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## Pomeroy Studio designs 26-hectare "Silicon Valley of Indonesia" By Editor on 28/06/2016

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leaders and educational institutions New tech hub reflects growing desire to upgrade Indonesia's economy for the 21st century - from resources and industry to

knowledge and sustainability

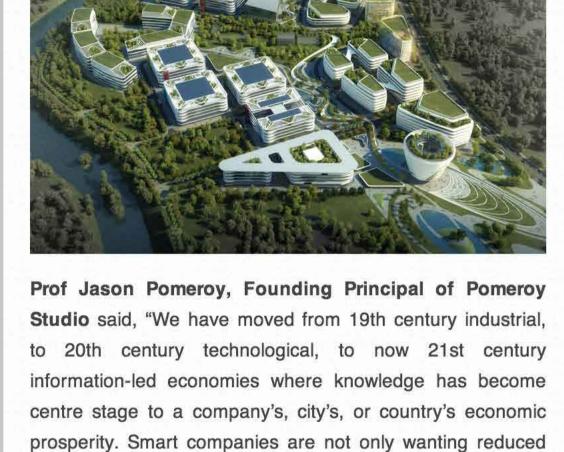
Digital Hub@BSD will have the technological

infrastructure and integrated smart facilities

to incubate a community of digital tech

28th June 2016 I Pomeroy Studio, the designers and of sustainable leaders built environments. announces the launch of Digital Hub@BSD City, a knowledge campus that sets out to re-define the business park model

through the sharing economy, and pushes the boundaries of sustainable design. Dubbed the 'Silicon Valley of Indonesia', the 26-hectare green masterplan is being developed by Sinar Mas Land, and is targeting the expanding Science, Technology and Media industries that are increasingly looking for green environments offering opportunities for collaborative working and lateral learning, that will form the bedrock for Indonesia's future economy.



energy and water bills, but also enhanced natural light and ventilation for the health and well-being of their employees. An ease of movement via green transportation, recreational amenities, knowledge sharing spaces and events, digital connectivity, and lateral sources of inspiration all seek to enhance productivity through more collaborative and greener working environments." The green campus is located 40 minutes from Jakarta International Airport and forms a strategic component within Sinar Mas Land's broader masterplan, BSD City. It will comprise of institutional grade office for leading multinational high-tech and research enterprises seeking local, regional and international connectivity. The live-work Soho will provide opportunities for start-up technology-based

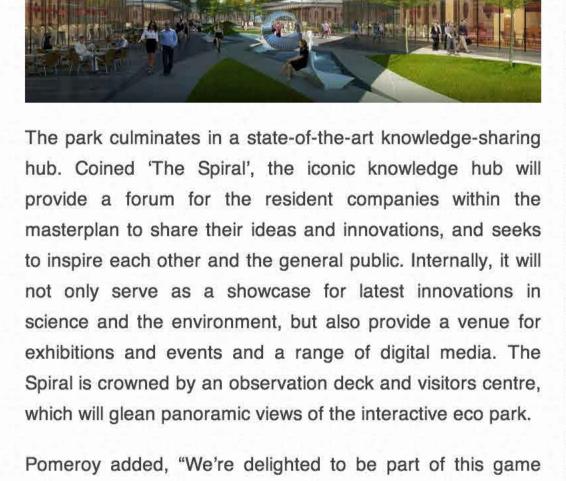
companies to benefit from on-site recreational amenities

located in skycourts, and skybridges, with pedestrianised 24-

hour food and beverage 'street'. Training and vocational

learning is supported through an education hub – all of which

supported by the Residential, Retail, and Hospitality sectors that are interspersed within the masterplan. Central to the project is a 2.75 hectare 'eco-cell' park that provides a venue for performances, events and installations and serves as a means of recreation and amenity. It also acts as means of energy generation and water harvesting for the benefit of companies, visitors and residents. In line with the sharing economy and in a bid to reduce carbon emissions, electric buses and Personal Rapid Tranport systems (PRT) will be supplemented by segways, bicycles and a fleet of electric cars - all of which powered by the park's solar panels and distributed throughout the park for people's ease of movement.



that is not only good for business, but good for the environment". - END -**Design Team** Prof. Jason Pomeroy (Principal and Director-in-Charge), Yoshi Shimada (Associate Principal and Technical Director),

Michele Suria (Associate Project Architect), Leo Waible

(Associate Design Architect), Elizabeth Garcia (Architectural

Designer), Federico Birolo (Architectural Designer), Deepshi

Bhogal (Sustainability Consultant), Erwin Aquino (Landscape

changing project where science and knowledge sharing can

be intertwined with the green agenda to create a campus

## Designer), Ivana Dobnikar (Branding Designer). **About Pomeroy Studio**

Pomeroy Studio is an award-winning international team of designers and thought leaders of sustainable built environments. The studio comprises of master planners, landscape architects, architects, interior and graphic designers, as well as sustainability consultants and academics. Quantitative and qualitative research complements an interdisciplinary design process that lies at the foundation of their creative design and decision-making. This has allowed the studio to generate people-centred places, from the micro-scale of dwellings to the macro-scale

of cities, that pushes the envelope of design and research by balancing a 'creative vigour with an academic rigour'.

www.pomeroystudio.sg

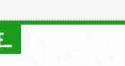
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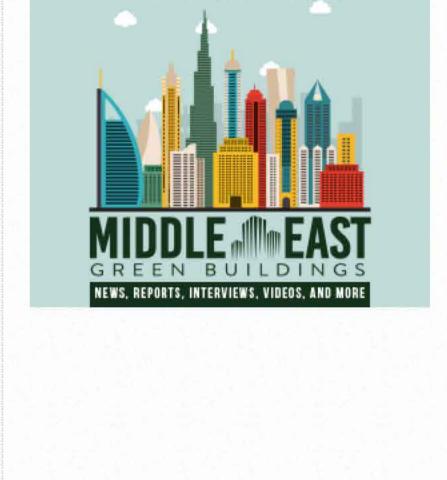
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