

APPLICATION OF NEO ART DECO AND ORIENTAL STYLES IN APARTMENT

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Submitted: July 2022, Revised: December 2022, Accepted: February 2023

ABSTRACT

Jakarta is one of the big cities in Indonesia which is known as a metropolitan city. The lifestyle of the people of Jakarta at this time is one of the things that is a concern for various service and facility providers. They try to provide housing to accommodate the community's need for a luxurious and modern place to live. On this occasion, we will discuss the interior design of the Residence 8. This apartment is designed in a neo art deco style with an oriental touch that makes this apartment look luxurious and modern. The design methodology used to design the Residence 8 apartment applies the Rosemary Kilmer design method in the book "Designing Interiors 2nd Edition, 2014" and data collection is carried out directly or indirectly. Primary data was obtained through a field survey to determine the existing conditions. Secondary data was obtained through various sources, both books, magazines, and journals as complementary data. The design of this Residence 8 Apartment produces a neo art deco style concept with an oriental touch. This article is intended for students who are designing interiors, who are doing internships, especially those who are getting apartment projects, and designers who are making apartment projects in neo art deco and oriental styles.

Keywords: Apartment, Neo Art Deco, Oriental, Application, Residence 8.

1. PREFACE

Jakarta is one of the big cities in Indonesia which is known as a metropolitan city [15]. The lifestyle of the people of Jakarta at this time is one of the things that is a concern for various service and facility providers. They try to provide housing to accommodate the community's need for a luxurious and modern place to live [2]. One of the modern and luxurious residences they offer is the Apartment [1].

According to Joseph De Chiara & John Hancock Callender in the book "Time-Saver Standards for Building Types, 3rd Edition, 1980", [3] an apartment is a residential unit consisting of a bedroom, bathroom, living room, kitchen, lounge room located at a one-story vertical building divided into several residential units [4].

On this occasion, we will discuss the interior design of the Residence 8. This apartment is designed in a neo art deco style with an oriental touch that makes this apartment look luxurious and modern [16]. Oriental design [13] is a combination of various kinds of decoration, very complex patterns, and wooden plates that are rich in red and gold colours (Leece and Freeman, 2002:9) [14]. The application of the neo art deco and oriental styles in the Residence 8 apartment is implemented in the formations of furniture, decorations or ornaments, colours, and materials.

2. RESEARCH METHOD



Figure 1. Design Process. The design process can also be seen as a cycle of steps with feedback across axes.

Source: Rosemary Kilmer. 2014, p.179

This design is a qualitative-quantitative and explorative-evaluative design. The design stage is carried out by adopting and developing a cyclical applied design method by Rosemary Kilmer [5] in the book "Designing Interiors 2nd Edition, 2014". The order of the cycle is as follows with the adjustment of the eight stages carried out, referring to the applied design cycle:

- a. Commit (accept the problem), recognize and accept the problem. Starting from the description and general understanding of the apartment which is the basis for the design background.
- b. State (define the problem), namely the stage of identifying the relevant method to the problem. Diagnosis is made by developing theories related to the background and approach to the study of neo art deco and oriental styles.
- c. Collect (gather the facts), determine the object of study to study the application of neo art deco and oriental styles and collect data through various methods. At this stage, data is obtained from various websites.
- d. Analyze (action or process), which is the stage of analyzing object data in Residence 8.
- e. Ideate, generating as many ideas or alternatives as possible to achieve goals. At this stage, alternative designs for the Residence 8 apartment will be proposed, which already have an understanding of the neo art deco and oriental styles as described in the previous step.
- f. Choose (select the best option), choosing the most appropriate or "best" option by looking back at how the concept of the neo art deco and oriental styles chosen is appropriate or not with the background of the problem. At this stage, an alternative design for the Residence 8 apartment will be chosen by considering the advantages and disadvantages.
- g. Implement (take action), refers to implementing or taking action on the chosen idea and giving it a physical form. At this stage, the alternative design of the Residence 8 apartment that has been selected will proceed to the construction drawing.
- h. Evaluate (critically review), draw up analysis conclusions (synthesis) as a measure of the effectiveness of design solutions and recommendations for the next apartment design object with a similar approach.

Data collection is done in various ways. To obtain the primary data source, it is constrained remotely so that it is done through online data collection related to the Residence 8 apartment. Secondary data is obtained from a literature review (reference book) related to the theories that underlie the background and problem formulation; magazine; journal; internet, and so on. The results of data collection will be processed and analyzed.

The next phase is the design phase with the output in the form of the design results discussed in part 4.

3. RESULTS AND DISCUSSION

Residence 8 Senopati is the masterpiece of a giant property in Indonesia, namely Agung Sedayu Group located in South Jakarta, near SCBD which is located on the border between Sudirman and Senopati [16]. The location of Residence 8 Apartments is precisely on Senopati No.8, RT.8/RW.3, Senayan, Kebayoran Baru, South Jakarta City, Special Capital Region of Jakarta 12190 [17].

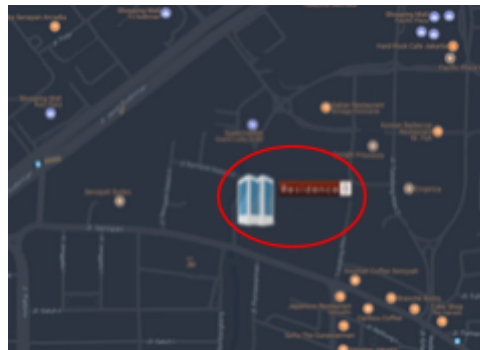


Figure 2. Google Maps. Location of Residence Apartment 8.
Source: google.com, 2022



Figure 3. Residence 8 Apartment Building.
Source: google.com, 2022

The location of Residence 8 is very strategic, surrounded by many business and shopping center, such as the Indonesia Stock Exchange, Pacific Place, Plaza Senayan and Senayan City [17].

A. Design Concept

Residence 8 Senopati Apartment has an amazing design concept, where the blend of "East Meet West" architecture makes Residence 8 Senopati a glamorous and prestigious residential choice [16]. Therefore, the interior of Residence 8 must seem luxurious to balance out the architecture. The interior concept of this apartment is in a neo art deco style with an oriental touch that makes this apartment look luxurious and modern.

B. Implementation of Design Concepts

Application of neo art deco and oriental styles is implemented in the formations of furniture, decorations or ornaments, colours, and materials. This style was chosen through many considerations, including the modern metropolitan lifestyle and the use of Oriental cultural phenomena [12].

Furniture Form Concept

Neo art deco style of furniture is combined with the analogy of Chinese symbols applied to furniture placed on the furniture facade in the form of carvings with a regular pattern and there are 2 tassels on the furniture handles (can be seen in the image below).



Figure 4. Console TV living room in neo art deco style with a touch of oriental ornaments.

Source: Documentation of PT. Vindate Ananta Virya, 2022

The geometric shape of the furniture body is custom made up on the table top to make it look elegant. It is coloured red to make it look oriental (can be seen in the image below).



Figure 5. Console dining room in neo art deco style with a touch of oriental color.

Source: Documentation of PT. Vindate Ananta Virya, 2022

The Concept of Decoration or Ornament

The Residence 8 Apartment is a neo art deco style with an oriental touch. The oriental style can be seen in the interior decorations or ornaments. The ornaments used are Chinese

symbols or carved with motifs, but do not lose their neo art deco style (can be seen in the image below)



Figure 6. The walls of the master bedroom use chinoiserie wallpaper
Source: Documentation of PT. Vindate Ananta Virya, 2022

The wall panels are given CNC accents in gold for an oriental look. In the middle of the panel there is an analogy of the Chinese symbol (can be seen in the image below).



Figure 7. Wall panels in neo art deco style with an oriental touch
Source: Documentation of PT. Vindate Ananta Virya, 2022

Colour Concept

Design of the colour concept in the entire interior of the Residence 8 apartment is based on two aspects, namely based on neo art deco and oriental styles. The application of these colours gives a modern and luxurious impression with those applied in the room. Below is the colour concept used in the Residence 8 apartment.



Figure 8. The neo art deco colour concept with oriental colours. (Source: Intan Alim, 2022)

Material Concept

The neo art deco and oriental styles in Residence 8 can be seen from the use of materials that are implemented on furniture, walls, ceiling and floors. The material concept used in the Residence 8 apartment uses many materials such as metal, wood and glass with chinoiserie accents or ornaments (can be seen in the image below).



Figure 9. Living room walls using chinoiserie wallpaper
Source: Documentation of PT. Vindate Ananta Virya, 2022

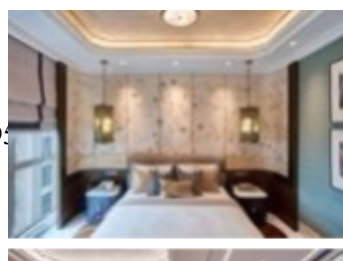
The combination of concrete pillars with marble finishing creates a harmonious interior structure and composition (can be seen in the image below).



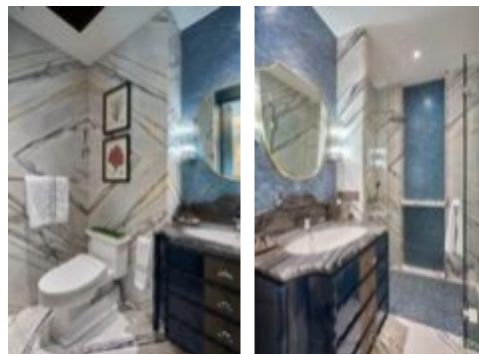
Figure 10. Foyer door in neo art deco style
Source: Documentation of PT. Vindate Ananta Virya, 2022

Design Results [8]

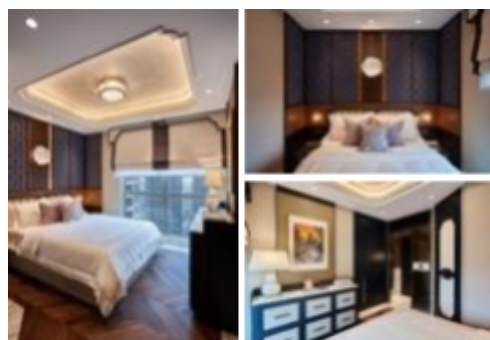
a. Master Bedroom



b. Master Bathroom



c. Guest Bedroom



Guest Bathroom

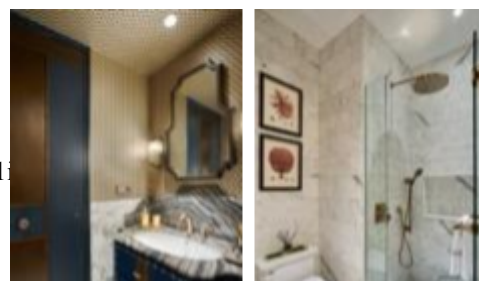


Image 14. Guest Bathroom, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

d. Dining Room



Image 15. Dining Room, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

6. Living Room



Image 16. Living Room, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

e. Foyer



Image 17. Foyer, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

f. Corridor



Image 18. Corridor, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

g. Pantry



Image 19. Pantry, Residence Apartment 8.
Source: Documentation of PT. Vindate Ananta Virya, 2022

4. CONCLUSIONS AND RECOMMENDATIONS

With the formations of furniture, decorations or ornaments, colours, and materials in accordance with the design in the concept, the result obtained is an apartment interior with a neo art deco style concept with an oriental touch that gives a luxurious and modern impression.

ACKNOWLEDGEMENT

In this journal, the authors would like to thank profusely to all parties who have helped and supported in the process of writing this article.

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