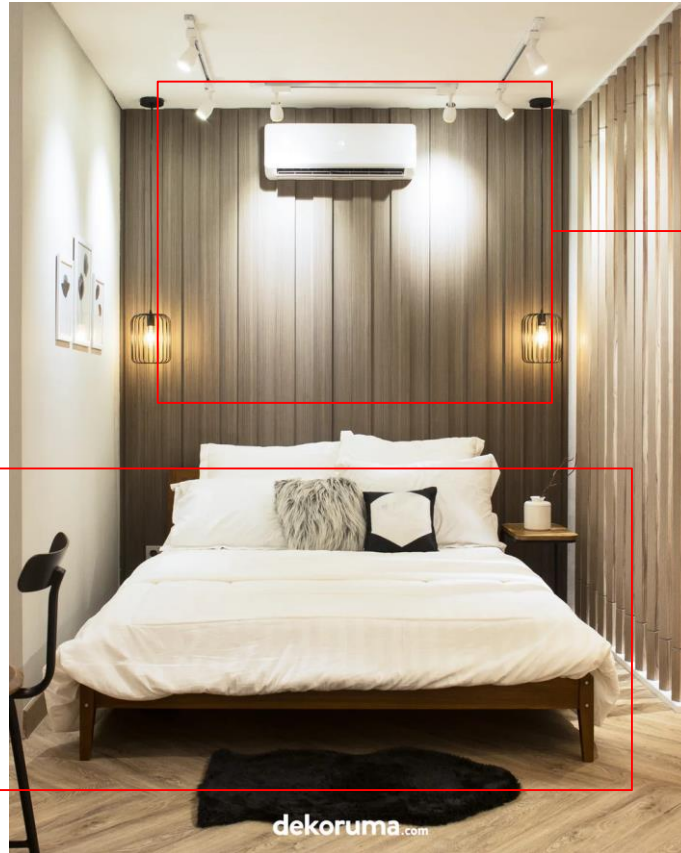


<Custom>
**Wallpanel +
credenza TV-**
> contoh
custom wall
panel, bisa
buat taro
pajangan dan
storage
juga((*Plywood
finish HPL
Taco TH
61WM (motif
kayu) & SPL
102 M (motif
putih)*))

DISPLAY 3 - 'Apartment Modern'

Kamar Tidur

<Loose> **Tempat Tidur** -> contoh ranjang loose, ada warna dan varian lain bisa cari di web. Lebih murah drpd custom, ((*Meublemont, kayu solid jati*))



<Custom> **Wallpanel** -> contoh custom wall panel, untuk menghadirkan suasana elegan dan warn di kamar. agak mahal karena modelnya aja maju mundur, jd cost HPL nya lebih banya Kalo lbh murah bisa yg lurus aja ((*Plywood finish HPL Taco TH 61WM*))

DISPLAY 3 - 'Apartment Modern'

Kitchen Set (lebar 2.4 meter lari)

<Custom> **Lemari Saklar**-> untuk ngumpetin panel MCB / saklar, bsa juga buat tempat kunci. Lbh rapih dan bisa mejadi accent interior((*Plywood finish HPL Taco TH 61WM*)

<Custom>**Backsplash** -> glasstone, untuk suasana ruangan modern dan elegan

<Custom> **Lemari Island** -> Untuk masak bisa lebih luas, dan nyaman. Untuk storage tambahan juga. bisa dibuka utk show rak tarik vitco nya utk penempatan tempat bumbu ((*Plywood finish HPL Taco TH 61WM, handle finger groove, countertop solid surface*))



<Custom> **Lemari Bawah** -> bisa dibuka utk show rak tarik vitco nya utk penempatan piring, toples, botol ((*Plywood finish HPL Taco TH 61WM, handle finger groove, countertop solid surface*))

Glossary

Loose -> Barang yang dijual di marketplace dekoruma.com

Custom -> Barang yang made to order, bagian dari design & build dekoruma.com/interior (dekoruma home).
Minimum nilai proyek 30juta, dan menyesuaikan kebutuhan dan keinginan client, bisa konsul dgn Interior Designer secara gratis

**DEVELOPMENT
(PLAN)**

STAGE OF LIFE

1 Adolescence

Single, kamar kosan (relayout, new design)

2 Young Adult

Newly married, compact one bedroom / studio (add more compact system)

3 Adulthood

Married, more money, one bedroom (add activity & function to make the space feels smaller)

4 Childhood / Infancy

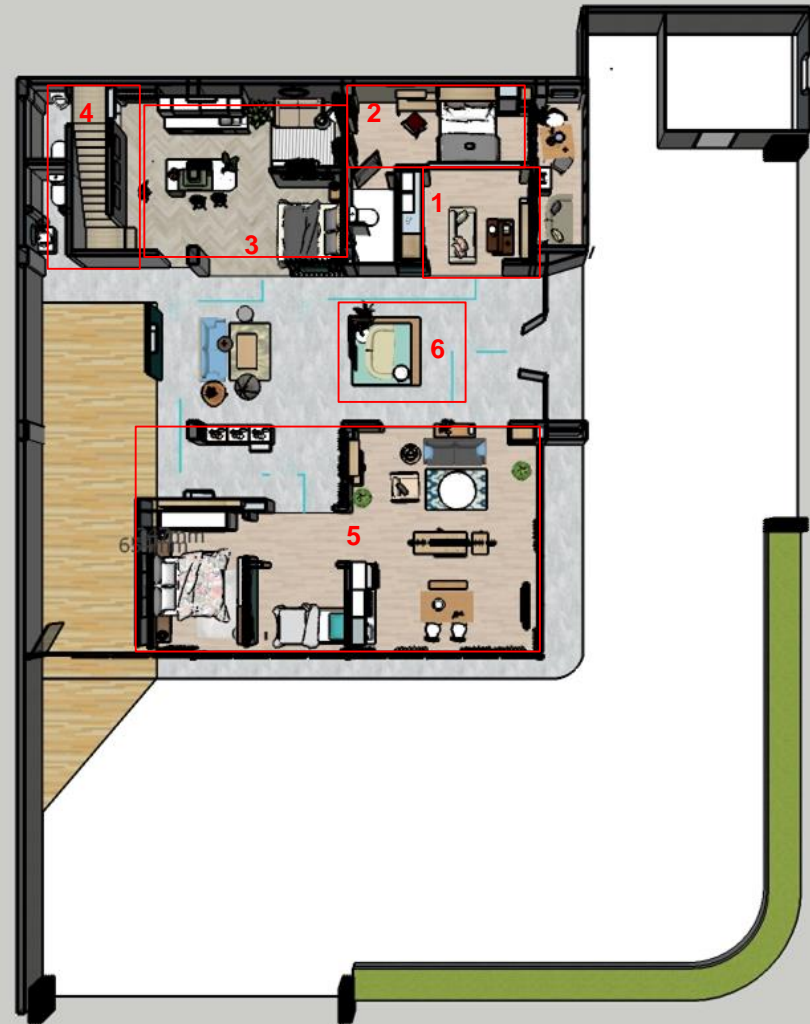
Shape & Spatial exploration, joy, fun, installation for instagram space

5 Parenthood

Married with one kid, two bedroom house (add activity & function to make the space feels smaller)

6 (?)

Instagram space



KNOWLEDGE/ HOW-TO

Presented in diagrams / 3D model : stuff organization, space arrangement, color mix n match. Material knowledge

- 1 Space arrangement
- 2 Stuff organization
- 3 Stuff organization
- 4 Material knowledge : wallpaper
- 5 Material knowledge : vinyl
- 6 Color & Material : how to mix n match
- 7 Stuff organization

