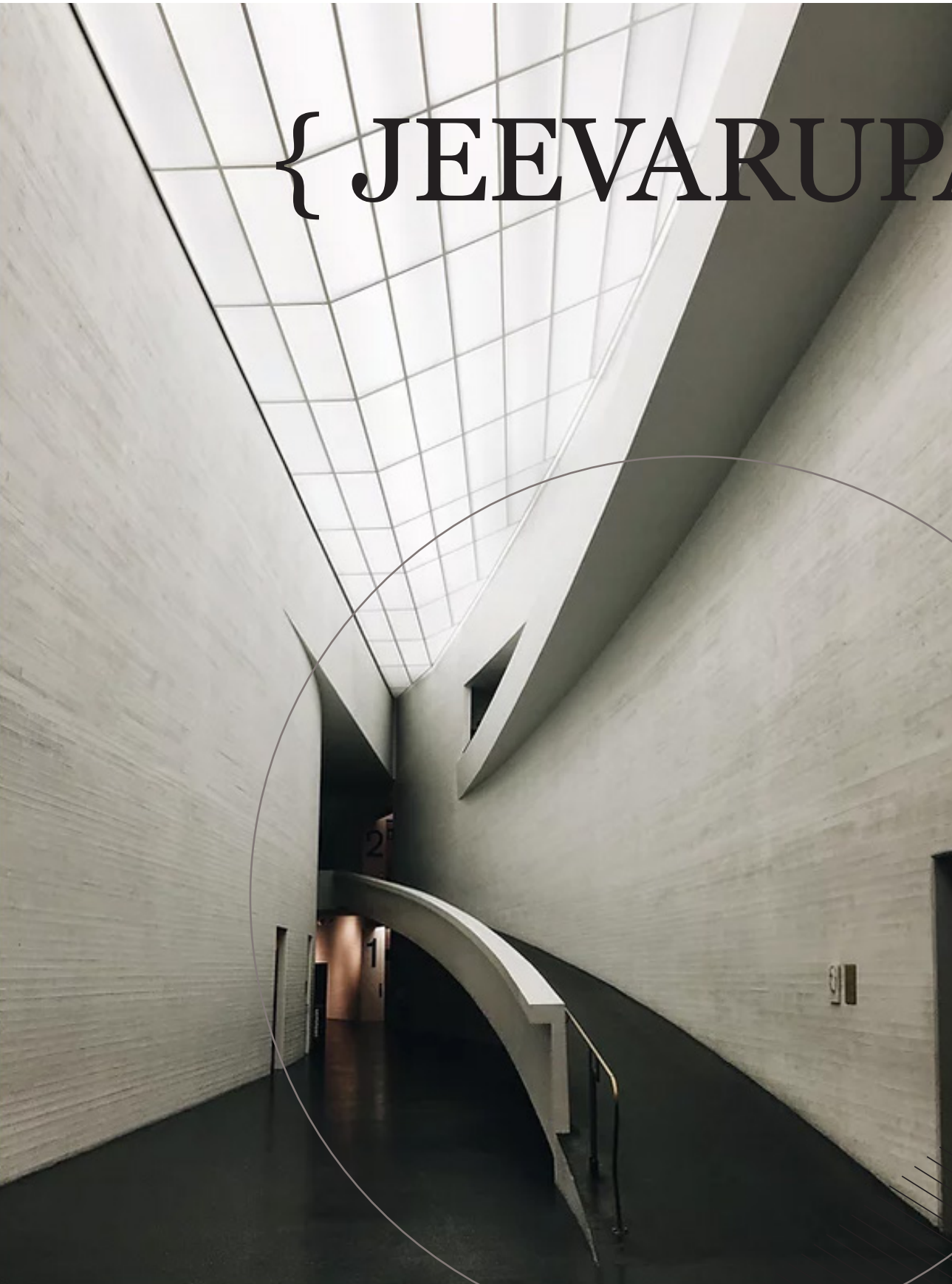


# { JEEVARUPA }

1



# The BIG Picture

2



# { Alvindra Adhikresna }

Starting from product design as the base of the journey in 2007, the first decade was kind for us to explore Visual Merchandising in the world of retail design and expand to exhibition design for art & music events in Jakarta.

2010 is the year that we headed east, to the paradise island known as Bali. The same year we are grateful to setup a private collector museum of mask. Opportunity for retail shop, FnB & hospitality bussiness flourishes. Handicraft export was first introduce to us in developing product collection for west European market. In 2016 we setup our own workshop with the brand of Good Guys Workshop.

The vast opportunity of design & build gradually grew strong and diverse in Bali. For most, digital design comes comparable to our design & build inquiry. In 2019 we launch a concept digital design studio covering extensively but not limited to:

Interior Design

Product developement

Signage

Virtual 360 store

Thus the brand {Jeevarupa} is born. Derived from Jeeva ( soul ) and rupa ( form ). Simple, clean with bespoke service to cater your ideas into reality

And now, we are proud to invite you along in our journey

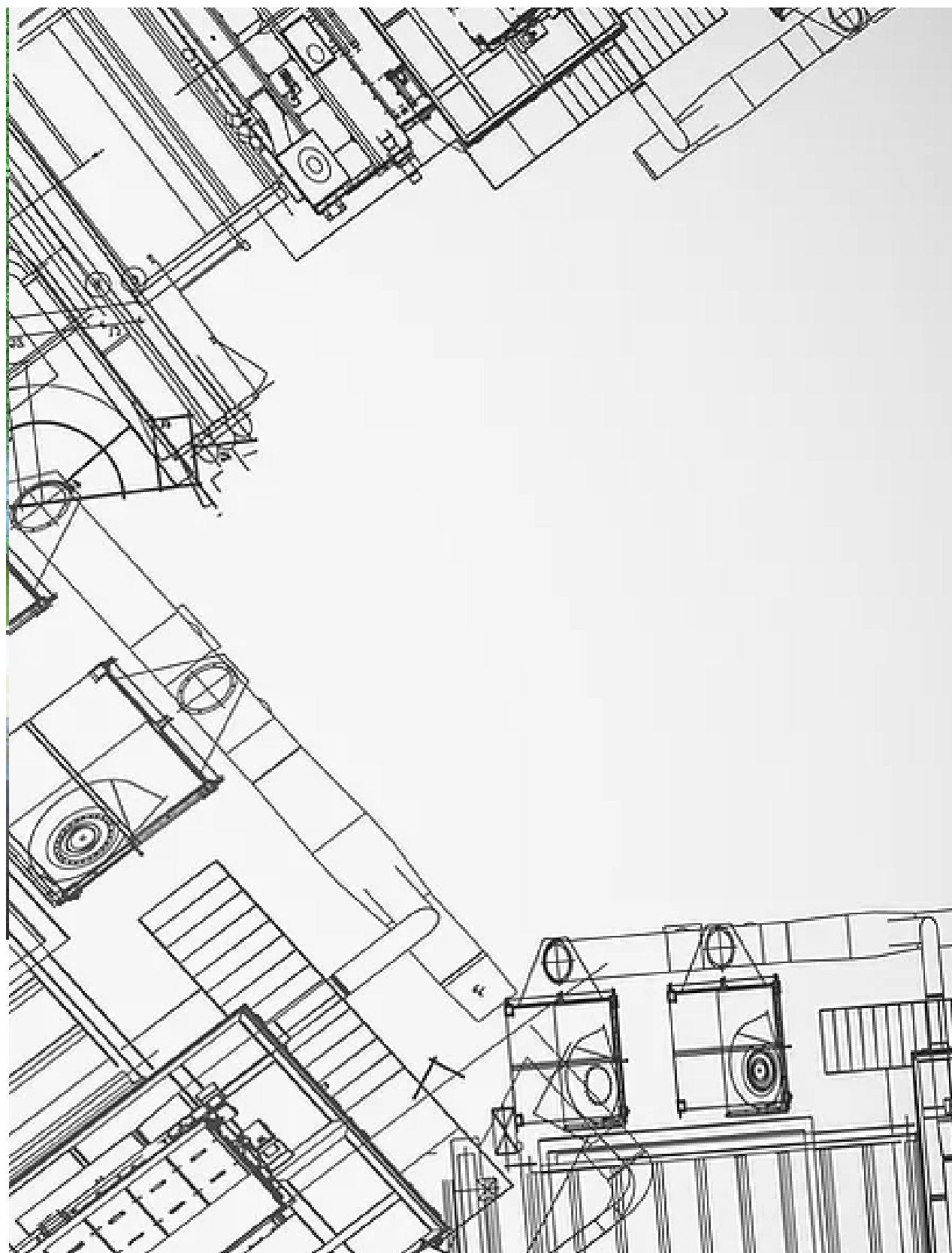
## { JEEVARUPA }



Alvindra Adhikresna

# Contents.

4



3

## **The BIG Picture**

4

## **Content**

6

## **The Design Lab**

8

## **The Works**

Interior  
Events  
Visual merchandising  
Product developement  
Amenities  
Signage

19

## **Upcoming**

# The Design Lab.

6



**JEEVARUPA**

**Principal**

Alvindra Adhikresna

**Partners :**

**Web developer**

Axima

**Production**

Goodguys Workshop

Our

**Values**

We listen, contemplate and solve

We connect on multitude of levels

We encourage work & life balance

Accountable

Simple

Clean

Effective

# Services.

## ■ Visual Merchandising \*

Product display in the “new world” is probably never heard of. It is proclaimed to be one of the top 5 imperative factor in the uprising Meta world of retail. Research & developement at your disposal to boost your engagement

## ■ Interior Design & Build\*

It has been our passion to design & build furniture in our workshop. To get things out of our head and put it into the world. Revision? Ofcourse. And it keeps us to improve.

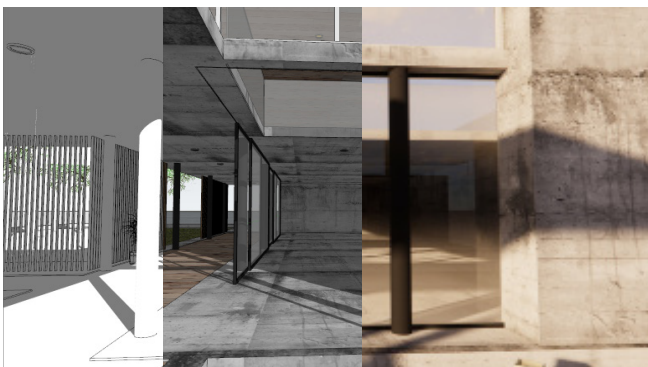


## ■ Signage \*

Building your brand is no easy task. We make sure that the build is as comparable to what you aim the brand to be. In a timely manner and cost concious approach.

## ■ Product Development \*

We trust the process & respect the outcome. For most of the time, having someone trustworthy to discuss and upscale things has the most value. It all starts with communicating your ideas



## ■ 360 Virtual Space\*

Born in the pandemic, virtual space has become our step towards the future. A space to trial out and put ideas with minimum cost compared to build in the physical world. And visually, it looks so good.

**Everything should be made as simple as possible, but not simpler.**

# The works.

8

Recognizing the need is the  
primary condition for design.

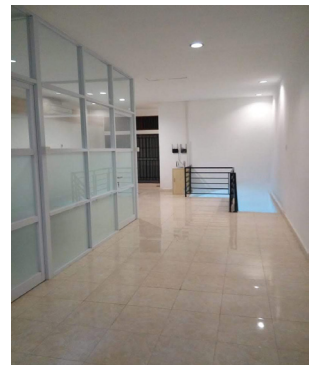


# Interior

Hyatt Regency-Sanur  
Office & canteen  
Commisioned work - build

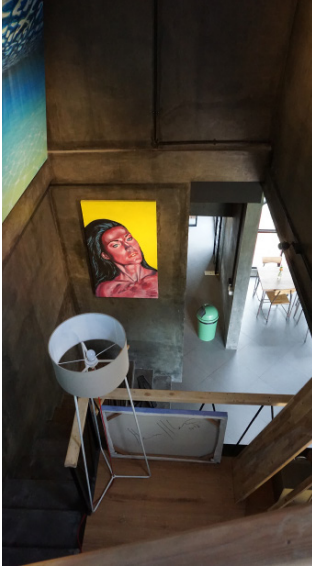


LFL - Canggu  
Cafe & Food Lab  
Commisioned work - build



Jalak Cargo  
Sunset Road  
Office  
Design & build

# Interior



RAME - Brawa  
Restaurant  
Design & build

Private office - Jakarta  
Office  
Design

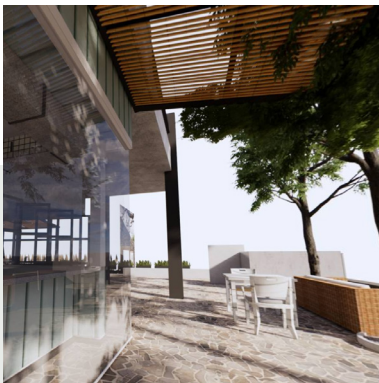
10



Alam Kul Kul- Kuta  
Villa  
Design & build



Papa's - Kuta  
Restaurant  
Design & build





Moto camp - East Bali

A-frame clubhouse with  
satellite tent for camping  
ground



Liquid Factory -  
Seminyak  
retail  
Design & build



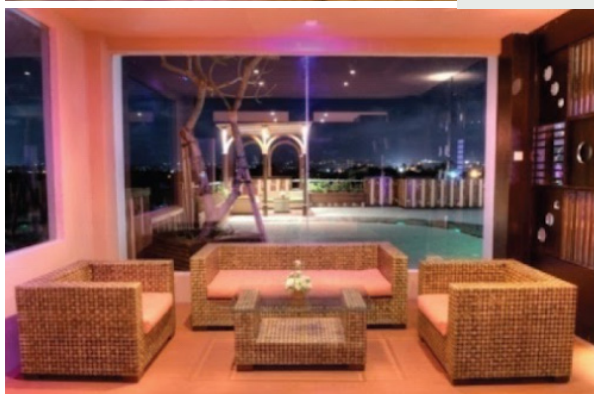
11

KLUK! - Ubud  
retail  
build

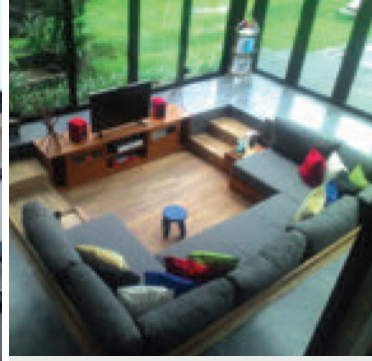


Benoa  
Restaurant

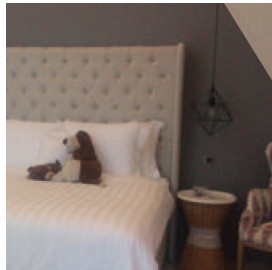
Design &  
build



# Interior



Private house - Pererenan  
Interior build



12

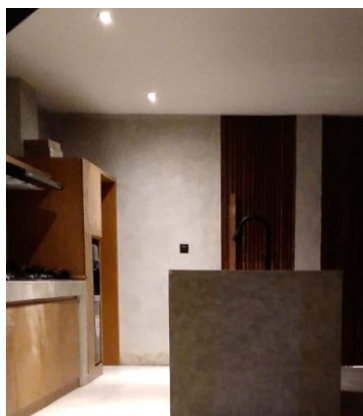
-  
**The Sterling Villa  
Berawa**

Interior build



# Architectural

13



## Residential

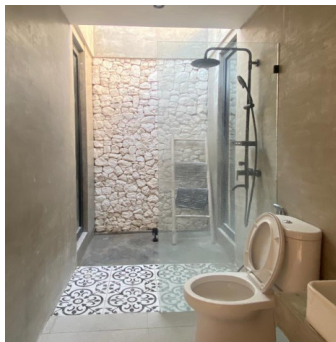
The Reads 7 project was fully designed with 360 feature to simplify review for our overseas client

The villa designed on 115sqm, upgradable 2nd floor to cater the market trends for future build of hospitality & property management in Bali. It is our first residential project from sketch to welcoming the first guest.

Thank you Mr & Mrs Reads

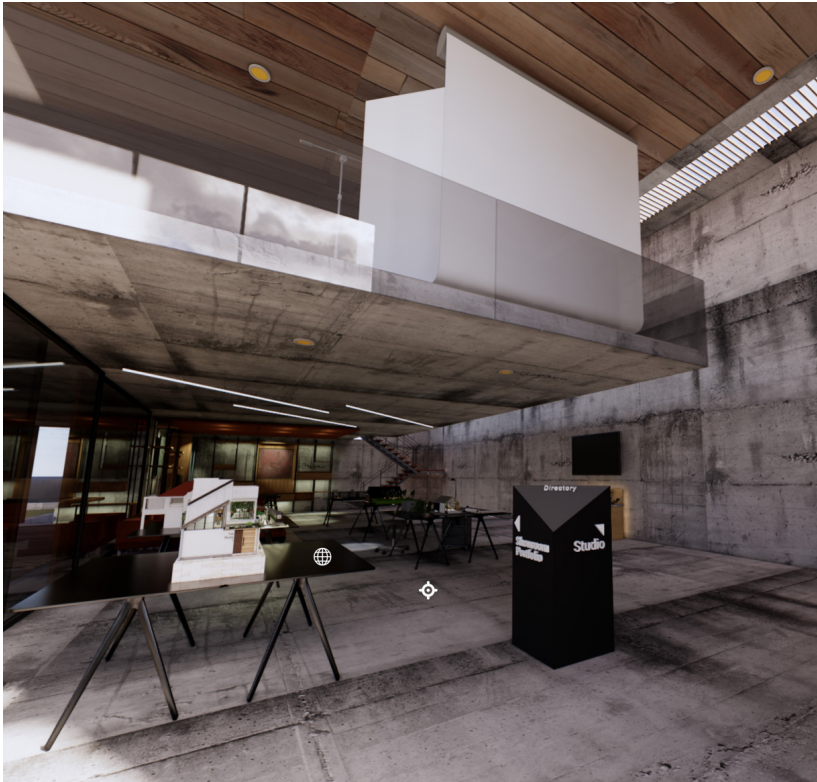
### 360 link

<https://jeevarupa.com/pre-view-the-readfs-feb-2022/>



# Virtual Space

14



Jeevarupa Atelier \*

<https://jeevarupa.com/atelier/>



## Virtual Space best suited for \*

- Portfolio walkthrough
- Architectural mock up
- Concept retail store
- E-commerce enhancement
- Idea presentation



Mangowonen.NL  
Furniture retail  
Design-commisioned work

■  
Mrs. Adhikresna  
Retail  
Partnership development



15

■  
Kutus Kutus  
Retail  
Commisioned work



■  
Jeevarupa  
Warehouse  
Private use



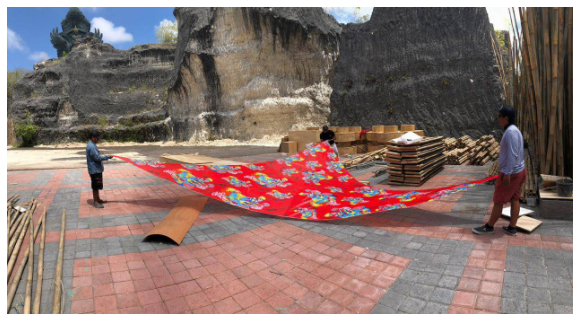
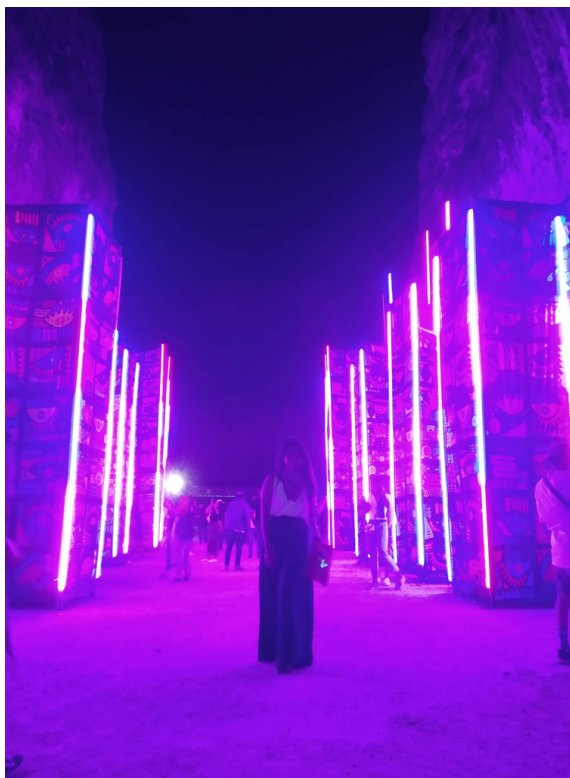
# Furniture & Signage



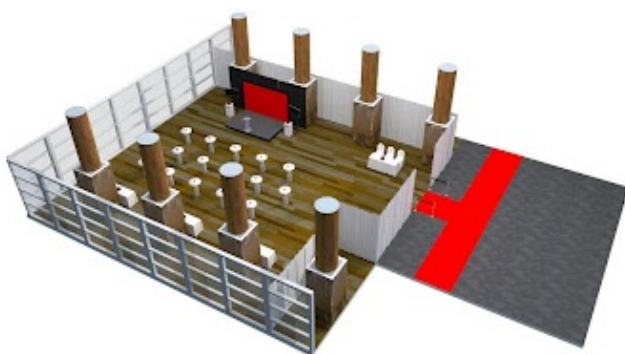
16



# Event & Exhibition



■  
Sondrenaline  
Music event  
Design & build



17

■  
Emirates  
Launching event  
Design & build



■  
Mini cinema  
Launching event  
Design & build

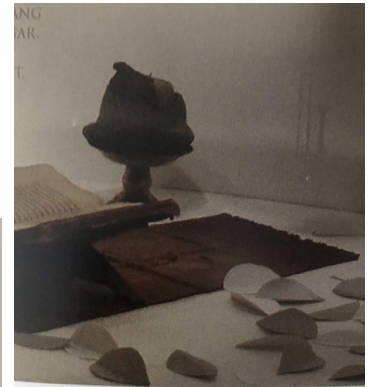
# Visual Merchandising •

18

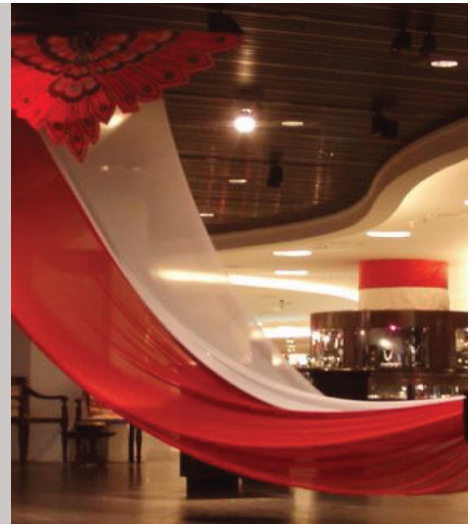
Alun Alun Indonesia  
Window Display  
Exhibition Display  
Design & build

## Asmaul Husna

*It is one of the biggest national holidays in Indonesia. The concept of the holy holiday is the return to "Pir". We tried to present a simple yet religious window display theme for the store. Asmaul Husna, which means "The names of Allah", consists of the 99 names of Allah. It resembles the greatness of the whole event and the tree on which the names were being depicted how comfortable life is under the auspices of the greatness of Allah.*



Design team: ARDAN HANAFI, MERDEKA AGNIKARMA, ALVINDRA ADHIKRESNA, ZANUN NURANGGA



IKEA Indonesia  
Visual Merchandising  
Store Display  
Design & build

# Upcoming



[www.jeevarupa.com](http://www.jeevarupa.com)

19

{ JEEVARUPA }

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**Stay tuned for more.**



