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Introduction of theme
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Kebon Kacang Context

Kebon Kacang Context
Location in Kebon Kacang

Satellite perspective
Housing

- floor space: 701.610 m²
- residents: 20.661
Housing 1: Residences

- Floor space: 701.610 m²
- Residents: 20.661
Housing

floor space: 701.610 m²
residents: 20,661
Commercial 1: Retail
Tanah Abang Blok A

floor space: 160,000 m²
kiosks: 8000
customers: 80,000
employees: 15,000
revenue: $43,000,000 (per day)
Metro Tanah Abang

- Floor space: 75,000 m²
- Kiosks: 3750
- Customers: 37,000
- Employees: 9,000
- Revenue: $20,000,000 (per day)
Mark Zuckerberg buys his clothes at the Tanah Abang.

Metro Tanah Abang
- Floor space: 75,000 m²
- Kiosks: 3,750
- Customers: 37,000
- Employees: 9,000
- Revenue: $20,000,000 (per day)
Commercial 1: Production & manufacturing

- Floor space: 33,680 m²
- Employees: 6,400

Source: Calculation with Jakarta BPS data
Commercial 3: Warehouse

- floor space: 59,870 m²
- employees: 2,250

Source: Calculation with Jakarta BPS data
Kebon Kacang area:

17% involved in textile related activities
Kebon Kacang area:
70% (also) involved in informal businesses

“...often low skill, low productivity jobs”
"The textile and garment sector is looked upon to be a major engine of growth towards 2030"
"One of the sector’s key strengths is the rare presence of both an upstream and downstream industry."
the vertical integration, from the raw materials to finishing, creates highly streamlined supply chains

... and a one stop solution for international buyers and sourcers.
New minister aims to triple exports in Indonesia

"The government aims to increase exports by 300%"


Rachmat Gobel — a successful businessman who chairs the Gobel Group of companies with operations ranging from manufacturing, trading, services and integrated logistics management — takes over the helm at the Trade Ministry at a difficult time.

Indonesia is struggling to cope with its deteriorating trade balance while at the same time maintain a strong trading position in a more open global market and amid weak worldwide demand, with the added problem of currency volatility.

Next year, will also see the implementation of the ASEAN single market with goods and services flowing more freely across the region.

source: http://www.kemendag.go.id/ (Ministry of Trade)
Gov upbeat about solving issues in Tanah Abang

Corin Doyle, The Jakarta Post, Jakarta, 2:55 PM

Gov: 'Jokowi' Woos people with optimism in Friday that his office was only one step to solving the problems with street vendors.

"The Tanah Abang area has a limited functionality"

The largest textile market in Southeast Asia was notorious for the presence of street vendors who occupied parts of the road as well as the premises (stall shops), who manage them in exchange for a "security" fee.

"I will personally visit them and talk to them," said the Governor, who also stressed his concern to streamline the way the city administration over the market after the Eid Fitri holiday next month.

"There will be no vendors," said the Governor, who also stressed his concern to streamline the way the city administration over the market after the Eid Fitri holiday next month.

source: http://www.kemendag.go.id/ (Ministry of Trade)
Limited functionality

Cluttered infrastructure
Limited functionality

Lack of functional zoning
Limited functionability

Isometric perspective

Growth necessitates clear structures!
Current situation
An uncontrolled duplication generates problematic conditions.
Adjust infrastructure
Introduce basic programmatic zoning

Re-configure Existing functions
Re-configured functions

Main enterprises
- raw material
- textile manufacturer
- factory
- atelier
- warehouse
- retail
- consumer
- export chain
- apparel manufacturer
- factory
- warehouse
- retail stores
- consumer

Main actors
- raw material
- textile manufacturer
- factory
- atelier
- warehouse
- retail
- consumer
- export chain
- apparel manufacturer
- factory
- warehouse
- retail stores
- consumer
General densification strategy
new roads & direction system
two-way streets
north-south axis
new MRT
new JET
new busway
Programmatic zoning
Infrastructure
Kelurahan Kebon Kacang
new JET
new roads & direction system
two-way streets
north-south axis
new MRT
new busway
Infrastructure
residential & production

retail & production

residential & production

medium intensity:
residential / commercial

high intensity:
public & commercial

low intensity network:
residential / commercial

Zoning concept

Transport Concept
new roads

two-way streets

MRT-network

busway

direction system

residential & production

retail & production

Zoning envisioned situation

Transport envisioned situation
Growth strategies:

3 configurations
5 projects
Configuration 1

Project 1A
Made-to-Order Market

Project 1B
Brand Platform
'strong integration of supply and demand'
High potential location
large workforce supply
large customer base

Configuration 1
- Project 1A: Made-to-Order Market
- Project 1B: Brand Platform
fibre preparation
spinning

warping

sizing

weaving

printing

yarn formation
fabric processing
apparel fabrication

dyeing

finishing

retailing

merchandizing

weaving

silk

linen

wool

synthetic

Configuration 1

Project 1A
Made-to-Order Market

Project 1B
Brand Platform

1:1000
“customized fashion is on the verge of breaking through.”

A slew of new startups put the customer in the designer’s seat. But is that where they want to be?

LAUREN STEINMAN | JUN 8, 2014

In an era when brand loyalty is low and demands are high, it makes sense that customization has taken off. Shoppers can design their own Nike sneakers, Brooks Brothers suits, Burberry trench coats and Longchamp bags.

A sense of control is appealing to finicky shoppers. Out of 1,000 shoppers questioned in a 2013 Bain & Company survey, less than 10 percent had customized a wedding dress. But 79 percent said they’d buy one if they could.
'Made-to-Order Market' concept

custom demand production +
inner-city advantages
CHOOSE YOUR SILHOUETTE

Your silhouette style of dress is one that highlights your best features and simplifies the rest. Scroll over each dress below to learn more about which is right for you. You will be able to edit the neckline, slit and sleeve in your Design Room.

‘Made-to-Order Market’ concept

- custom demand production
- inner-city advantages
production
residential
retail
storage
natural ventilation
Emerging companies are showing that they have it in them to succeed with their brands.
'Brand Platform' concept

design production
+

development platform
'Brand Platform' concept

design production
+
development platform
store
storage
atelier
store
atelier
textile formation
**Project 2A**
Stepping-Stone Factory

- Fibre preparation
- Spinning
- Knitting preparation
- Warping
- Sizing
- Weaving
- Printing
- Yarn formation
- Fabric processing
- Apparel fabrication
- Dyeing
- Finishing
- Cutting
- Sewing
- Finished goods
- Packing
- Shipment

**Fibres**
- Silk
- Linen
- Wool
- Synthetic

**Configuration 2**

- Accommodation workers / investors

**Project 2B**
Community of Garment

- Workers
- Investors

1:1000 scale
THE PRESENCE OF LOCAL SPECIFIC CULTURE IN FUTURE-GLOBALIZED CITIES: THE CASE OF JAKARTA

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ABSTRACT

The study has the point of departure to elaborate the discussion on the possibility for a globalized city of the future to integrate its local culture into the urban structure. Based on a study of existing local-specific culture elements, this paper tries to identify the potential of these traditional urban kampungs as urban and economic urban transformation. Based on historical research, kampungs are at least three local-specific urban elements which are vital to the character of Jakarta in the future: the function of the kampung as a social space; the traditional life on the streets the “connecting” and the “communicative” network of the urban system, and the several local-economy markets which are spread throughout the city. Based on in-depth studies about several old urban kampungs in Jakarta, the paper demonstrates how these “traditional” kampungs as urban elements from the past are surviving and thriving as mixed-use living and working environments. These kampungs are able not only to strengthen their economic roles citywide i.e. as provider of job opportunities for unskilled migrants, but also to provide those same migrants with affordable shelter. In general, we can conclude that such urban kampungs are playing a role in supporting the socialization process of the new migrants. Without a doubt, this on-going adaptation process would be able to deliver superior results if the ruling elites and the municipal government were conscious of the important roles these kampungs play. To make this possible, the ruling elites of the

"Jakarta continuously attracts rural migrants...kampungs are playing a significant role in [their] socialisation process"
"...the current administration envisions apartment towers to accommodate the rising amount of migrants."
‘Stepping-Stone Factory’ concept
kost housing / learning center
fabric manufacturing

Project 2A
Stepping-Stone Factory
‘Stepping-Stone Factory’ concept

kost housing / learning center

+ fabric manufacturing
production
residential
retail
storage
kost housing
Configuration 2

Project 2A
Stepping-Stone Factory

Project 2B
Community of Garment

fibre preparation → spinning → knitting → weaving → finishing → cutting → sewing

fabric processing

apparel fabrication

primary fibres:
silk
linen
wool
synthetic

accommodation workers / investors

1:1000
“...expectations of a rise of the middle class towards 2020.”
Despite having slowed in recent years, there is still ample room for growth in Indonesia’s property sector, particularly strata title apartments in the capital city of Jakarta (‘strata title’ refers to the multi-level apartment blocks and horizontal subdivisions with shared areas). In 2015, a total of 48 property projects are expected to finish, supplying 24,954 new units ($2.03 billion to Jakarta, an 18.9% percent increase from 2014).

“there is still ample room for growth in Indonesia’s property sector, particularly in the capital city of Jakarta...

there are no indications that a property bubble is emerging”
'Community of Garment' concept

investor/owner apartment

+ garment manufacturing
'Community of Garnment' concept

investor/owner appartment
+
garnment manufacturing
storage
retail
residential
production
storage
production
residential
retail
storage
appartment
atelier
"Indonesia is a major consumer of raw materials for man-made fibres, such as polyester and rayon. To overcome this dependency, the Government strongly encourages the use of natural fibres available in the country."
Style with a conscience

“...bio-friendly fabrics are in high demand in global markets due to their qualities of sustainability and biodegradability.”
‘Alternative Fibre Factory’ concept
alternative fibre processing / manufacturing
'Alternative Fibre Factory' concept

alternative fibre processing / manufacturing
Potentials of strategies
Growth of industries
A traditional Indonesian Batik for everyone!