

AMAZON OFFICE

SEMARANG, INDONESIA



ABOUT AMAZON

ABOUT



1994
Jeff Bezos

Becoming the World's Largest Innovator in E-Commerce and Cloud Computing Solutions

7+ sectors

e-commerce, retail, database, consumer electronics, marketplace, platform, etc.

AMAZON CULTURE



Flexibility



Innovation & Creativity



Environmental Protection

ISSUE

KARAKTER AMAZON



Komitmen mengurangi dampak lingkungan



Flexibility & Creativity



Keterbatasan lahan



Urban Heat Island (UHI)



Tren Work From Anywhere (WFA)

LOKASI: SEMARANG

TREN KERJA

SITE ANALYSIS



Lokasi strategis: kemudahan akses

Central Bussiness District (CBD) Kota Semarang Pusat

Lalu lintas padat

Commercial Office

Potensi Bisnis

Lokasi: Area Simpang Lima, Jl Pandanaran, Semarang
Luas Area: 9000 m2
KDB: 60%
KDH: 15%

Adanya pedagang kaki lima

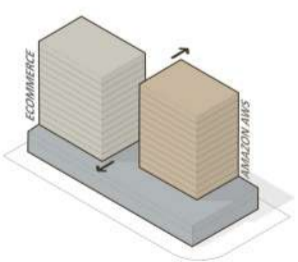
CONCEPT



FUTURE-FORWARD WORKSPACES: BALANCING GREEN DESIGN WITH USER DELIGHT

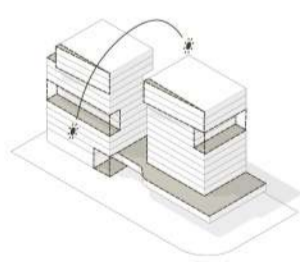


DESIGN TRANSFORMATION



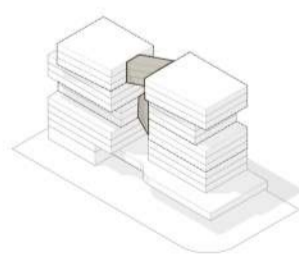
Mass Extrusion & Dual Tower Design

Massa podium mengikuti site untuk keefektifan ruang dan 2 tower terbagi atas sektor E-commerce dan AWS



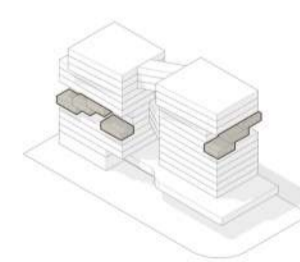
Mass Substraction

Biophilic as interaction zones dengan substraksi massa sekaligus sebagai self-shading bangunan



Connecting Bridge for Creative Space

Penambahan connecting bridge sebagai penghubung kedua tower sekaligus untuk shared creative space



Focal Point for Brand Identity

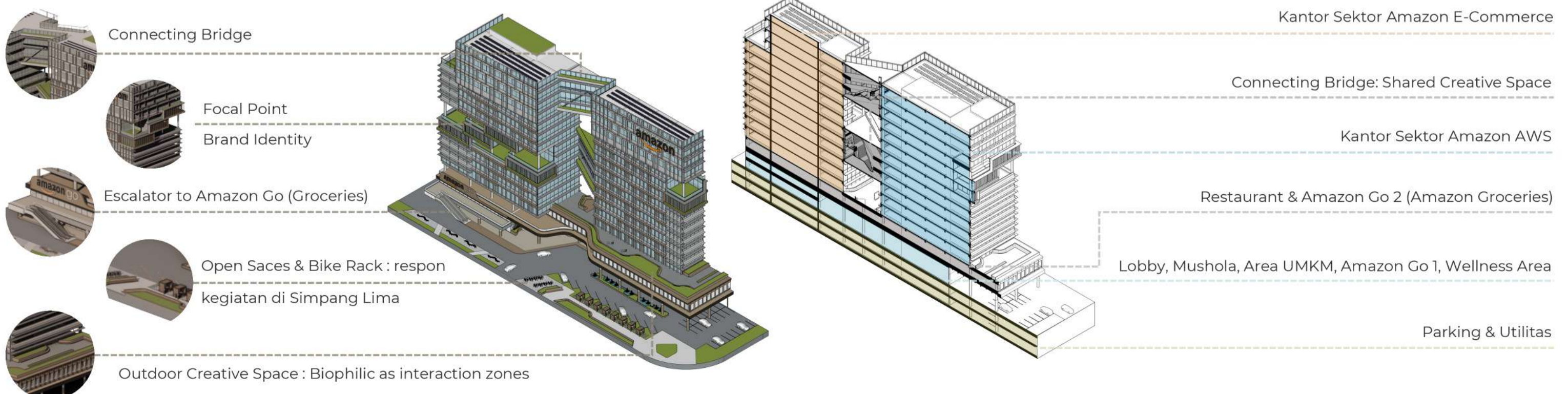
Bentuk stacking mencerminkan komitmen perusahaan untuk terus berkembang, berkolaborasi & bersinergi



Finalization

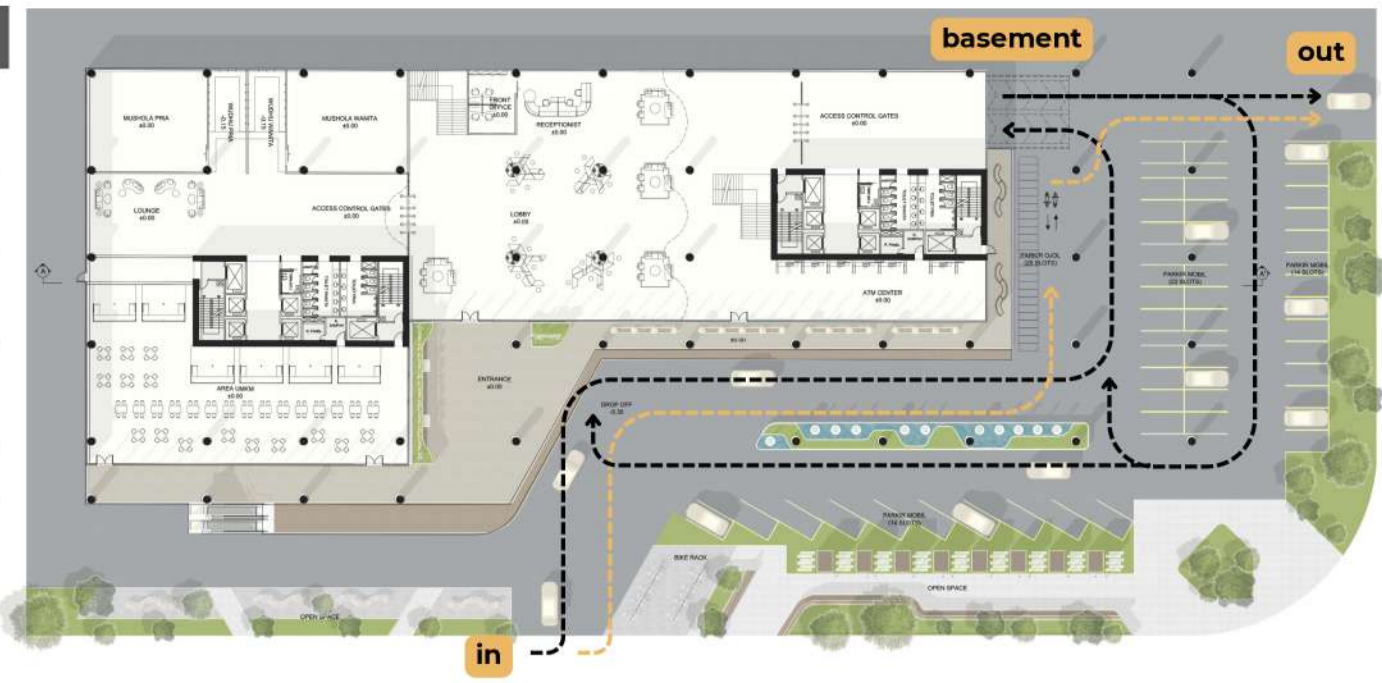
Penambahan shading devices dan akses eskalator untuk mengakses ruang komersil

PROGRAMMING



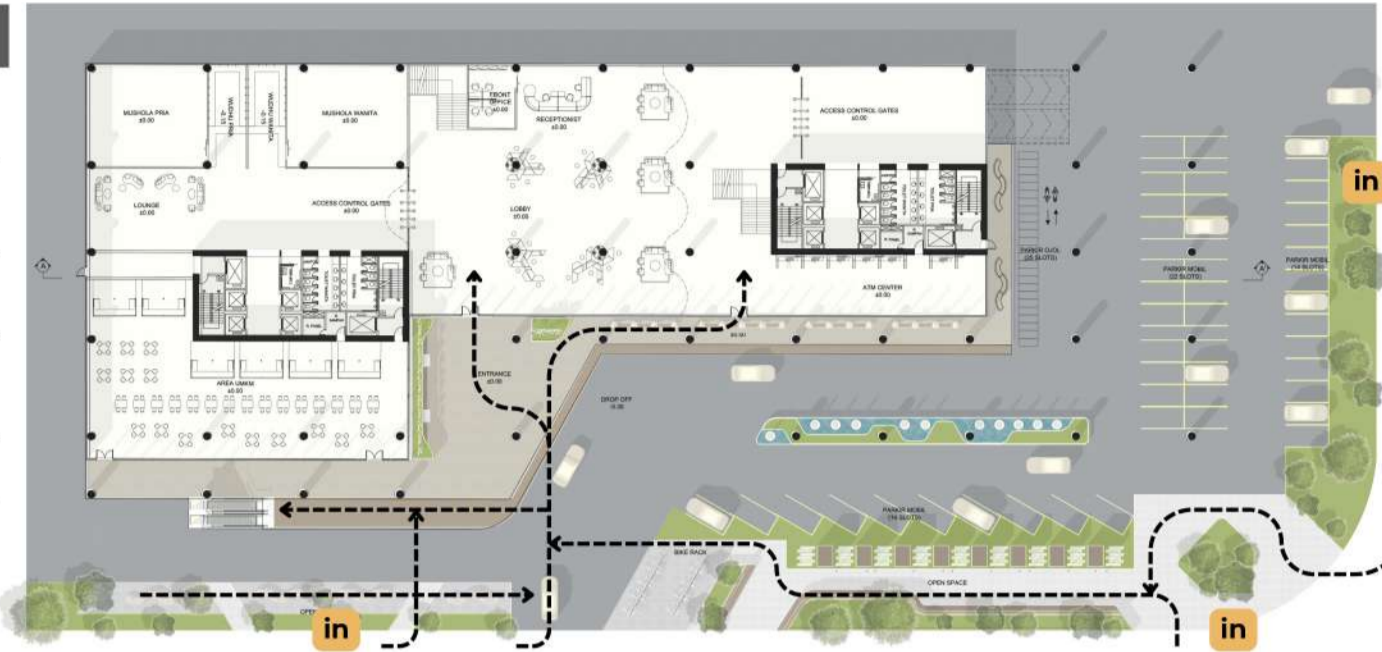
SIRKULASI KENDARAAN

---> Sirkulasi kendaraan mobil, motor, difabel dan servis
 ---> Sirkulasi kendaraan ojek online

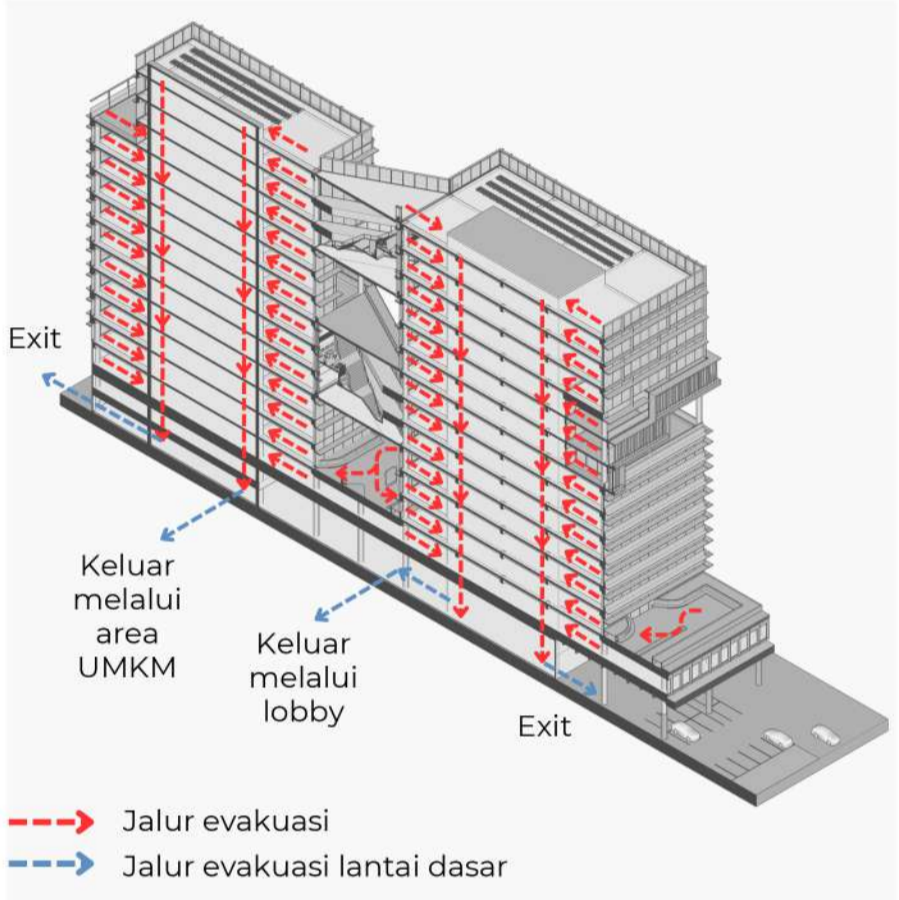


SIRKULASI PENGGUNA

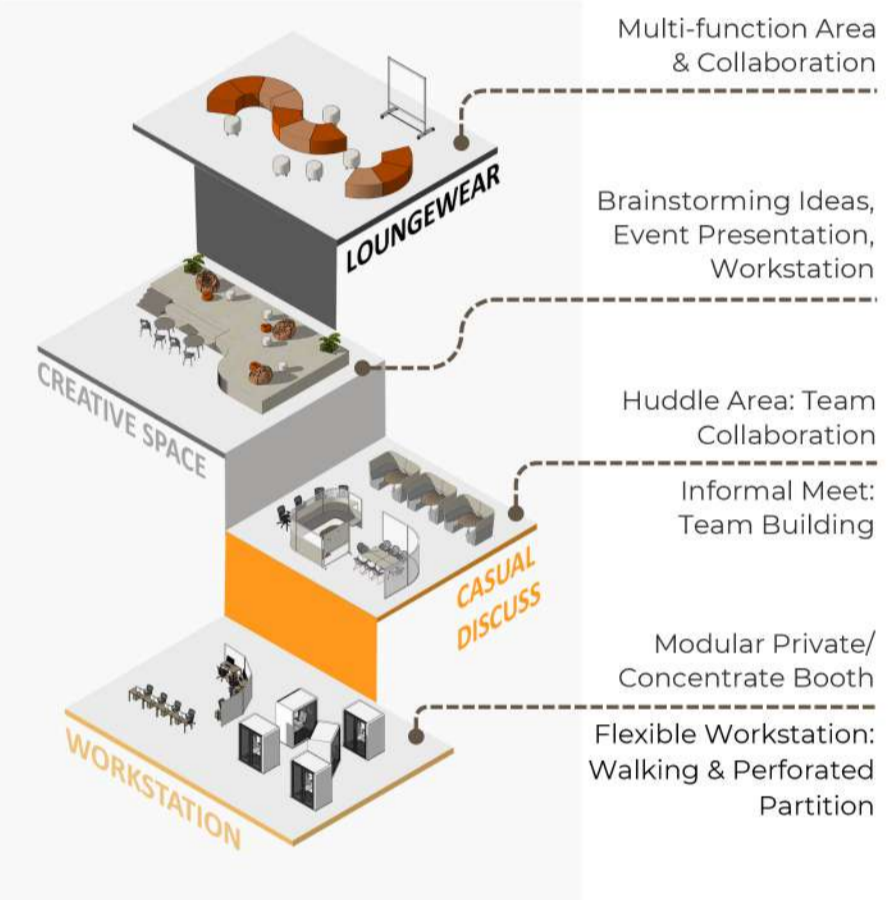
---> Sirkulasi pejalan kaki



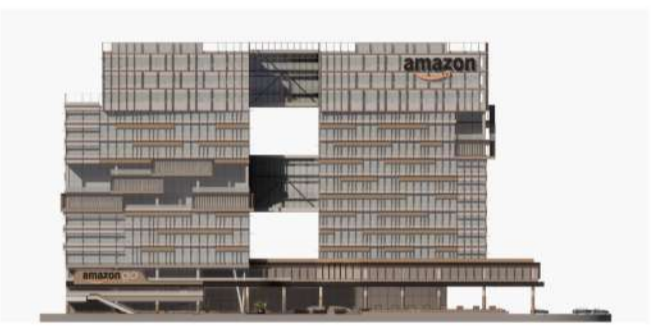
KONSEP EVAKUASI



KONSEP FLEXIBLE WORKSPACE



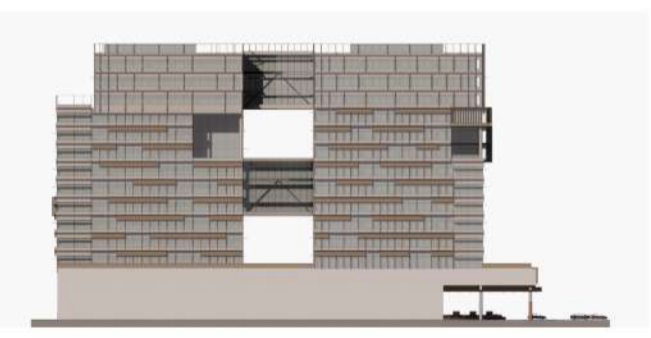
TAMPAK TENGGARA



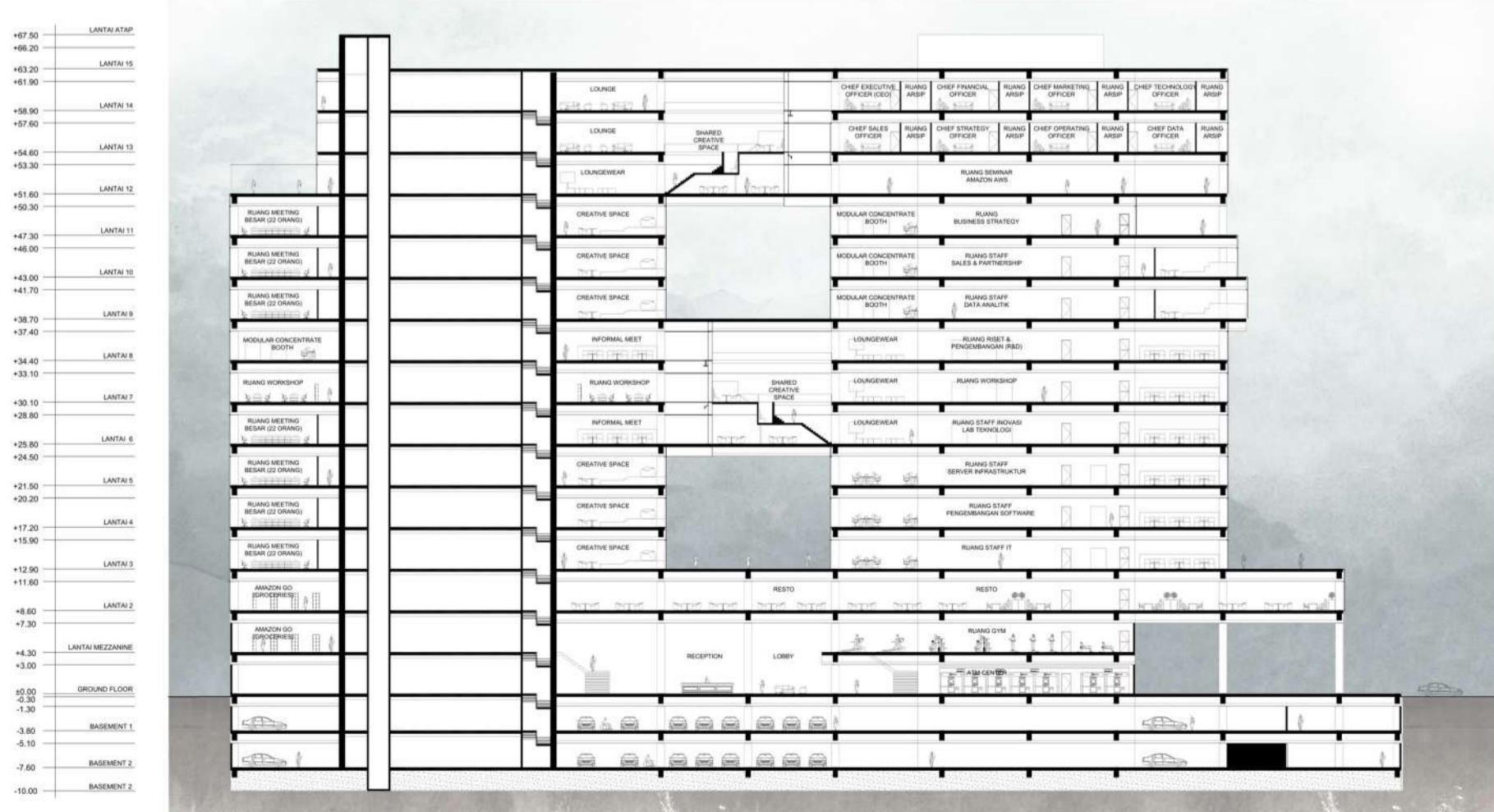
TAMPAK TIMUR LAUT



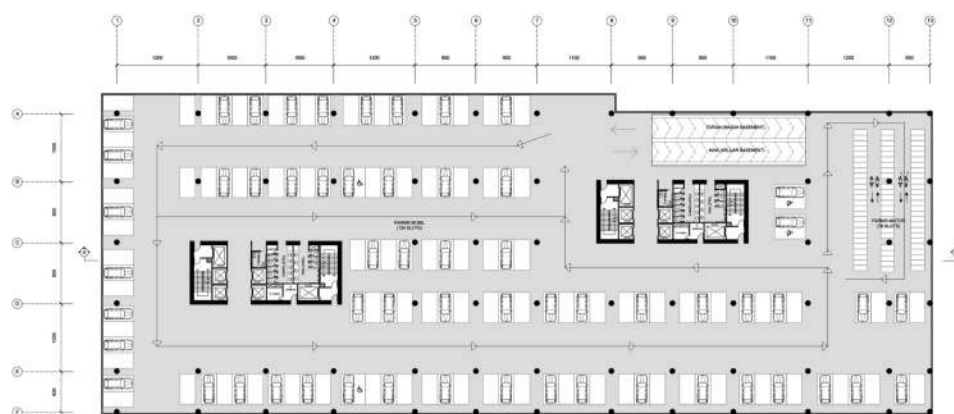
TAMPAK BARAT LAUT



TAMPAK BARAT DAYA



BASEMENT 1



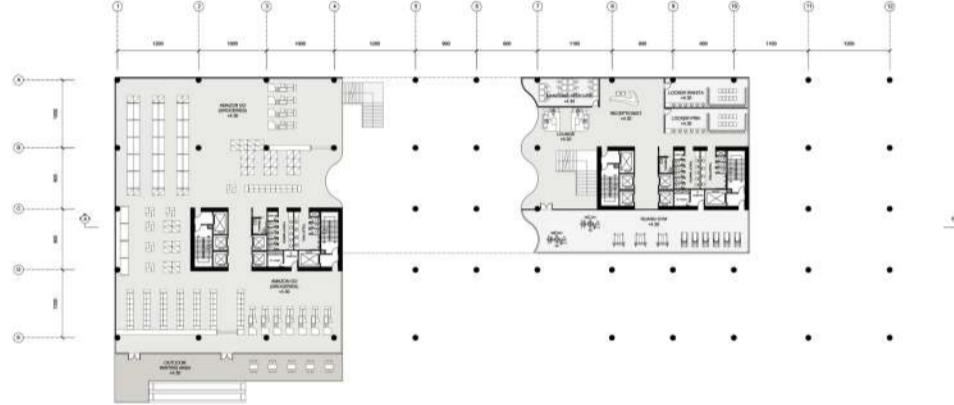
BASEMENT 2



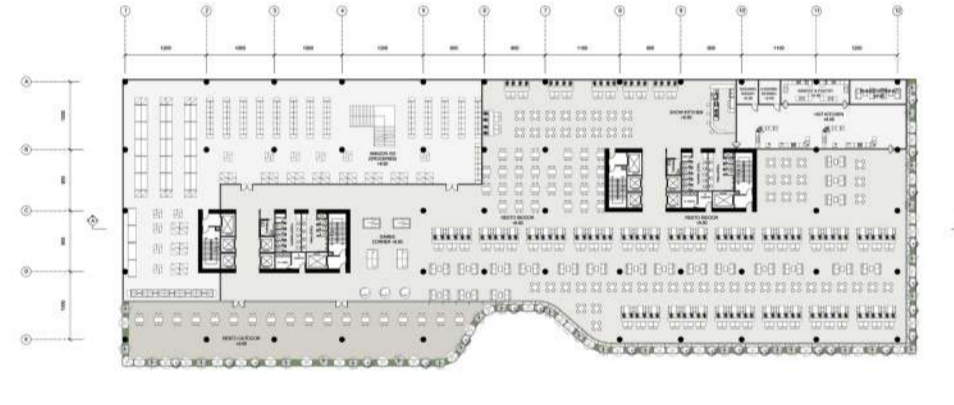
GROUND FLOOR



LANTAI MEZZANINE



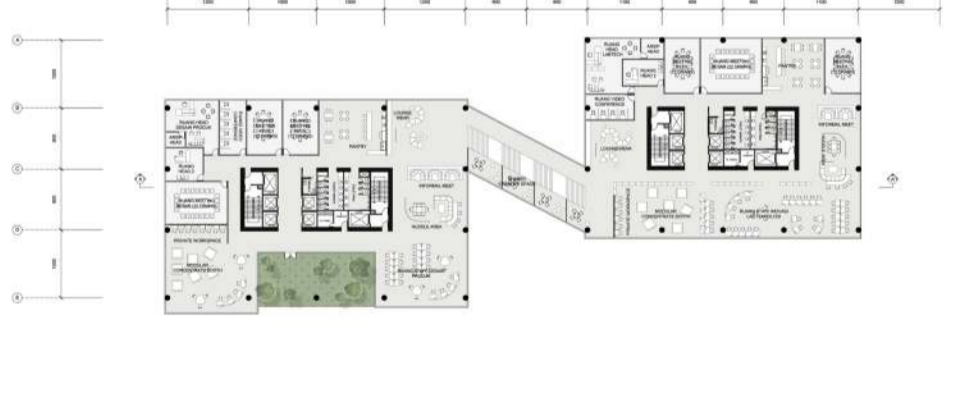
LANTAI 2



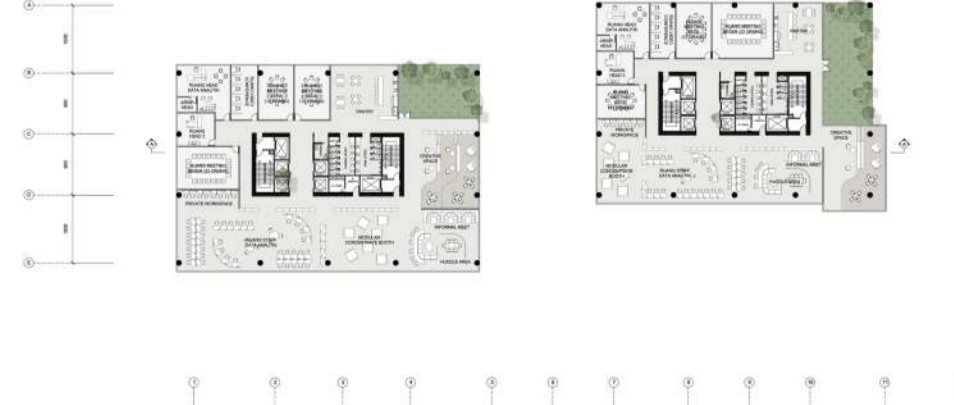
LANTAI 3 - 5



LANTAI 6 - 8



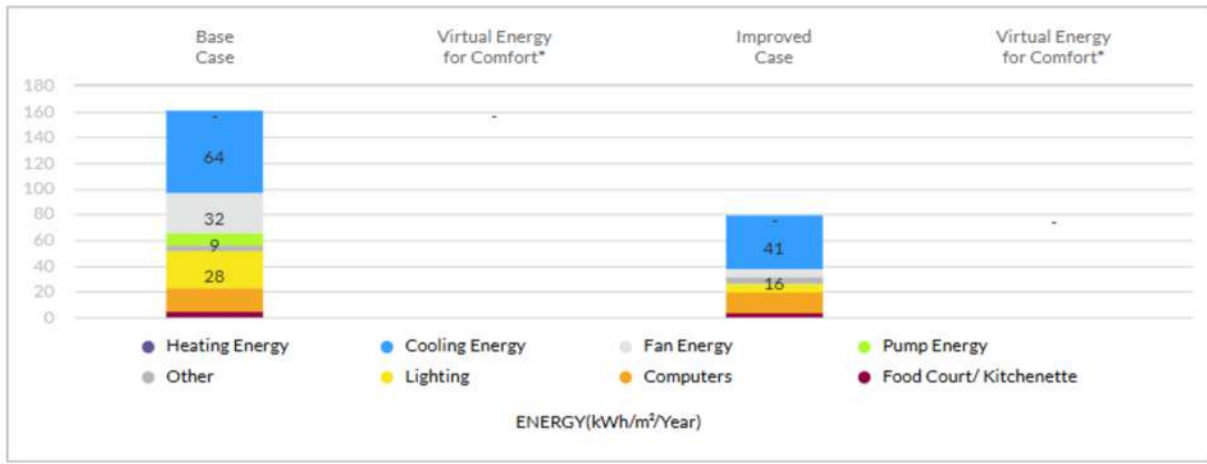
LANTAI 9 - 11



LANTAI 12 - 14

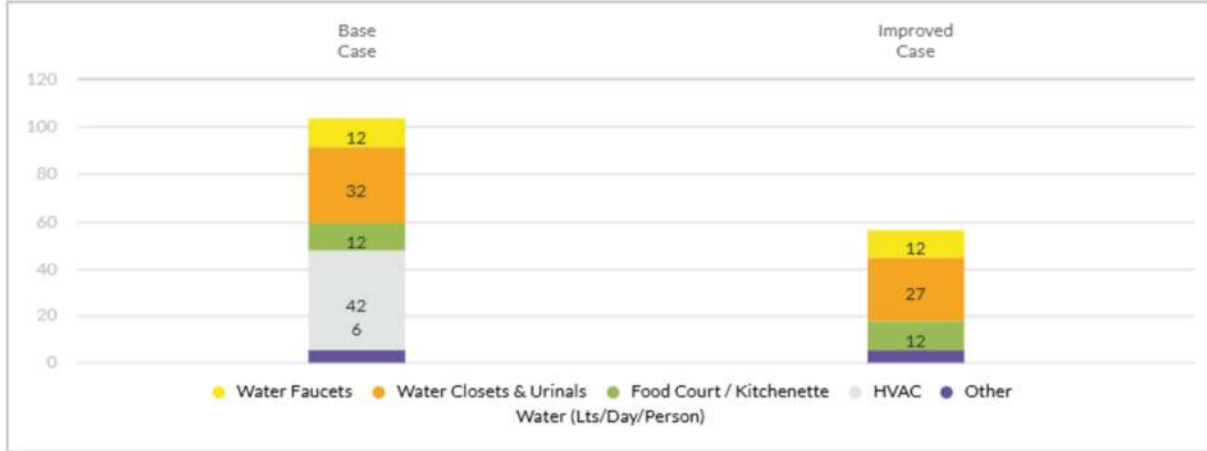


ENERGY EFFICIENCY MEASURES



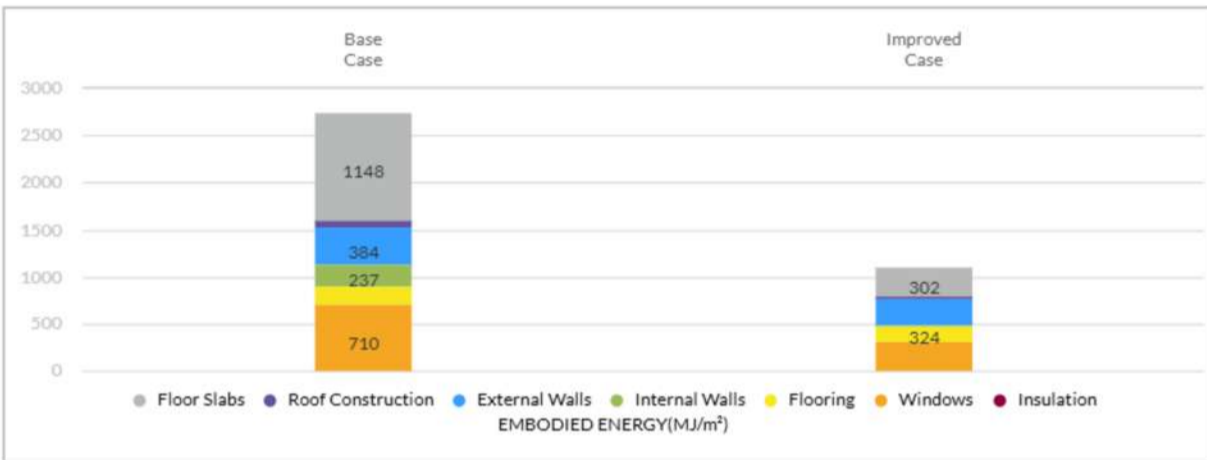
Final Energy Use :
105.540,61 kWh/Month

WATER EFFICIENCY MEASURES



Final Water Use :
2.089,52 m³/Month

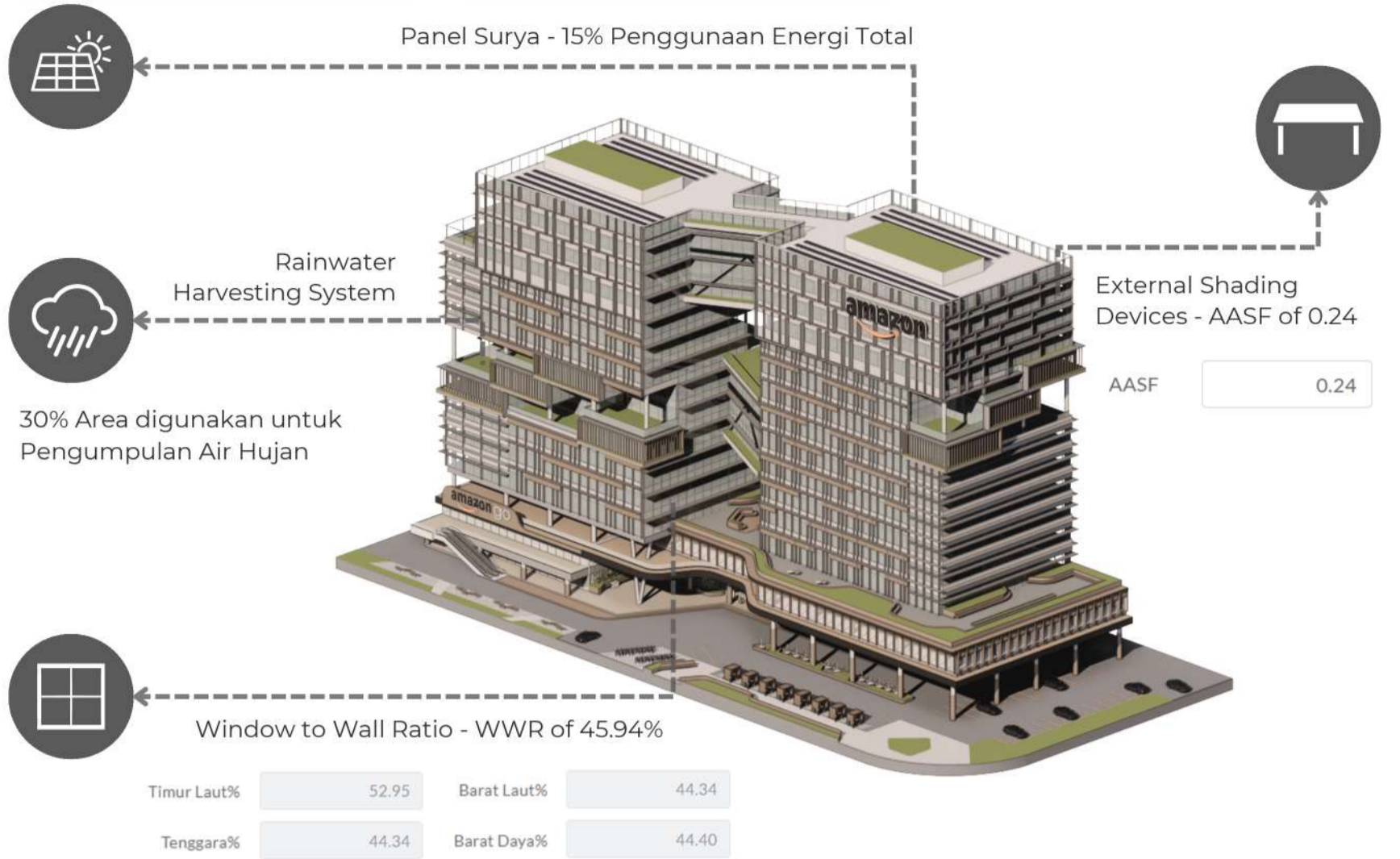
MATERIALS EFFICIENCY MEASURES



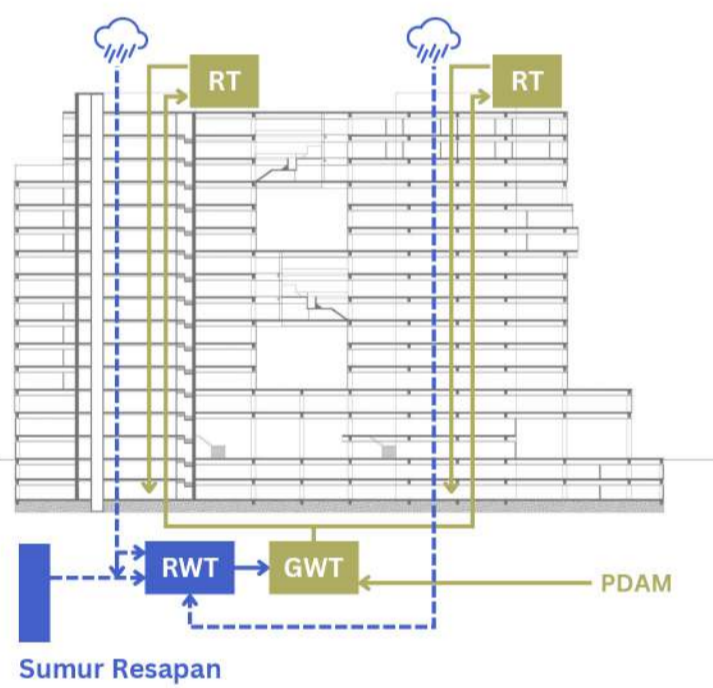
51,21% ENERGY SAVING

45,58% WATER SAVING

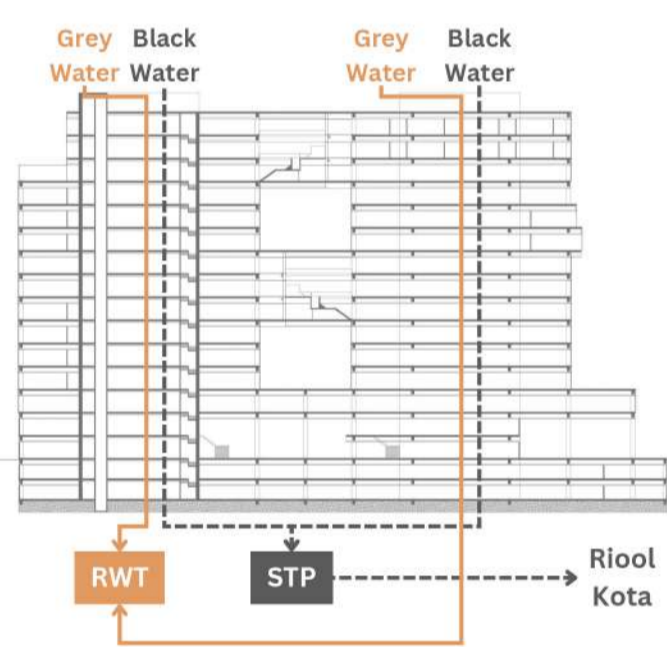
59,76% MATERIAL SAVING



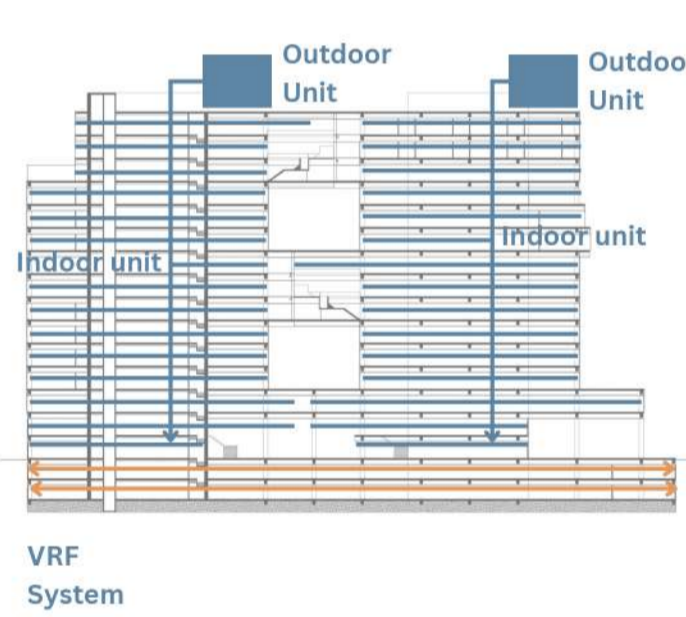
SKEMA AIR BERSIH & AIR HUJAN



SKEMA BLACK WATER & GREY WATER



SKEMA TATA UDARA



SKEMA KELISTRIKAN

