

WHAT

Generasi Milenial yang kesulitan untuk membeli tempat tinggal.

WHO

Generasi Milenial
Umur 23-38 tahun

WHERE

Jl. Pesing Garden, Kedaung Kali Angke,
Cengkareng, Jakarta Barat, Jakarta

WHY

Kebiasaan konsumtif
Kenaikan harga dan upah tidak seimbang
Suku bunga yang tinggi
Pekerja kreatif, cenderung tak memiliki NPWP

HOW

DESIGN METHODS

Rationalist Approaches - Performance Form
Space Efficiency - Compact Living
Modular Unit

PROGRAMS

Collective Living
Social Development

BUILDING TYPOLOGY



Hexagonal Geometry
Space Efficiency



Rural Living
Typical Residential Unit



New Type of Living Space

MILLENNIAL INDONESIA

Pasca Milenial (Generasi Z)	29.23%
Milenial (Generasi Y)	33.75%
Generasi X	25.74%
Generasi Baby Boom + Veteran	11.27%

Perkotaan	55.01%
Pedesaan	44.99%

Banda Aceh	46.01%
Kupang	43.41%
Jakarta Barat	41.19%
Denpasar	41.03%
Jakarta Utara	40.65%

DWELLING



Living :

Bed, Work,
Storage, Toilet,
Shower

Shared :

Office, Guest Room,
Gym, Locker,

PUBLIC FACILITY



Laundry

Gym
Locker
Basketball Court
Drone Delivery

COMMERCIAL AREA



Fresh Market

Cafe
Mini Mart
Foodcourt
Retail

TARGET USER SURVEY

88% cenderung **membeli** daripada menyewa

54.2% memilih luasan **<70m²**

59.8% memilih gaya rumah **Minimalist**

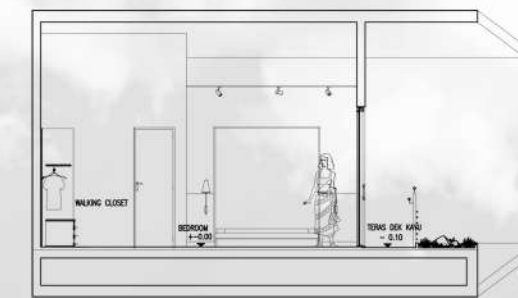
83.2% menginginkan **Home Office**

>60% milenial masih **Memasak**

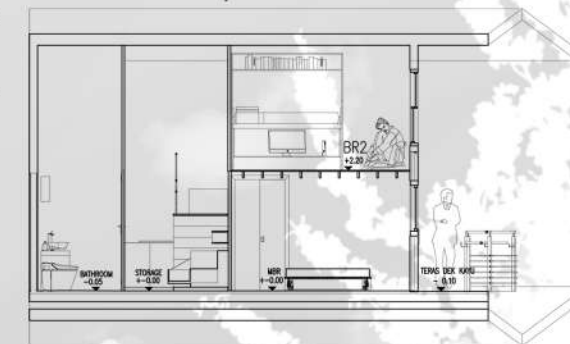
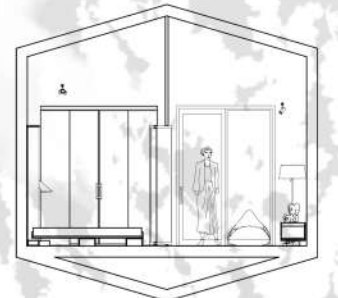
DEMANDED PUBLIC SERVICES

Sport Center	59.8%
Co-Working Space	29%
Annual Event Space	15%
Urban Farming	29%
Transportation Service	58.9%
Foodcourt	60.7%

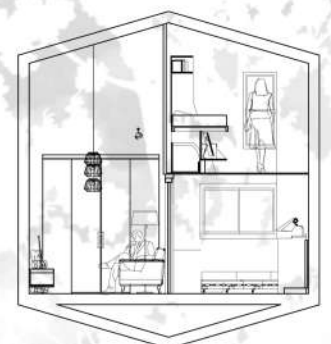
TIPE UNIT



Unit 1 - 35 sqm



Unit 2 - 40 sqm



PROGRAM ORIENTATION



LEISURE



COMMUNITY



WELLNESS



CONVENIENCE



COMFORT

INTERIOR



NATURE



OPENESS



FLEXIBLE



SPACIOUS



MULTIFUNCTION