

**UPPER**

**LIVE  
PLAY**

**EARN  
MONEY!**

**WEST**



Developed by



**sinarmas land**  
Building for a better future



**DWIJAYA KARYA**  
DEVELOPMENTS



# MIX USED CONCEPT



**Bangunan tinggi Multi Guna  
atau  
Kawasan Terintegrasi.**

- 1. Tempat Tinggal  
atau apartment.**
- 2. Perkantoran**
- 3. Pusat Perbelanjaan**
- 4. Dan fungsi urban lainnya**

# MIX USED CONCEPT



Prime Location  
in the Central Business District  
of **BSD City**



Karakteristik Kawasan mixed-use yang membedakannya dengan kawasan tempat tinggal lainnya:

1. Diminati Karena Integrasi Kawasan yang lengkap.
2. Pengembangan Kawasan. Pertumbuhan bisnis & akses transportasi baru.
3. Membuka lapangan kerja baru dan aktifitas roda ekonomi meningkat dengan cepat.

# Upper West – MIX USED CONCEPT

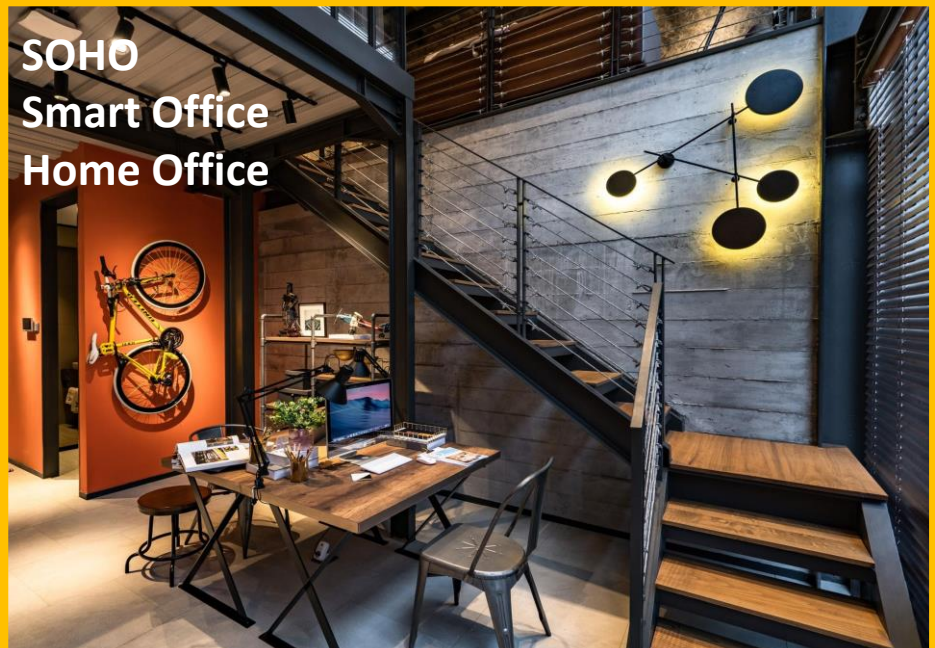
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APARTMENT



OFFICE



SOHO  
Smart Office  
Home Office



LIFESTYLE- RETAIL AREA

# CO – WORKING SPACE



SOUTH TOWER

NORTH TOWER

EXPLORE THE HUB:

**ALL YOUR NEEDS  
UNDER ONE ROOF**

PENTHOUSE

APARTMENT

SKYLINE MEETING PODS

SOHO

AMENITIES FLOOR  
INFINITY POOL

PODIUM ( CAR PARK)

RETAIL (LIFESTYLE AREA)

PENTHOUSE

APARTMENT

SKY POOL & SKYLINE MEETING PODS

SOHO

OFFICE & CO-WORKING SPACES

PODIUM ( CAR PARK)

RETAIL (LIFESTYLE AREA)





Located in the heart of **BSD City**, **UPPER WEST** offers you a very **PRIME LOCATION** with vast growth potential

**30** MINUTES

FROM

Soekarno-Hatta International Airport, Pondok Indah, Semanggi, Sudirman, Pluit, Kemayoran, Permata Hijau.



# LOCATION



PRINCIPAL ARCHITECT



# AEDAS

## *Singapore*

Aedas is the world's only truly local and global architecture and design practice, powered by 1400 creative minds in design studios across the globe.

Its mission is to create world-class design solutions that push the boundaries of cities and communities around the world — solutions like **Upper West**.





## Integration

Upper West is full of space where people can come together.

Because that's how great ideas happen: sometimes through long collaboration, sometimes through chance meetings that results in a flash of genius.





sion



## Millenials/IT Corp

When you feel connected to the space and others around you, that's when you feel truly comfortable. In your groove.

That's when you can perform, get inspired, and reach out to others to realize your ideas.





sion

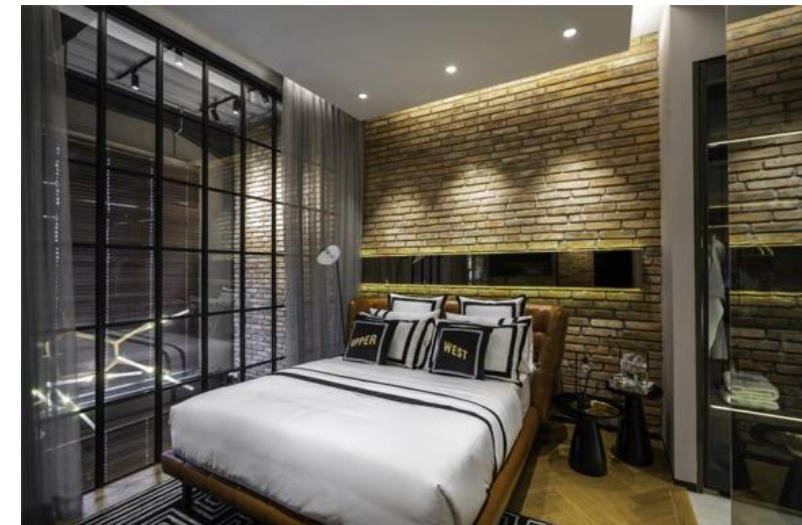


## Smart System/IOT

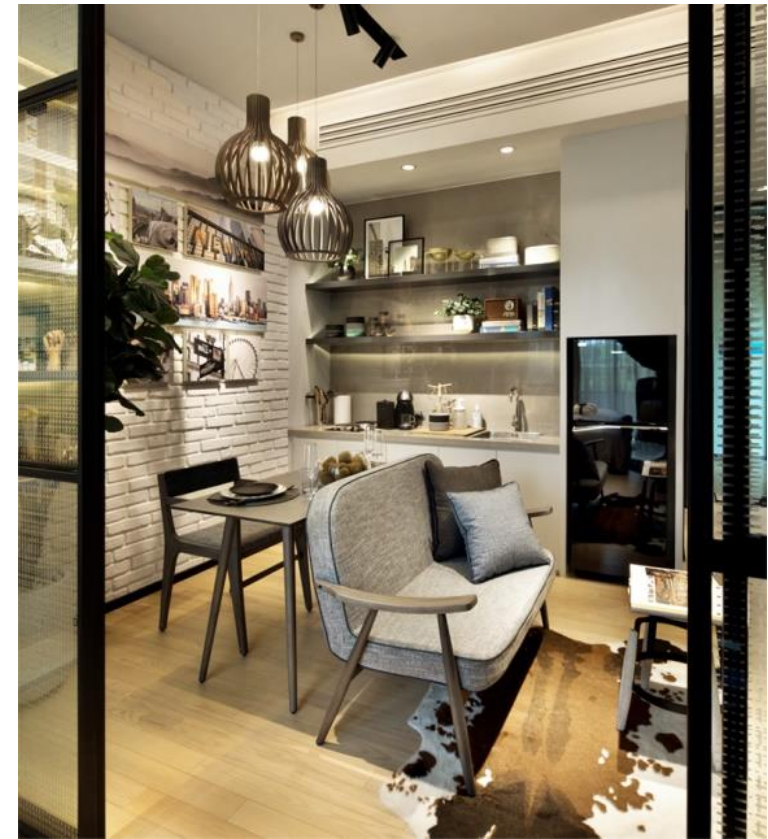
The building structures incorporates smart systems and Internet-of-Things (IoT) technology, which is a smart and unobtrusive fashion, for intelligent, secure and energy-efficient management of the premises.



# PRODUCTS - SOHO



# PRODUCTS - APARTMENT





# Productive FACILITIES

## SHARING LOUNGE

RUANGAN TEMPAT BERBAGI IDE SUDAH DILENGKAPI DENGAN PERALATAN MULTIMEDIA DAN PROYEKTOR,

UPPER WESTER DAPAT MENGGUNAKAN RUANGAN INI UNTUK MELAKUKAN PRESENTASI BISNIS NYA DENGAN MENGGUNAKAN KOMUNITAS UPPER WEST SEBAGAI AUDIENCE





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LIVE PLAY WEST  
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# Productive FACILITIES



## EXPERIMENTAL RESTO

UPPERWESTER DAPAT MENYEWAKAN RUANGAN INI UNTUK DIJADIKAN TEMPORARY RESTO: MISALNYA UNTUK MEMPERKENALKAN BRAND ATAU JENIS MASAKAN UNGGULAN



# Productive FACILITIES

## EXPERIENCE LOUNGE

EXHIBITION SPACES DENGAN UKURAN YANG BESAR YANG BISA DIGUNAKAN SEBAGAI TEMPAT UNTUK BERBAGAI KEGIATAN MISAL :  
PAMERAN, FASHION SHOW, SEMINAR/CLASSROOM TALK, DLL

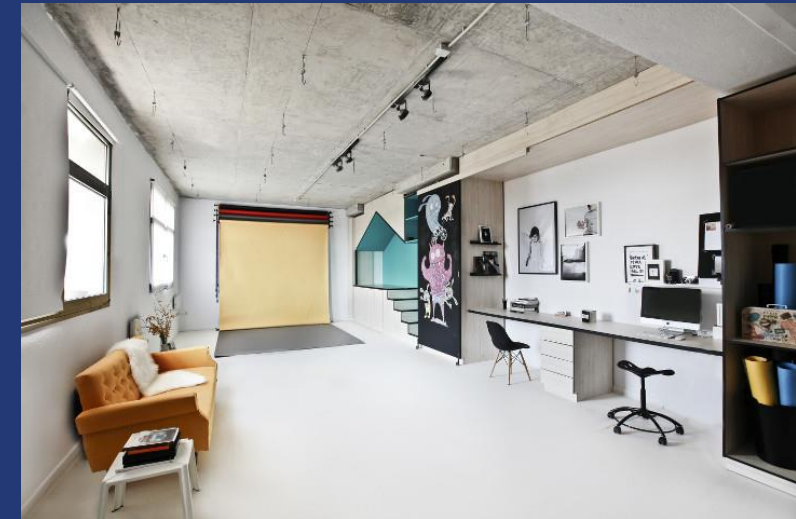




# Productive FACILITIES

## CREATOR ROOM

RUANGAN YANG SUDAH DILENGKAPI DENGAN DINDING KEDAP SUARA DAN STATE OF THE ART LIGHTING, PERALATAN MUSIK, SOUND SYSTEMA SEHINGGA SEMUA BISA BERKREASI UNTUK MEMBUAT KARYA BERBENTUK FOTO/VIDEO /REKAMAN



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## Productive FACILITIES



## COMMUNAL KITCHEN

**MILLENIAL KILLS EVERYTHINGS!: SALAH SATUNYA KEMAMPUAN MEMASAK BISNIS MAKANAN AKAN MENINGKAT. UPPER WESTER BISA MEMILIKI RUANG DAPUR YANG SUDAH DILENGKAPI OLEH PERALATAN MEMASAK DENGAN STANDAR PROFFESIONAL KITCHEN APPLIANCES**





# Productive FACILITIES

## CHILLAX : CHILL & RELAX ROOM

RUANGAN BERSANTAI DENGAN DILENGKAPI HAMMOCK-  
HAMMOCK UNTUK SENSASI YANG BERBEDA

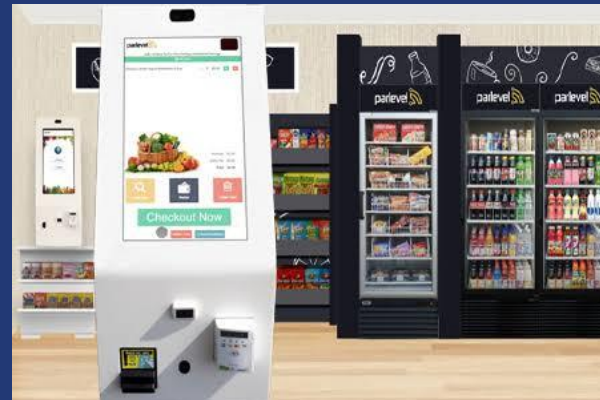




# Productive FACILITIES

## REFRESHMENT ROOM

RUANGAN YANG BERISI MEJA DAN KURSI SANTAI YANG DILENGKAPI DENGAN BERBAGAI JENIS VENDING MACHINE





# FACILITIES

## SKY & INFINITY POOL

Memberikan suasana yang berbeda untuk melepas kesibukan **menikmati City view**



PROMO

**PROMO PEMBAYARAN**



Instalment

**48**x

KPA

**20**%

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DI CICIL **36**x

PROMO

HANYA Cicilan

10

Jt<sub>an</sub>/bulan

FLAT Sampai  
Lunas



## FULL KITCHEN SET

- AC di setiap ruangan
- Receiver / monitor
- Instalasi IOT
- Smart Lock

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- (UNIT SOHO & APARTMENT)

Developed by

