



CASSA DESIGN

PT. Cahaya Selaras Agung

COMPANY PROFILE

www.cassadesign.com



HELLO

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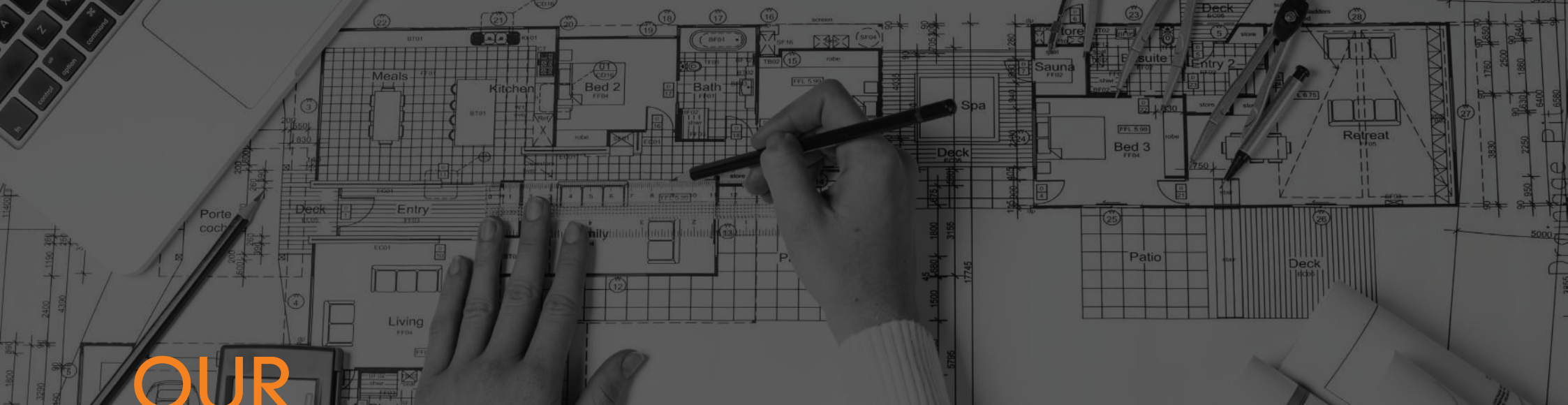
ABOUT US



CASSA DESIGN is a professional design + architecture firm, built on original designs and reliable builds located in Green Lake City, West Jakarta.

Since our inception in 2009, we've always taken the time to understand our clients starting a winning freelance interior projects and office projects. This has enabled us to deliver distinctive results – from designs into solutions. As every company has its own unique way of working, so every design delivers a different workplace solution.

At CASSA DESIGN we believe that to be effective, workspaces need to be a reflection of company's values. By taking the time to understand your company and your processes, a practical, unique and extraordinary design solution can be achieved.



OUR STORY

●
2009
Start

Started from a freelance team which winning some interior project and office.

●
2010
Growth

First workshop located in area of Kembangan, West Jakarta.

●
2011
Warehouse

Cassa Design developed with 1000 sqm and 500 sqm workshop in Meruya, West Jakarta.

●
2016
Accomplishment

Achieved project and focus on office space and commercial projects.

●
2019
Global

Improved our work standard ethic based on ISO 9001 to quality, design, products and time completion.



OUR

VISION

- └ Become the best company in the field of interior and furniture that is responsible in all customer focused, reliable and innovative segments throughout Indonesia.

MISSION

- └ Develop employees and organizations with integrity.
- └ Providing the best service to customers.
- └ Fostering cooperation and communication with all stake holders.
- └ Always innovating to produce the best products and work results.
- └ Able to adapt to the times.

OUR BUSINESS CONCERN



VISION

Being able to “translate” client’s dream is the good start to any project, the follow on effort to make it real can be very encouraging yet interesting challenge. A dynamically flexible process is needed in developing the answer, or perhaps answering the further development.



TARGET

To achieve every detail of your superb requirement as our best deliver customer excellence project.



PASSION

Our passion and excitement in interior and architect creations has never been based from variable project’s scale, project’s type, nor for the project’s forms, but simply for the creative process itself.

SERVICES WE OFFER



DESIGN

- Space Planning
- Interior Design
- Pro Bono Fit-In Consultancy
- Mood Board
- Preliminary Cost Estimation



BUILD

- Interior
- Architecture
- Exhibition
- Project Management



MECHANICAL ELECTRICAL

- Electrical Works
- Fire Sprinkler Works
- Air Conditioning & Plumbing

4 STEP PROCESS

01



Concept

We generate an innovative design that works for your employees, your customers and the environment as well. After final approval sign-off, we'll move on the next stage of bringing your design into reality.

Design & BoQ

The next most important step is to translate the preliminary designs and budget into a realistic Bill of Quantities (BoQ) and shop-ready drawings.

02



03



Workplace Build

Weekly meetings, S-Curve project management and intensive sharing of information day-to-day progress keep the process smooth and professionally within respected timeline.

04



Finishing

The final step is to enlighten your space to become more appealing, we decorate the area with decorative elements and many other accessories, not to put aside HSE plan for client safety.

OUR PARTNERSHIP

Creating high-quality Commercial, Retail, Office, and Residential design and building, we have strategic partnership with vendor and contractor that are well-known in the region for optimizing design, functionality, and quality.

We provide one-stop solution for our client in Commercial, Retail, Office, and Residential design and building from paint, floor, carpet, lighting, to collaboration spaces that required high performance with sustainable design and building in mind.



Propan

Arborite

Blum

Cordialels

Fursys

SMJ



ENABLING OUR CLIENTS **TO BE THEIR BEST**

Commercial, office, retail, and residential design & build specialist that offer architecture, interior design, contractors, to furniture production service.

Combined 30-years local track record with Indonesia and global companies. Expertise and experience in developing agile working environments in projects spanning across Indonesia, ranging from office, commercial, retail, and private residences.

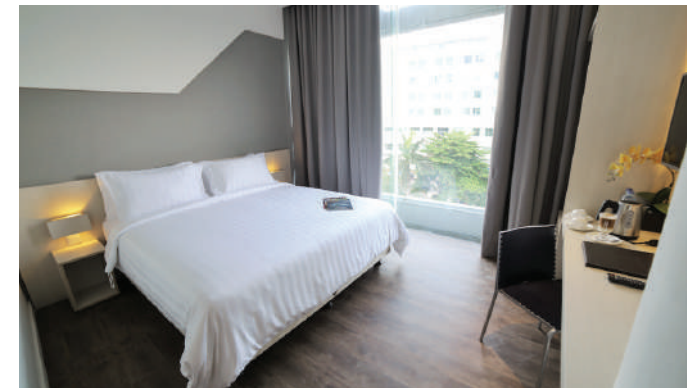
The-A-team committed for project duration, available to start working with you immediately.

Depth of knowledge and inhouse research into global best practice & relevant benchmarks, meaning we bring practical insights to our clients relevant to your industry locally and globally.

Specialist in creating unique environment to support business, brand values and cultural objectives.

OUR WORKS





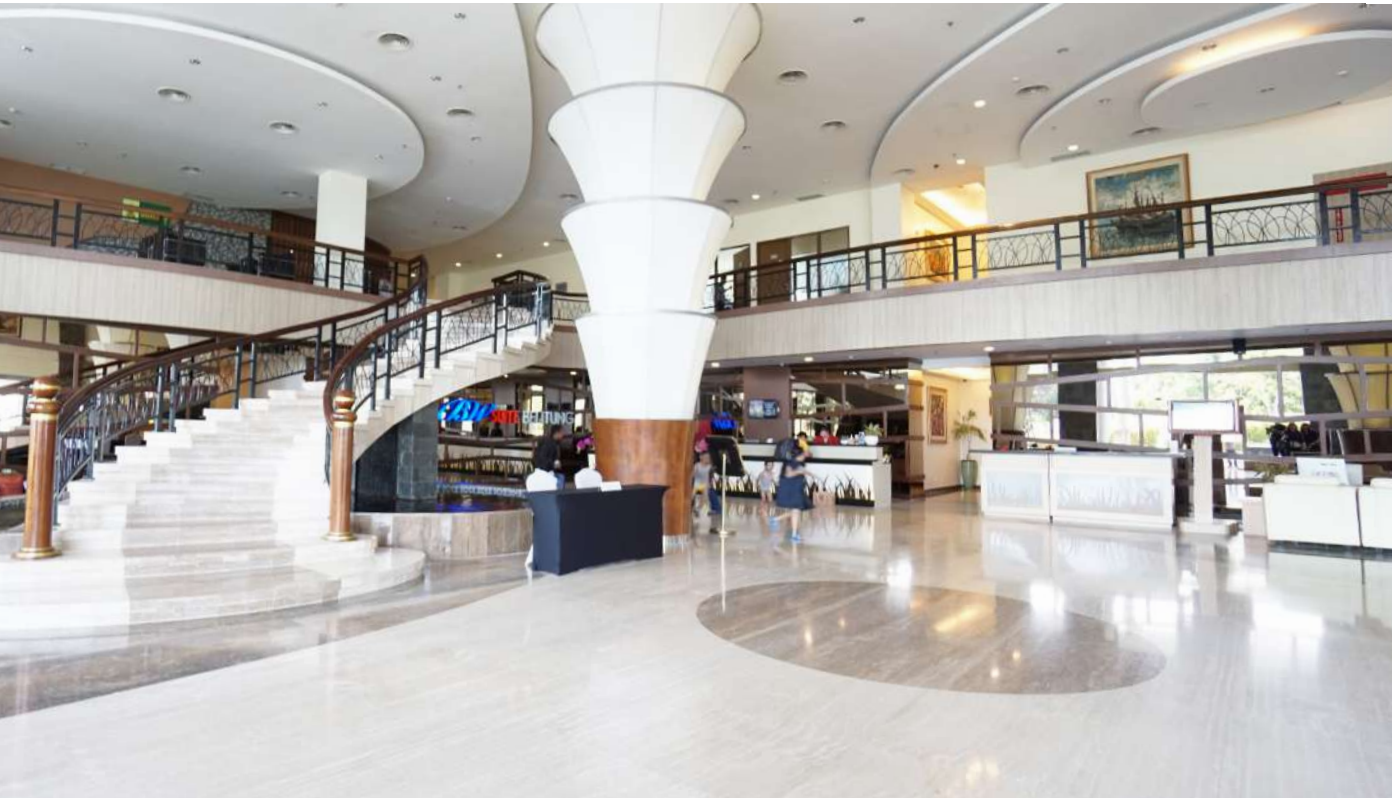
The hotel which located in the North Jakarta area was adapted from a futuristic design. The decorations and ceilings that use lots of lights giving a warm, unique, and elegant impression to anyone who stays at this hotel. The 96-rooms 5-starred Hotel uses accessories with cool-warmed nuances and white clean floors dominated the whole area.





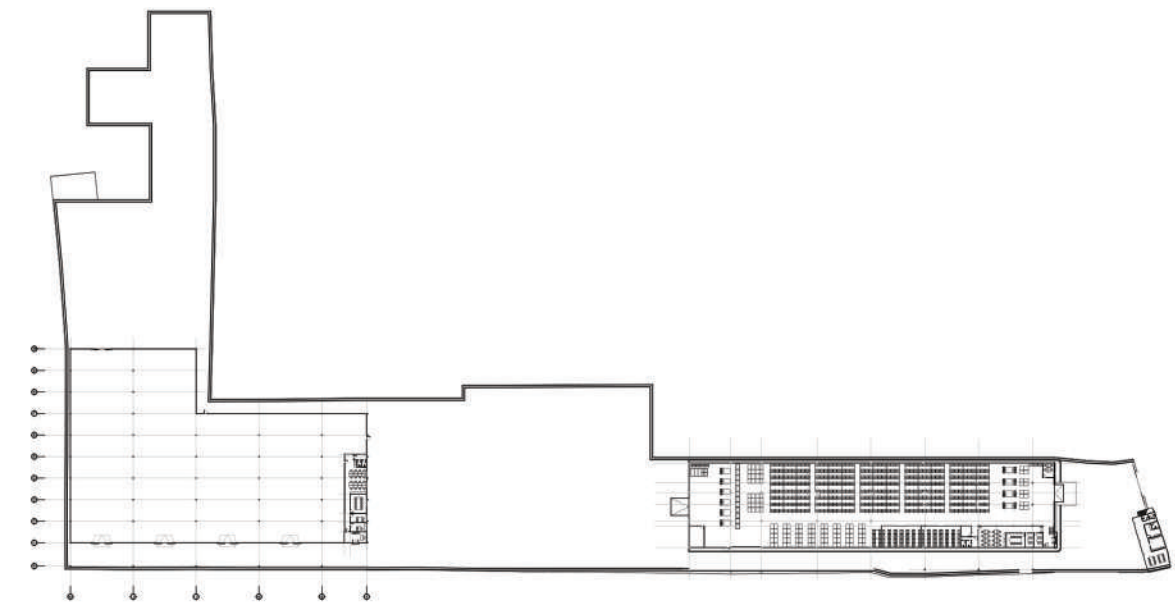
Strategically located on the coast of Belitung, The concept combined modern materials, typical for the whole hotel with the ancient motives of the forum in a modern interpretation: a neutral colour as a base background with yellow colour accents, elegant golden lamps, natural wood.

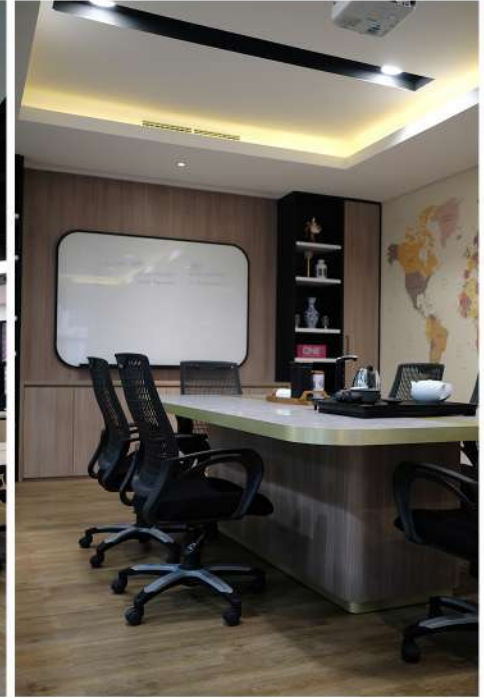




Choosing a neutral color scheme with an accent of treatment ceiling, column & composition photographs at the staircase give modish.







Office renovation turns into a modern and fun office concept with casual meeting area like cafe in the rooftop. Every floor has different color and theme using wooden material in furniture and floor to make the whole area feel homey.





OUR WORKS

OFFICE

 : Bara Selaras  : Completed  : 120 m²



OUR WORKS

OFFICE

 : MBio

 : Completed

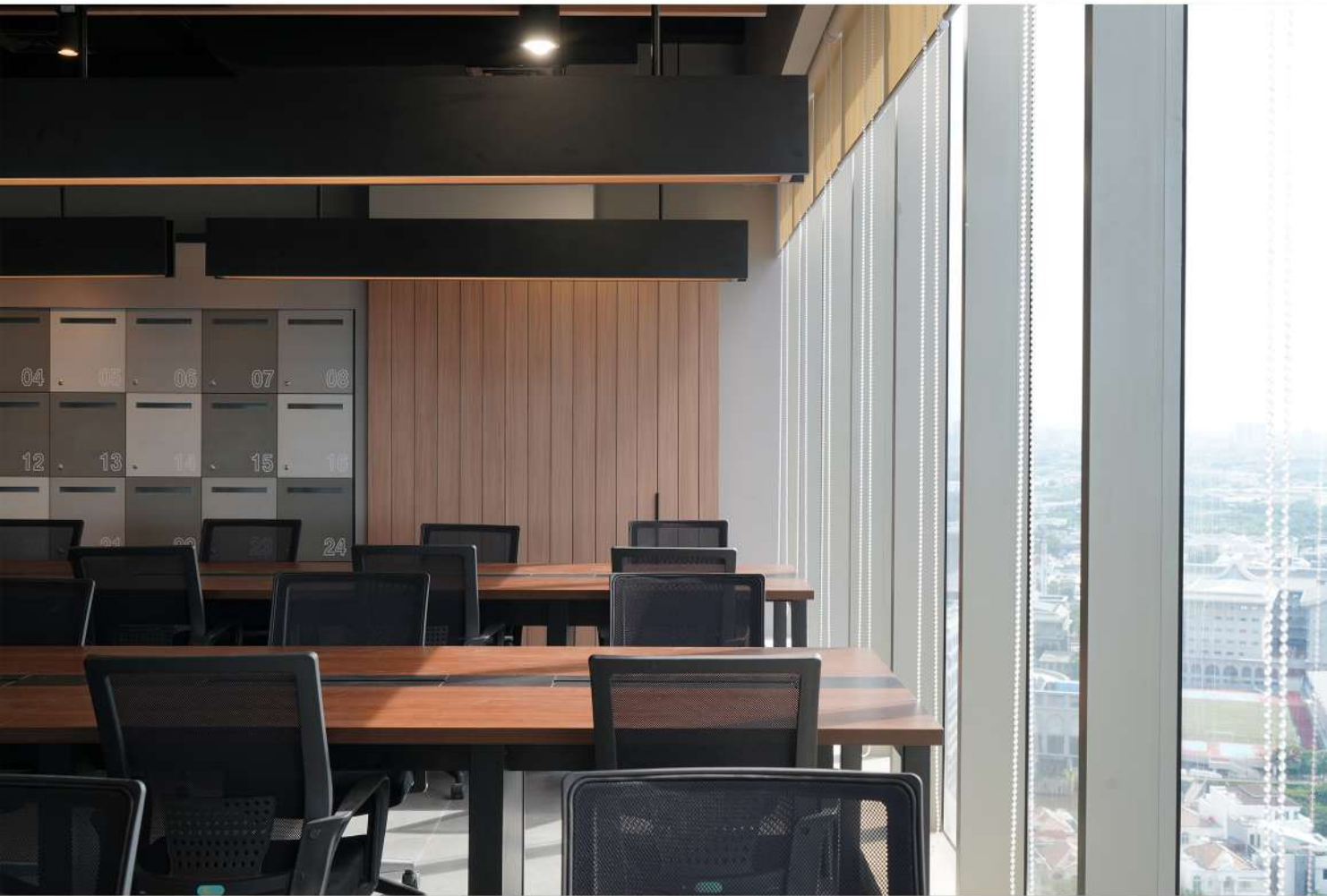
 : 330 m²



OUR WORKS

OFFICE

 : Gold Coast  : Completed  : 140 m²



OUR WORKS

OFFICE

 : Restock

 : Completed

 : 225 m²



OUR WORKS

OFFICE

 : Varion

 : Completed

 : 120 m²



OUR WORKS

OFFICE

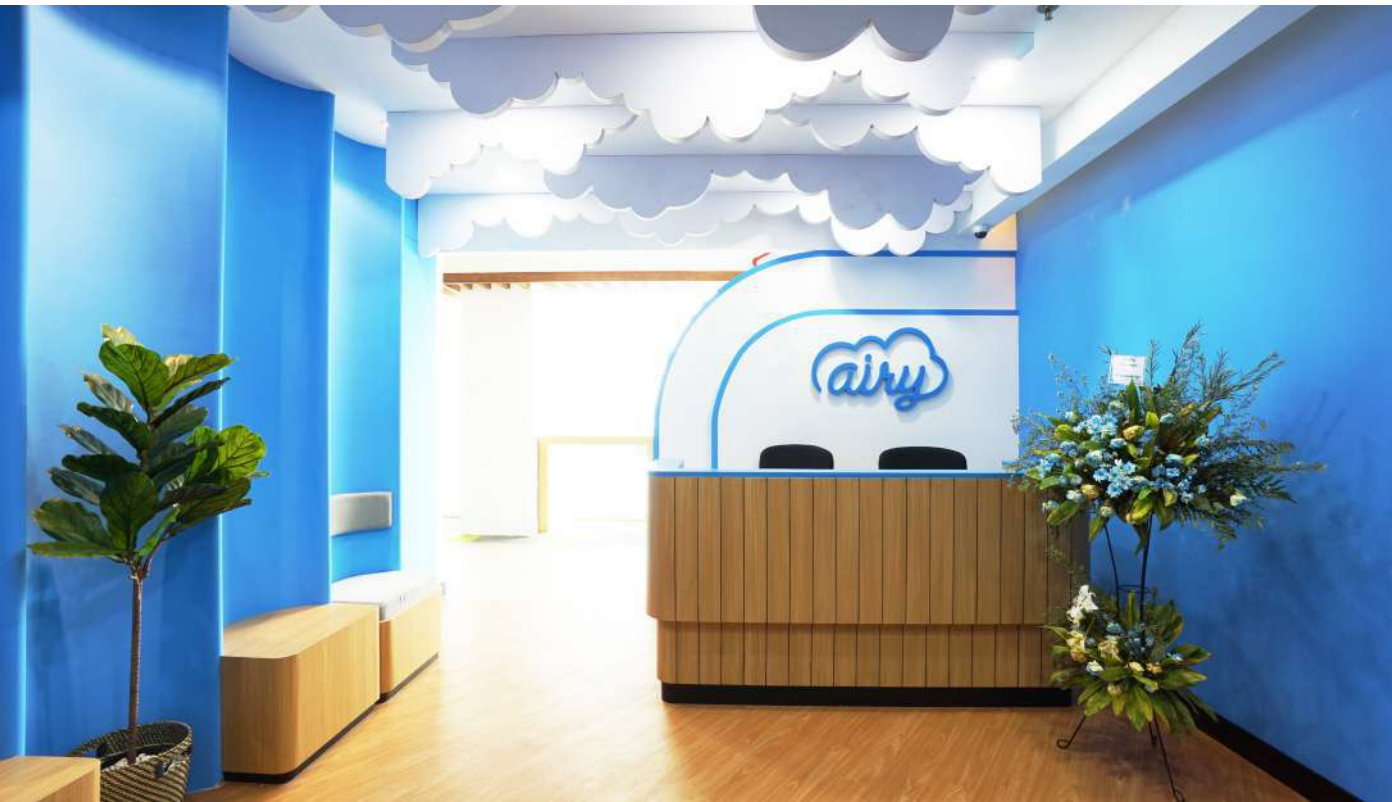
 : Tokopedia  : Completed  : 3000m²





As one of the leading technology companies in Southeast Asia, Traveloka wants to give a cheerful, comfortable, yet homey impression to all of the employees. Theme-ing basic colors of the Traveloka application itself, the workplace has various unique and Instagram-able spots that make the employees work in a relaxed manner.

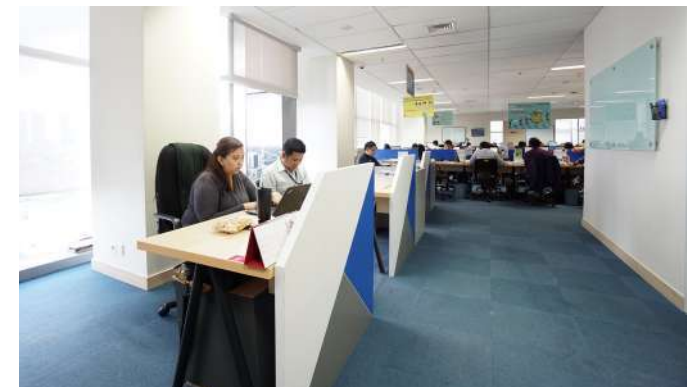


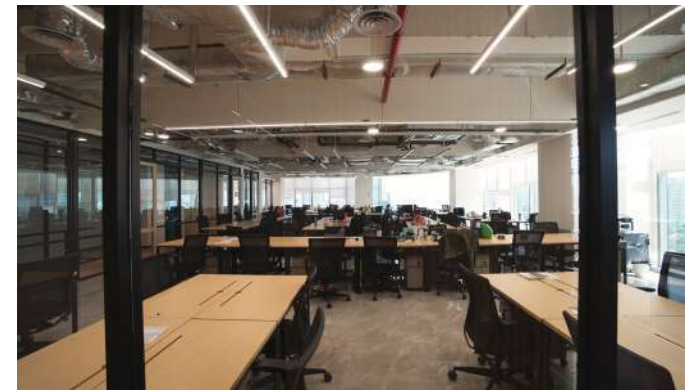


Identical to blue and white, as well as sweetening touches from several other bright colors, the Airy Rooms office, located in Citicon, West Jakarta, gives its employees a bright and cheerful impression. Using an acoustic existing ceiling and a touch of lights as a BOLD sweetener, hence these would be the focal point for the working area.



Having dark blue-dominated color skin, the head office of leading job vacancies information company in Asia wants to provide a simplified-design workplace yet still cozy and homey for all its workforce. The premise was further beautified by using the concept of an open workspace that allows employees to be able to have discussions with one another collaboratively.

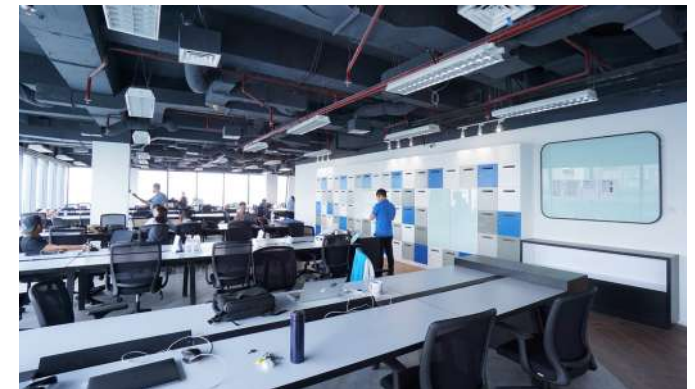




The Co-working space carries an elegant and luxurious concept using predominantly black and gold colors. Coupled with the decorative lights that spoil the eyes, the workplace is perfect for people who want not only to work comfortably but also suitable to take aesthetic photographs.



Our recent completed project in Plaza Asia, South Jakarta for a leading co-working space, features elegant calm tones, clean lines, and functional spaces for collaboration and private work.



Elevated from the industrial design concept, the workspace in the BluePay office is designed in an open space style. The blue-colored decoration and interior, generally depict calm, stability, and productivity, making Blue troops more comfortable working in the workplace.

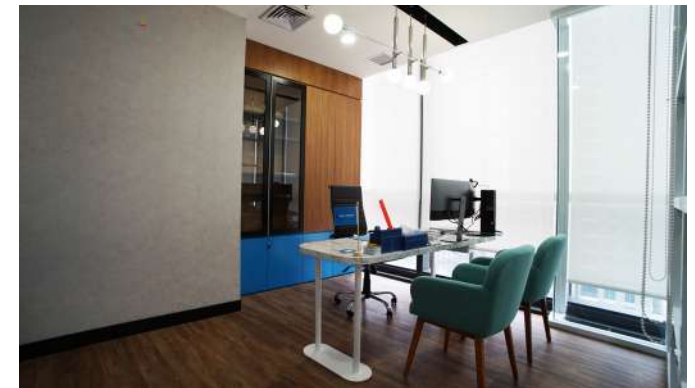




As a subsidiary IT-commerce of Gajah Tunggal Group, the office has an open space concept for its employees to work at convenience. Dominated by wood interior materials and leaf decorations, we give a fresh and comfortable atmosphere to all its workforces.



Redefining the idea of Bhinneka Tunggal Ika which reflected in UID = United In Diversity, the foundation of Gajah Tunggal Group, namely Upaya Indonesia Damai provides a cheerful and playful atmosphere by using bright colors in almost all spots of the workspace. The premise also used a lot of wood in its decoration and interior.



CASSA undoubtedly tries to expose the brand identity into each aspect of the design process. ROLIF's simple and modern branding houses neither public nor a complicated workplace. Having no reception hub, the welcoming area replaced with benches as a place for guest interaction. It is "More than meets the eye" regarding the natural color palette, fit-in furniture, and soft textures in this office lounge which makes everything feel so happening and snug.



The open space plan allows the flow of interaction within the different areas of the office. Workforces are able to work independently and conduct informal meetings at the flexible WE spaces. The predominance of white clean and lean gives a calming and spacious impression to this new premise.



Makeover, custom-made bar table, and meeting table combined with carpet tile accent make the workspace feels comfortable and cool warm.





A fun, open, informal concept, and full of inspiration office designed for ATT Blok N, a one-stop Total Logistics Solution from ATT Group reflected in open-plan workstation, exposed ceiling, the bright ambiance, and cool tone color without many partitions covering one area.



This BUMN-owned office adapts local characteristics and motifs from Indonesia in every corner of its office space. Using carved wood with Batik motif as a sweetener focal point, this office gives a comfortable, warm and beautiful impression to the workers.

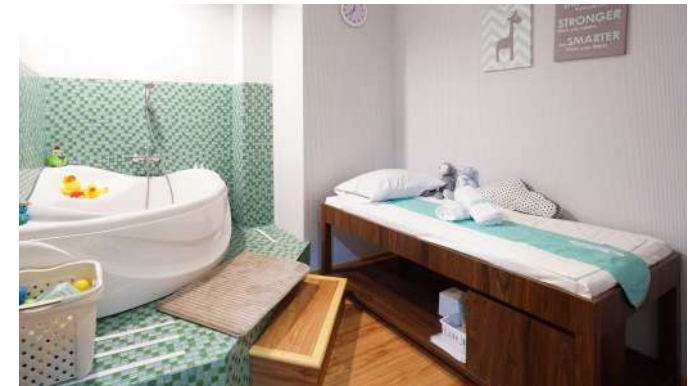


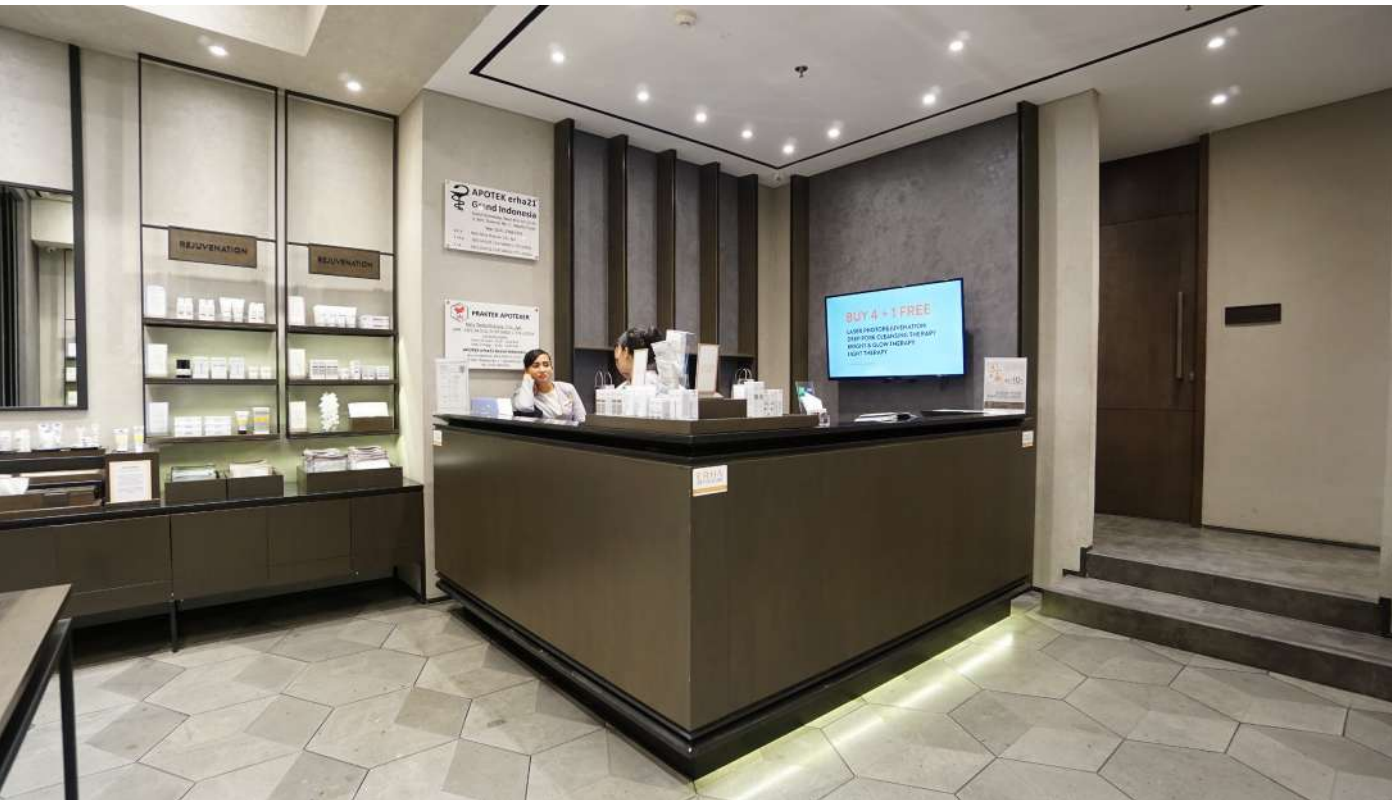
Not only functions as an office, this building also has a function as a display room and also a training room on other floors. These open space themed rooms use bright colors, so they can give a broad, eye-catching and of course fun impression.





Some fun palette tone colors are carefully selected by the CASSAdesign team. Each palette tone shade works beautifully on its own or when installed alongside other complementary or contrasting shades. Designing such a special place for children to spend their early childhood in a beautiful environment inside out was such an honored dream for us.





The integral part of the concept design is when adding a materialistic character to the site interior which emphasizes in creating calming bold and welcoming aesthetics providing a positive distraction upon arrival.



Rhythmically stripped on an all-rounder form, the trimmings profile on the wall creates a beautiful contrast to the surrounding. Comfortable color matching lit up with a direct reflection on the glossy tiles & wood grain which perfectly interpreted the classic modern concept.





The 140 square-meter restaurant aims to offer high-quality cuisine in a hip yet familial and welcoming setting. The owner wanted to recreate a seamless dining experience, infused with an eclectic industrial theme.



As Car-Free-Day enthusiasts' fast-food choice, the Ground Floor ambiance at Wingstop, FX Sudirman features concrete for flexibility of wall finish. Wingstop chose an "industrial" F&B design concept with an exposed ceiling, open plan, and Concrete-Gray-Ceramic-Tile floor finish.





Yoshinoya is a Japanese fast-food chain and the largest chain of Gyudon (Japanese beef bowl) restaurants. The chain was established in Japan in 1899.

KFC (short for Kentucky Fried Chicken) is an American fast-food restaurant chain headquartered in Louisville, Kentucky, which specializes in fried chicken.

Having had a strong brand guideline for both of them, our team just quickly adapt the design demand of the same group to the site analysis.





Such an amazing blend of the connection between product, user & ingenious color options were put together to get a sophisticated, eye-soothing atmosphere created just for you to come and enjoy the industrial aesthetic view.



Adapted from a modern interior design style dominated by blue as the identity of the company's brand, which is blue which depicts the ocean associated with open space, trust, loyalty, and sincerity. Coupled with many light accents and brown colors, this dental can give a comfortable and luxurious impression to all its visitors.

OUR WORKS

RESIDENTIAL



Foresta Ultimo

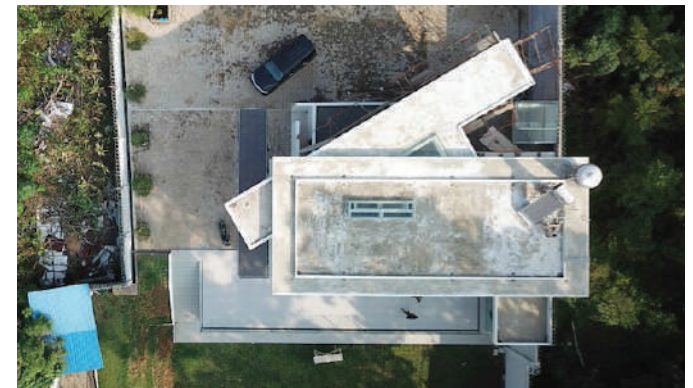


: Completed



: 715 m²





Neither luxurious nor grande, living space should be a sanctuary. Modern style met a tropical climate, we called it "Modern Tropical" which successfully combined some material in harmony at this house.



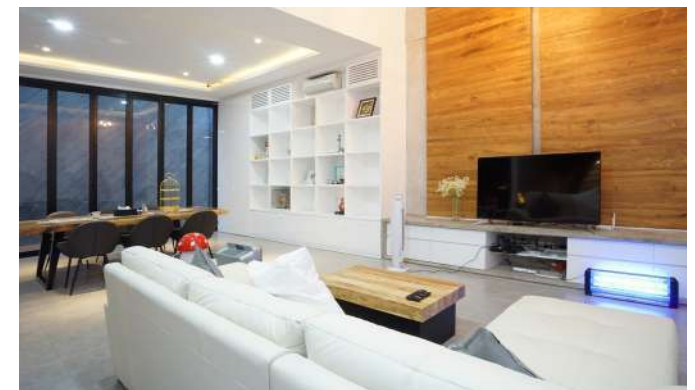


Love the white-wood color mood on this finished residence project. Looks and moods like this never bored us. A simple, modern, minimalist residence design as such is everlasting.



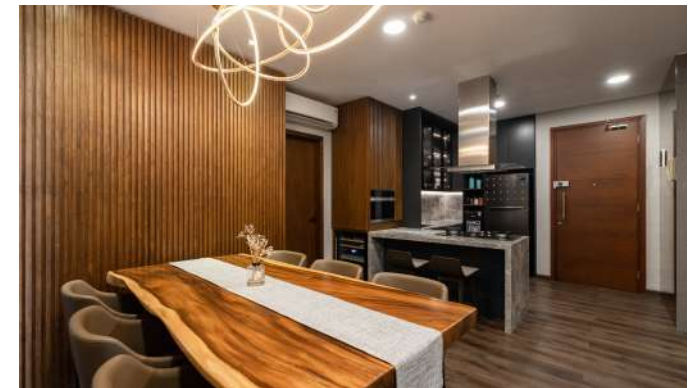


The classic style residence not only boasts about its classical yet modern touch but also the high functionality in the space organization.



Discover one of our favorite home renovation projects, a modern-tropical-style house. We love the grey-white tone on the floor and on the wall, and not forget to mention supporting ambient lamp and green plants decoration





The interior design of this apartment is lifted from the modern design style. Using wood and marble materials combined with the shines of special lighting, so as to give the residents a simple but elegant impression.

OUR WORKS

RESIDENTIAL



: Soho Apt.



: Completed



: 200 m²



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