

blueprint brains



BILL REED

five things I keep in mind when designing are the Big Idea, the visual and sensual experience, comfort, functionality and budget. must-have room to make a house livelier is a kitchen. Everyone gathers in the kitchen! my tip for anyone who wants to design their own home is create a heart to your home where family and friends all wish to be.

1 The Project **AYANA RESIDENCES**

BILL REED

This architect has bagged more than 25 years of experience designing many hospitality projects. "I design primarily for those who the project is for," he says. "It's important to me for the place to be recognisable as appropriate to its context and to have meaning. Therefore my personal style more reflects the design criteria. Also, I like to create a bespoke product rather than adhere to any trend or fashion."

Vice president of WATG, a prominent hospitality design consultation company, the brilliance of Bill's mind can be seen just around the corner in Uluwatu. The currently developing AYANA Residences project has been keeping people on their toes for a while. The beloved hotel brand is preparing its lavish apartment line, which will take luxury to another level. "These residences will be primarily second homes for people who truly love Balinese culture and wish to spend more leisure time living out their dream here," Bill explains.

Bill further explains that the spirit of Bali plays a big role in inspiring him and the team. "I've been coming to Bali since 1990 and have seen





CARL ALMEIDA

five things I keep in mind when designing are

location, functionality, architectural style, the user, the brand.

must-have items to make a living room livelier are great art and accessories!

my tip for anyone who wants to design their own home is to design one that has warmth and character and allows you to live the life that you want.

this market consistently evolve," he states. "Bali has provided the world of resorts with a wealth of ideas and inspiration over the years. With such a rich culture and enjoyable people I hope to always have projects here."

CARL ALMEIDA

While Bill is responsible for the architecture at AYANA Residences, Carl is in charge of the interior design. He is an esteemed partner in P49 Design, a leading interior design practice from Thailand. "Having been trained as an architect and having practised architecture for many years before specialising in interior design, my style is based on a more rational thinking process where functionality comes first and the aesthetic follows," Carl explains.

Carl and his team have projects in more than 25 countries as far apart as Spain and the Dominican Republic, but he keeps his feet on the ground. "All of our projects are

special to us and so to single one out is always difficult," he says. "I always feel very proud when we get invited to design a new hotel type or brand that we have never designed before. Brands we would have only dreamed of a few years ago are now part of our regular client base."

Having designed AYANA Resort's Cliff Villas and Spa, Carl explains that although the AYANA Residences is located in the same grounds as the resort, the project comes with its own identity and individuality. Carl and the team are currently also working on AYANA's new hotel, RIMBA, and the new Indigo Resort in Seminyak.

"We always look forward to doing more work in Indonesia," Carl says. "I think the interior design scene in Bali is one of the best in Asia, especially with regards to restaurants and bars. Bali has long been a great source of inspiration for designers around the world, including us."

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The Project

POTATO HEAD BEACH CLUB

ANDRA MATIN

It's no secret that Potato Head Beach Club is one of Bali's iconic buildings, with its coliseum-like structure made out of hundreds of used window shutters. Now meet Andra Matin, whose creative mind brought the ingenious fantasy-like idea to life. "The owner told me Potato Head Beach Club Bali should look like the coliseum," he reminisces. "My inspiration for turning that idea into my design was the original Potato Head in Jakarta, whose design prominently featured used window shutters. Similar shutters make up the outside of the Beach Club's coliseum-like façade. This way, I created a connection between the two and gave Potato Head Beach Club and the restaurant in Jakarta a unique, shared identity."

Although the beach club is a big commercial success, Andra aims to contribute more work to other purposes. "The most rewarding thing about designing is I'm able to benefit many

people, but not from a commercial angle. Instead of shopping malls, I present museums. My contributions are more culturally inclined. More often than not I'm creating art spaces, renovated historical sites, and public sites." Case in point, Andra was the master planner for the historical heritage site dedicated to Indonesia's first president, Soekarno, in Ende, Flores.

Andra also thinks that local culture should play a role in creating an establishment. "Nowadays, the architecture scene in Bali has become very 'pop'. Many projects lose their links to the culture of the land they're based on," says Andra. "Even in modern times, I think it's important for Balinese architecture to maintain its ties to traditional ways and aesthetics."

As for the possibility of future projects in Bali, Andra says, "There are so many new constructions in Bali right now. If I were to take on more projects in Bali, they would have to be different." He promises, "They shouldn't disturb the environment, and they would have to enrich Bali instead of imposing themselves on the land."





ANDRA MATIN

five things I keep in mind when designing are my architecture must be healthy, with proper ventilation, spatial flow and lighting, and things that make people comfortable; the things I design should use up as little energy as possible, for being environmentally friendly is a priority; it should be sensitive to and considerate of its surroundings and climate; playing with space, creating different patterns and balances as well as composing the flow of a space are very important; and the architecture must be useful, for functionality is key.

must-have items to make a living room livelier are a comfortable, well-designed sofa and good lighting.
my tip for anyone who wants to design their own home is it should match their way of life. Each home-owner is unique, with unique wants and needs. What's the use of following the latest design trends if you don't feel right inhabiting your new, trendy house?



The Project

W RETREAT & SPA BALI - SEMINYAK

ED POOLE

Managing Director of TIMELESS DESIGN Poole Associates Private Limited, Ed stresses that the team provides its diverse clientele with a unique service. "Our experience and expertise range from large commercial buildings to the smallest details for retail shops," he explains. "We always pay close attention to function and detail, and we do not adhere to a particular style."

Inspired by the late architect Mies Van Der Rohe, Ed reveals the most rewarding thing when it comes to designing. "Seeing something that you create in your head come to life as an actual space."

Poole Associates was part of the brains that made W Retreat & Spa Bali – Seminyak the iconic establishment it is today with its out-of-the-box contemporary design. And Ed doesn't stop there as he explains, "We are currently working on four F&B spaces

at Cemindo Tower in Jakarta – Indonesia's tallest building. Three of the spaces will be the highest alfresco bars in the world when they open."

Ed, however, has some concerns when it comes to development in Bali. "All I know is that there are way too many new projects being done in Bali, and the infrastructure is not keeping up. One day Bali will run out of water!" he warns.

ED POOLE

three things I keep in mind when designing are ergonomics, comfort and sustainability.
must-have item to make a living room livelier is no television!
my tip for anyone who wants to design their own home is to over-estimate the cost and make sure you have enough funds. My penthouse renovation took 13 years due to a severe lack of vitamin M!



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ALBANO DAMINATO

five things I keep in mind when designing are that the completed environment should provide a place for escape and inner calm; it should be responsive to the clients' needs and reflect their intended use for the space; it should be contextually appropriate so that you're aware of where you are; it should reflect the materials, methods, or constructions that are indigenous to the place; and the elements of the design should be classic and last the test of time.

must-have item to make a living room livelier is the right kind of mood lighting.

my tip for anyone who wants to design their own home is to remember that a home or a space works best when it reflects something about its inhabitants, and it simply must not follow an interior fashion moment.



photography by Joe Fletcher

The Project **ARNALAYA BEACH HOUSE**

ALBANO DAMINATO

Interior designer Albano from Studio Daminato, Singapore, has taken on impressive projects from Bhutan to as far away as North America, and he's currently wrapping up another project right here in Bali. The Arnalaya Beach House – scheduled to open by the end of the year – includes five generously proportioned bedrooms and bathing areas, a private spa, a small gym, a tennis court, and of course a swimming pool. “Whilst being a private escape for its end-users and public guests, it's also very much about this shared experience,” Albano explains. “It's designed so either friends or family can inhabit the place comfortably, with public spaces as well as private spaces.”

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Albano also claims that the project aims to be approachable. “It's kind of about being barefoot, so you can come off the beach, you can go to the pool, to your room, all the while laid-back. It's more like a big beach house where you can

feel very comfortable and relaxed, rather than feeling like you're in a fancy [hotel].”

Albano works alongside other brilliant minds such as Sonny Chan from CSYA Architects, Singapore, who does the architectural forms, and Karl Prinsic from Intaran Design, Bali, who does the landscaping. Meanwhile, Albano has designed and detailed not only all the interiors, but also the fixed and loose furnishings, which are made mostly in Indonesia.

After sitting down and talking casually to the guy, I find the most inspiring thing about Albano is how he believes it's important to incorporate local crafts and culture in his work wherever he might be. “I always look at how I can use locally sourced, environmentally appropriate materials, textiles or artworks,” says Albano. “For me it's really important that you include something – and it always comes back to looking at the workmanship and the crafts people. The Bali project I'm doing now has a lot of terrazzo work because we found some good terrazzo here, which is one of the crafts that are dying out everywhere.” He adds, “I think it's nice to be able to work with local people in each country and incorporate their works. That's important to me.”