

Indonesia Report

October 2020

CONTENTS

- Project 1: The Chinese National (Restaurants, Jakarta)

1. THE CHINESE NATIONAL

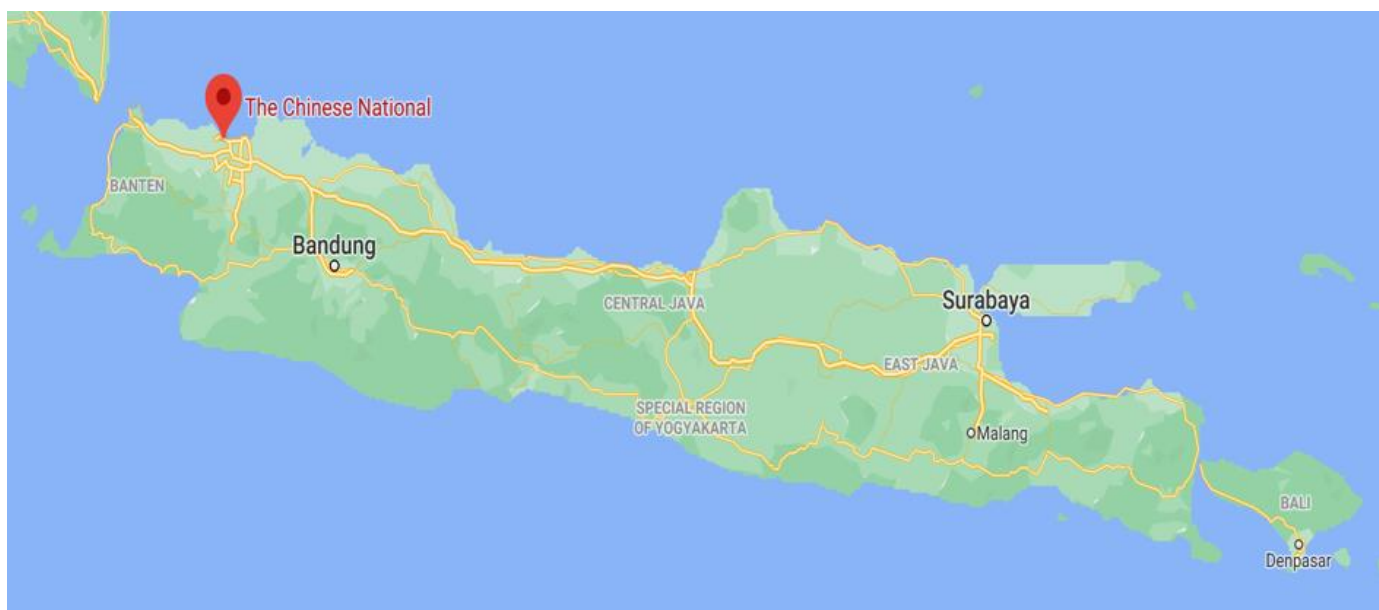
Project Overview

The Chinese National is a multi-concept F&B complex that houses four different dining options on the 7th floor of the Swissôtel Jakarta, functioning as venues for breakfast, all-day dining and evening. Swissôtel Jakarta is part of a mixed-use lifestyle development called PIK Avenue in PIK (Pantai Indah Kapuk), a trendy neighborhood in North Jakarta known for its array of cool cafes, bars and restaurants, as well as prestigious residential buildings. As design inspiration, the designers chose an ode to four iconic Chinese inventions – the letterpress, the compass, paper and gunpowder. This is reflected in the names of the four restaurants, i.e. **Letterpress**, a tea house by day and cocktail bar by night; **Iron Needle**, a dumpling and noodle shop; **Black Powder Red**, a Szechuan restaurant; and **Paper Duck**, a luxury Cantonese roast duck venue. In the evening, the dining destination functions as a complex of Chinese specialty venues, while during the day, the four different spaces come together as one for breakfast, allowing guests to roam between the spaces seamlessly.

Project Details

1. **Type of Business:** Four dining venues.
2. **Open Date:** 03/2020
3. **Concept:** Interior design of the four dining venues inspired by four iconic Chinese inventions – the letterpress, the compass, paper and gunpowder.
4. **Location:** 7F of Swissôtel Jakarta, PIK Avenue, Indonesia.
5. **Size:** 885 sqm.
6. **Brand Concept and Interior Design:** EDG Design (Singapore); www.edgdesign.com
7. **Website:** www.swissotel.com/hotels/jakarta/dining/the-chinese-national

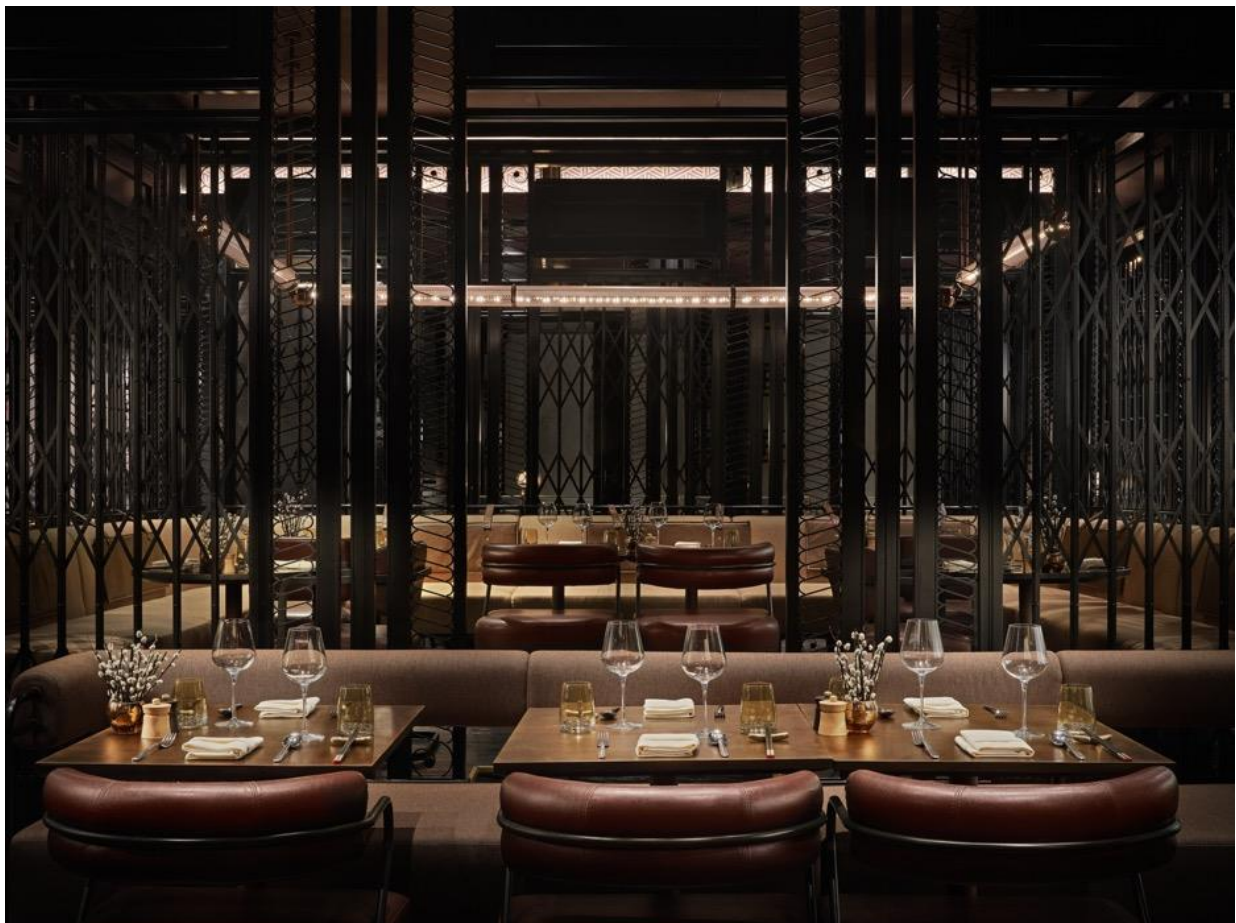
Location map



The Chinese National is located on in the Swissôtel Jakarta in North Jakarta. Closest airport is Soekarno Hatta International Airport.



The 885sqm space was designed as a collection of Chinese specialty venues that operate separately and offer markedly different culinary experiences, with seamless transitions so that guests can roam between the spaces.





There are many hidden panels in the space that open and close to allow venues to either connect or disconnect as needed.







The designers wanted to combine vintage industrial vibes with Chinese sensibilities, striking a delicate balance between Art Deco and industrial, and between formal and casual.



Design features include Chinoiserie panels, transforming frames and screens, a vintage metal rail at the bar inspired by printing blocks, antique mirrors and an intricate paneled ceiling feature.



