FIRST

FIRST SOLUTION INDONESIA
COMPANY PROFILE & SELECTED WORKS
2016 - 2026

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ABOUT US
企業概要

THE NEW ESTABLISHMENT

Since 2015, First Solution Indonesia, a Japanese interior design and build company, has been serving retail brands across Indonesia. With a strong foundation in Japanese craftsmanship and design principles, we are dedicated to delivering high-quality solutions tailored to our client's needs, ranging from intimate retail spaces and warm, exciting offices to expansive commercial developments. Each project we undertake is approached with a commitment to quality, meticulous attention to detail, and a focus on creating lasting value for our clients.

ファーストソリューションインドネシアは、2015年以来、インドネシア全土のリテールブランドにサービスを提供している日本の内装デザインおよび施工会社です。日本の匠の技とデザインの理念に基づき、クライアントのニーズに合わせた高品質なソリューションを提供することに力を注いでいます。私たちが手掛けるプロジェクトは、親しみやすいリテールスペース、魅力的なオフィス、大規模な商業施設など、多岐にわたります。すべてのプロジェクトにおいて、品質、細部へのこだわり、そしてクライアントに持続可能な価値を創造することに重点を置いて取り組んでいます。

GROUP COMPANIES

First Solution Indonesia is proud to be a part of the FIRST company business group, which comprises three key entities:

- First Co., Ltd. Osaka Head Office
- First Co., Ltd. Tokyo Head Office
- Shanghai First Trading Co., Ltd.
- Shanghai First Marketing Consulting Co., Ltd.
- Shanghai First Shengyou Construction Decoration Co., Ltd.

As our branches in Shanghai; and PT. First Solution Indonesia, established in 2015. Being part of a global company group ensures access to extensive data, comprehensive support in procurement, and numerous other resources.

DIRECTOR'S MESSAGE
トップメッセージ

At First Solution Indonesia (FSI), our mission has always been to provide thoughtful and high-quality interior design and build solutions that truly reflect the unique needs of our clients. Our journey since 2015 has been marked by continuous learning, innovation, and a commitment to excellence.

Our success stems from a dedicated team that upholds our core values of quality, professionalism, and a client-focused approach. Each project we undertake is an opportunity to create spaces that not only meet functional requirements but also inspire and enhance the experience for those who use them.

We are proud of the strong relationships we have built with our clients and partners, and we remain committed to delivering value through meticulous attention to detail and a deep understanding of design and construction. As we look to the future, our focus remains on driving innovation and maintaining the high standards that our clients have come to expect from FSI.

Thank you for trusting us to bring your visions to life.

ファーストソリューションインドネシア（FSI）では、クライアントの独自のニーズを真に反映した、思慮深く高品質な内装デザインおよび施工ソリューションを提供することを使命としてきました。2015年の設立以来、弊社は絶え間ない学びと革新、そして卓越性へのこだわりを胸に歩んできました。

弊社の成功は、品質、プロフェッショナリズム、そしてクライアント重視のアプローチという中核的な価値観を堅持する献身的なチームによるものです。弊社が手掛けるすべてのプロジェクトは、機能的な要件を満たすだけでなく、その空間を利用する人々にインスピレーションを与え、豊かな体験を提供する場を創造するための機会と捉えています。

お客様やパートナーとの強固な関係を誇りに思い、細部への細やかな配慮とデザイン・施工に対する深い理解を通じて価値を提供し続けることをお約束します。未来を見据え、FSIのクライアントの皆様が期待される高い基準を維持しつつ、革新を推進することに注力していきます。

弊社にビジョンの実現を託していただき、心より感謝申し上げます。

FSI President Director

後藤大
Dai Goto

OUR PHILOSOPHY
経営理念

Creating happy encounters between people and products.

As part of the global FIRST company group, we embrace the philosophy of "Creating happy encounters between people and products." Our mission is to create optimal encounters where our client's products and services can enhance people's lives, making them more enjoyable, convenient, and of higher quality. We believe that by fostering these connections, we contribute to a better everyday experience for everyone involved.

At First Solution Indonesia, we take pride in our work and strive to build enduring relationships through reliable service and innovative design solutions. Our experience and dedication to excellence have earned us the trust of clients across the retail industry, making us a dependable partner for your interior design and build needs.

人と商品のしあわせな出会いを創る。

グローバルファースト会社グループの一員として、「人と製品の幸せな出会いを創造する」という理念を掲げています。私たちの使命は、クライアントの製品やサービスが人々の生活をより楽しく、便利に、そして質の高いものにするための最適な出会いを創造することです。これらのつながりを育むことで、関わるすべての人々の日常体験をより良いものにすると信じています。

ファーストソリューションインドネシアでは、信頼性の高いサービスと革新的なデザインソリューションを通じて、長期的な関係を築くことを目指しています。リテール業界で培った経験と卓越性への献身がクライアントからの信頼を獲得し、インテリアデザインと施工の分野で信頼できるパートナーとして選ばれています。

connect & create

DESIGN & BUILD SERVICES
事業内容

At First Solution Indonesia, we recognize that the success of any business is deeply influenced by the environment in which it operates. With this in mind, we are dedicated to delivering tailor-made interior design and build solutions that are both functional and aesthetically pleasing.

Our team comprises a diverse group of professionals, including space planners, product designers, graphic designers, interior designers, market researchers, project managers, quality controllers, and site controllers, all specializing in various aspects of interior projects. Each member brings a unique set of skills and a shared commitment to excellence. Together, we work seamlessly to transform spaces, ensuring that every project reflects our client's vision while delivering exceptional outcomes that stand the test of time.

1 Creative and Innovative Space Creation
デザインと計画

We specialize in transforming ideas into reality through meticulous design and planning, including:

① Market & Trend Research
② Concept Development
③ Design & Planning
④ Outsource Diverse Expertise Network
⑤ Propose a Bigger Value to Client

2 Comprehensive Space Planning & Design
総合的な空間計画とデザイン

Our in-house workshop guarantees high-quality production and seamless coordination across multiple fabrication processes, including:

① Precision Wood, Metal and Finishing Works
② Sticker & Printing Services
③ Quality Control for Long Lasting Result

3 Construction & Site Management
施工と現場管理

We provide comprehensive contractor services, ensuring that each project is executed with precision and efficiency. We take pride in managing every aspect of on-site construction with professionalism and precision.

① Seamless Integration of Design & Construction
② Efficient Budget Control & Effective Project Scheduling
③ Site Supervision & Construction Management
④ Safety & Quality Assurance
⑤ Post-Completion Maintenance

INFORMATION TECHNOLOGY (IT) SERVICES
ITサービス

We provide integrated IT One Stop Solutions to support business security, operational efficiency, and digital transformation. All our services are designed end-to-end—from planning and implementation to maintenance—with IT Security as the core foundation of every solution we deliver. With high standards of security and reliability, we ensure business IT systems operate securely, stably, and are ready to support long-term growth.

1 IT SECURITY & SURVEILLANCE
ITセキュリティと監視

This service focused on comprehensive protection of both physical and digital business assets.

① Security system design tailored to business characteristics.
② CCTV, access control, and centralized monitoring systems.
③ Integration with existing networks and IT systems.

2 SECURITY MANAGEMENT SYSTEM
セキュリティ管理システム

This service combines CCTV, access control, alarm systems, and real-time monitoring to provide full control, rapid response to potential threats, and comprehensive asset protection.

IT Security & Surveillance

3 IT MANAGED SERVICES
ITマネージドサービス

The primary objective of our IT Managed Services is to ensure that corporate IT systems operate in a stable, secure, and optimal condition without placing additional burdens on internal teams.

① IT infrastructure monitoring and maintenance
② Technical troubleshooting and support.
③ Management of servers, networks, and end-user devices.

4 HARDWARE INSTALLATION
ハードウェアのインストール

We provide professional and standardized hardware & network installation services to ensure reliable, secure, and efficient IT infrastructure from the ground up.

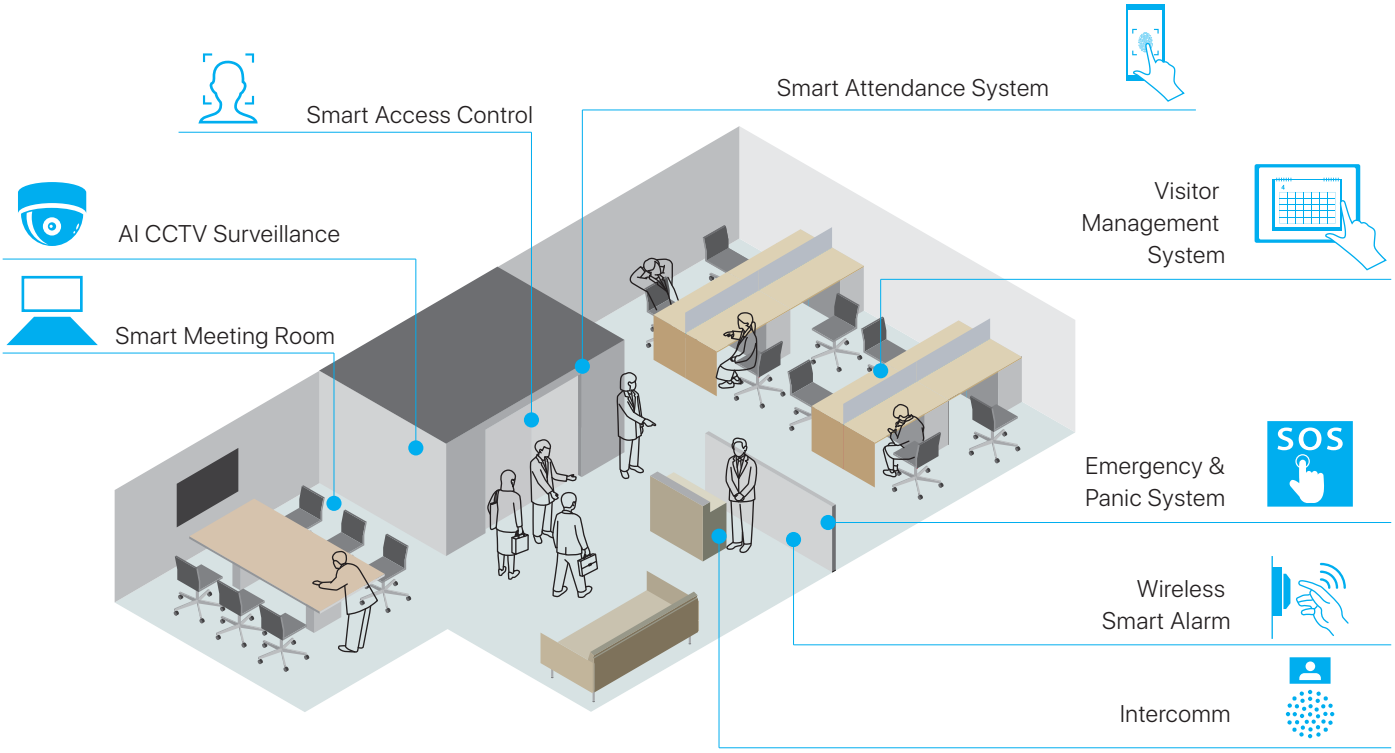
Security Management System

5 DIGITAL SIGNATURE & E-MATERAI (Mekari Official Partner)
デジタル署名と電子印紙税

Digital Signature and E-Materai solutions support fast, secure, and regulation -compliant business administration and legal processes.

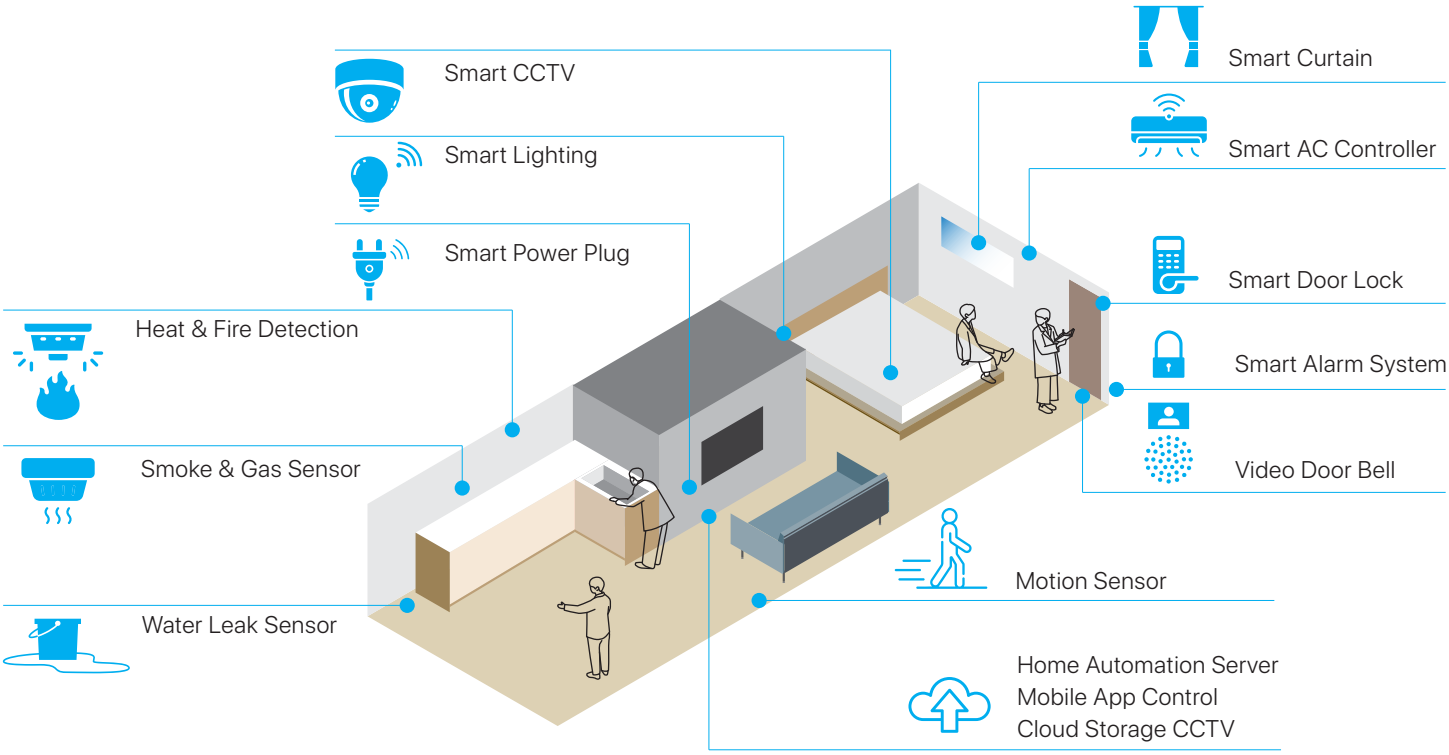
SMART OFFICE

Our intelligent smart office solutions allow for more flexible working, both spatially and temporally, and improve internal processes and work structures.



SMART HOME

Home automation involves controlling household appliances and systems automatically via networked devices. It uses sensors, controllers, and actuators linked to mobile apps. This allows users to remotely monitor and manage lighting, security, and climate, enhancing convenience and efficiency.



IP & MARKETING SERVICES

IP（知的財産）・マーケティングサービス

We are now embarking on an exciting journey to embrace the world of intellectual property. We cover a number of activations and collaborations in various formats, including mall and venue activations, brand experiences, IP collaborations, pop-up stores, merchandising, and product development.

Strategic Brand Activation

1 THEMATIC SPATIAL DESIGN & INSTALLATION
テーマ別空間デザインとインスタレーション

We design and build themed environments that bring concepts into physical spaces that connects people to your business. From mall activations to seasonal displays, each project focuses on strong visual impact, solid construction, and smooth execution.

2 STRATEGIC BRAND ACTIVATIONS AND POP-UP STORES
戦略的なブランドアクティベーションとポップアップストア

We plan and execute brand activations, including pop-up stores that bring strategies to life. Each project is designed to attract visitors, increase mengagement, and support clear business goals.

3 IP LICENSING & DEVELOPMENT
IPライセンスと開発

We manage both the legal and creative aspects of IP collaboration, including licensing coordination and rights distribution. By aligning IP guidelines with market needs, we help turn creative properties into practical and sustainable business opportunities.

Merchandising &
Product Development

4 MERCHANDISING AND PRODUCT DEVELOPMENT
マーチャンダイジングと製品開発

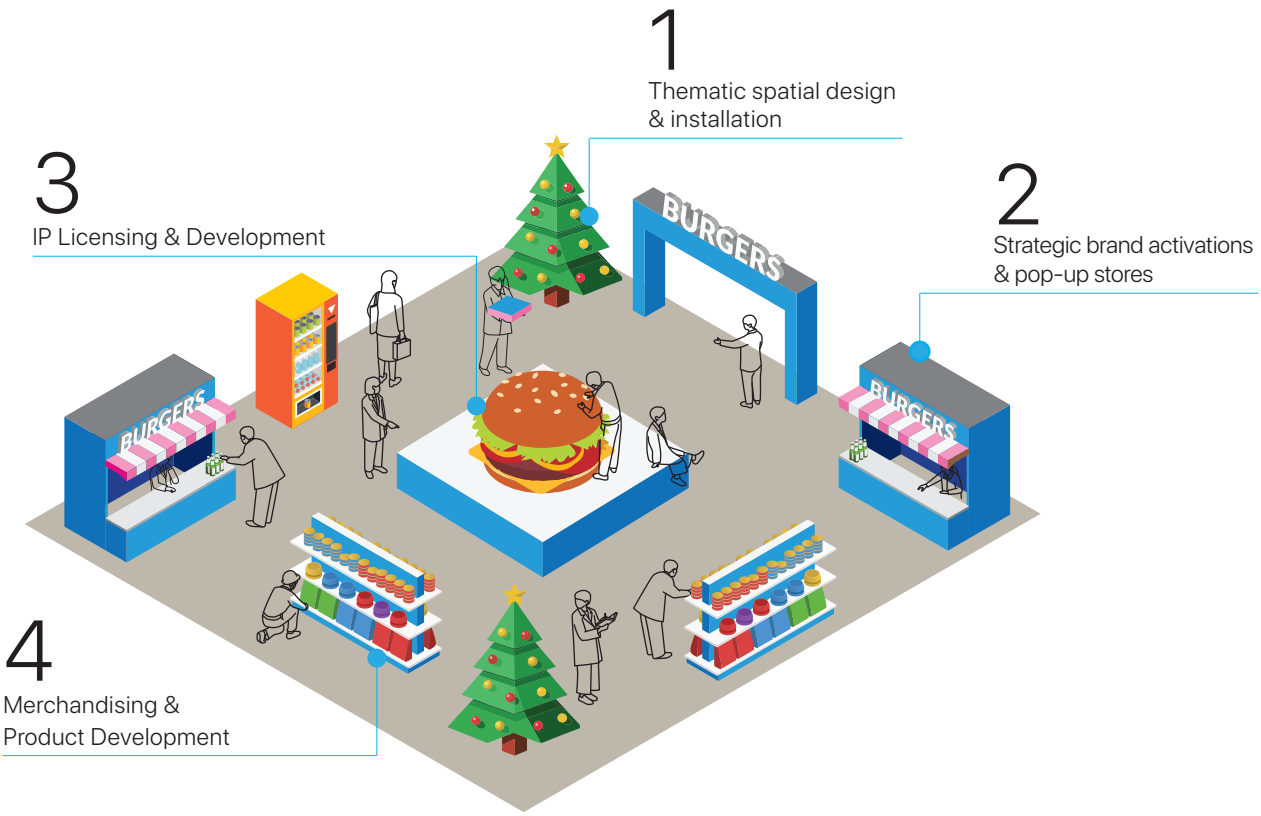
We develop and produce IP-based merchandise from initial design to final manufacturing. Through structured production management and international sourcing, we ensure quality, consistency, and reliable delivery.

INTEGRATED IP & MARKETING SOLUTION

IP・マーケティング統合ソリューション

CAMPAIGNS & ACTIVATIONS

Below is a depiction of the integration of several IP services we offer. For example, a thematic spatial design is realized in the form of a Christmas tree, a collaboration with the venue or mall owner. While others are a form of brand activation.

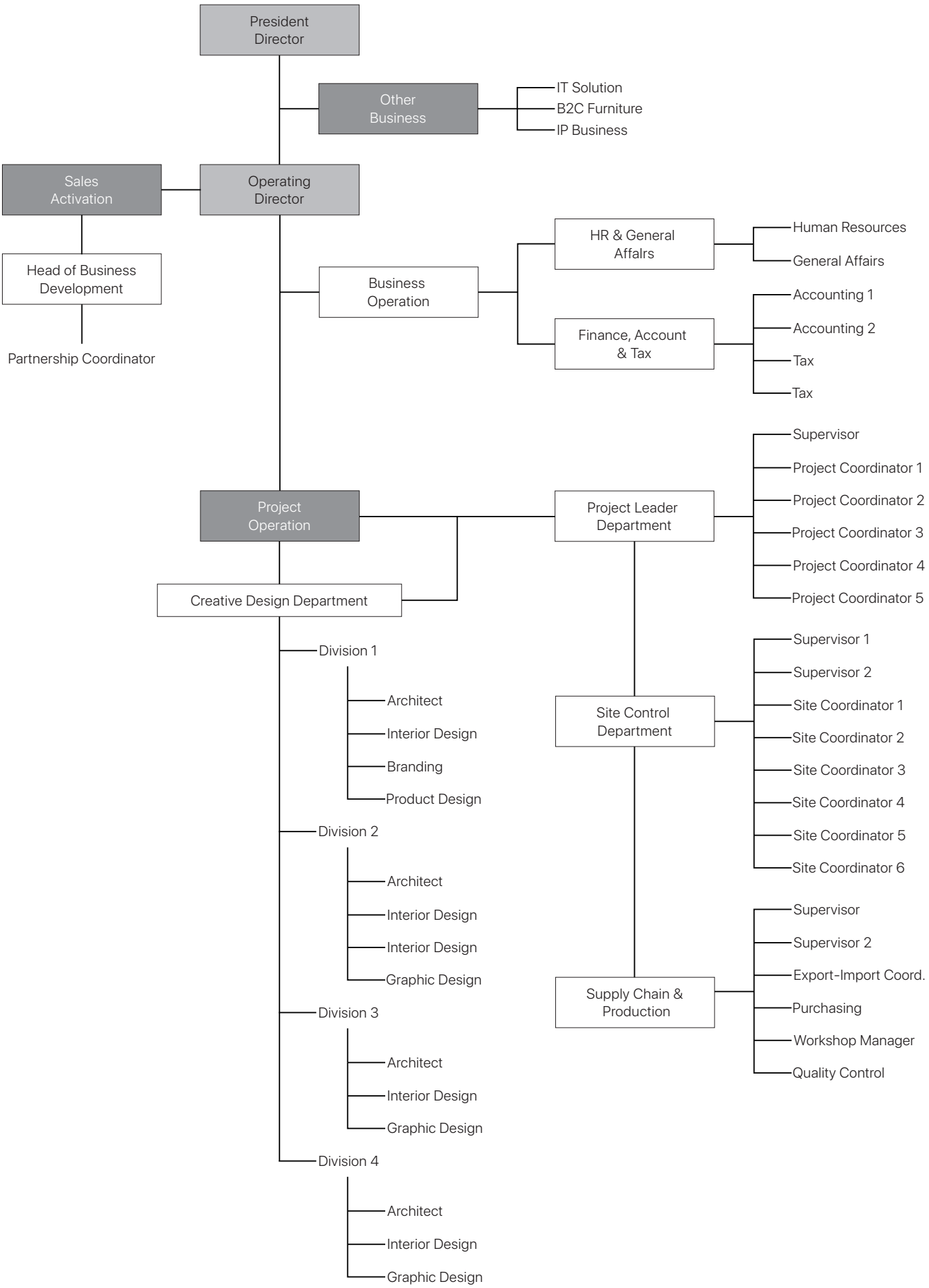


MERCHANDISING & PRODUCT DEVELOPMENT

Below, we provide a simulation of how a brand can be applied to various types of items without compromising quality. These items include wearables, tableware, stationery, and other utility equipment.

ORGANIZATION CHART

組織図



MILESTONES
歴史・沿革

THE FIRST TEN YEAR

Since its formation, First Solution Indonesia has proactively transformed its business portfolio to meet the demands and needs of the times. The company is looking to the future and aims to further evolve high-quality spaces.

FIRST Solution Indonesia (FSI) was established.
2015

Involved in a number of indoor playground developments by AEON Fantasy.
2016

Built FÄNPEKKA, a finnish-theme indoor playground by AEON Fantasy.
2017

Started collaboration for a number of Bridgestone BOSS concept stores in several areas in Jakarta and West Java.
2018

Involved in the projects of the Japanese eyewear retailer store, Paris Miki in Jakarta.
2019

We were also trusted to build AEON Credit Service stores.
2020

We have successfully manufactured a number of play equipment for AEON Fantasy's indoor playground in Japan.
2021

We took on the challenge to build the first Edo era theme playground in Asia by AEON Fantasy.
2022

We did renovation for AEON Fantasy's stores while implementing improvements.
2023

Designed and built a Tokyo alleyway food night theme Yashinoki Yokocho at Plaza Senayan.
2024

We completed the first AEON Fantasy's kidzooona Safari project in Indonesia.
2024

We were involved in opening Salmon Noodle 3.0 outlets in Jakarta.
2025

We brought our playground building expertise to AYANA's RIMBA Jungle Adventure project.
2025

After 10 years we have improved and expanded our company.
2026

We began formulating signature look for I Love Emas new stores.
2026

CLIENTS & GROUP COMPANIES
クライアントとグループ企業

OUR CLIENTS

We have developed a way of working that allows us to collaborate with a wide variety of clients & partners on a wide various type of projects.

GROUP COMPANIES

FIRST JAPAN

FIRST CO., LTD.

Osaka Head Office
20F. Chuo Odori FN Bldg.,
1-3-8 Tokiwamachi, Chuo-ku,
Osaka 540-0028, Japan

Tokyo Head Office
5F. Matsuoka Ginnana Bldg.,
7-17-14 Ginza, Chuo-ku,
Tokyo 104-0061, Japan

www.the-first.co.jp

FIRST SHANGHAI

SHANGHAI FIRST SHENGYOU
CONSTRUCTION DECORATION
CO., LTD.

China Head Office
7F. West Building of
Shanghai Tech Beijing
Campus, 668 Beijing
East Road, Huangpu
District, Shanghai

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KIDS PLAYGROUND

Edokko Puri Indah Mall

江戸っ子 プリインダーモール

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor playground
Credits : Lighting consultant : Ripplite

Building site : Jakarta
Floor area : 2975 m²
Completion : 2022.01

Overview

AEON Fantasy Indonesia developed a new type of Edo era-theme indoor playground facility called EDOKKO with the desire to et children get to know and experience Japan even more.

Issues

While maintaining its function as an indoor playground with a focus on play equipments, the facility also needed to become a place for showing the fascinating heritage of Japanese culture, bringing together a diverse range of talent across organizational boundaries.

Solution

We aimed to recreate the authentic traditional Japanese buildings through athletics and play equipment such as ball pool and castle-shaped athletics, a ninja training village, a Mount Fuji slider, a role-playing corner, and a KAWAII photo studio.

1

1.
Japanese decorative juxtaposed with dark ceilings.

2.
EDOKKO Map.

2

3

3.
Slider in the shape of Mount Fuji.

4

5

6

4.
Manekineko as a welcome to visitors.

5.
Decorative lanterns as a strong decorative element of Japanese culture.

6.
Existing high ceiling used to showing a dark night sky contrasting with festive interior elements.

7

7.
KAWAII photo studio.

8.
Numbers of Edo era elements were carefully emulated.

9.
The use of lanterns as a light source emphasizes traditional Japanese elements.

8

9

10

10.
Replica of Sakura tree that we bring dirrectly from Japan.

11.
Partition and panels during the construction period.

12.
The use of decorative elements.

11

12

Kid's Box by kidzooona
The Kings Shopping Centre

キッズボックス キングス ショッピング
センター

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor Playground

Building site : Bandung, West Java
Floor area : 548 m²
Completion : 2025.01

Overview

Kid's Box is an all-new store by Aeon Fantasy, which is derived from the kidzooona concept pioneered in Japan. Located in various malls and shopping centers.

Issues

Based on the concept of allowing parents and children to play safely while nurturing the growth of their children. The facility was created as an opportunity for children to learn and think about the diversity of the earth through play.

Solution

The space is built with various exciting decorative elements that free children's imagination, such as inflatable sliders, trampolines, and car racing game. There are also various approaches were used to express the Japanese style hospitality.

1

1.
Sand box area.

2.
Facade from the outside.

2

3

4

3.
Splash shape ornament is repeatedly appear on every corner.

4.
Cyber wheel area.

5

6

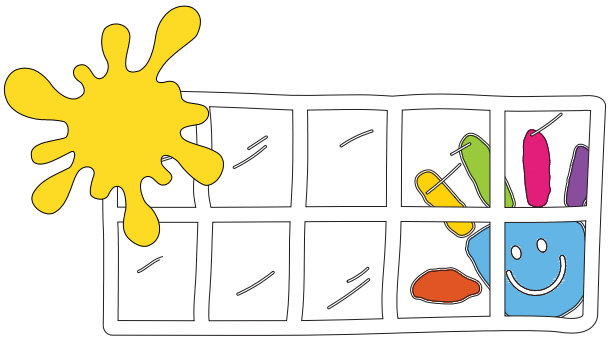
7

8

5.
Inflatable area

6.
Racing area
for the kids.

7.
Locker area for storage.



9

8.
Narikiri or role play area.

9.
Graphic element that
installed on the wall.

10.
Racing area with
leather bench as fences.

10

RIMBA Jungle Adventure AYANA Bali

リンバジャングルアドベンチャ

リンバ by アヤナ バリ

Client : AYANA
Design direction : KR+D
Main use : Indoor & outdoor playground

Building site : Jimbaran, Bali
Floor area : 1600 m²
Completion : 2025.08

Overview

Our past experience in producing playground projects has led us to a collaboration with AYANA. We were entrusted with realizing the playground design created by the Kingsmen Group. This fairly large area is divided into several sections with unique characteristics and specifications.

Issues

Most of the interior elements mimic the organic forms of nature, challenging us to refine our methods of construction, assembly, and finishing. We broke down the drawings we received and refined them to ensure they were safe and secure for use by children.

Solution

The same time, the space is constructed to ensure a balanced feel with plants and lighting, ensuring a comfortable atmosphere despite its temporary nature.

1

1.
Sproutroot is a giant net climbing and slider that comes with an organic shape. There are multiple paths that lead to their destination. However, each and every path is connected.

2.
Inside the net climbing path

3.
The structure is being assembled with user safety criteria as a priority.

4.
Spiralling slider that can be achieved through rigorous structure design.

2

3

4

5

6

5.
Sleeping creature that children can step on

6.
The common area shelter is made from a composition of iron pipes and a roof ceiling that forms an organic shape.

7

7.
A shoe rack shaped like cut stone at Sandscape area.

8.
Sandscape area invites visitors to relax in the natural elements of the semi-outdoor area.

8

9.
Cerulean area consists of various indoor playgrounds 1

10.
Little ones can come down with the slider and out in the ballpool area.

11

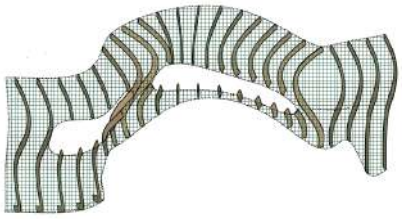
9

10

11.
Kids are allowed to roam around from above overhead bouncy netted playground.

12

14.
3D curved wall structure simulation.



14

13

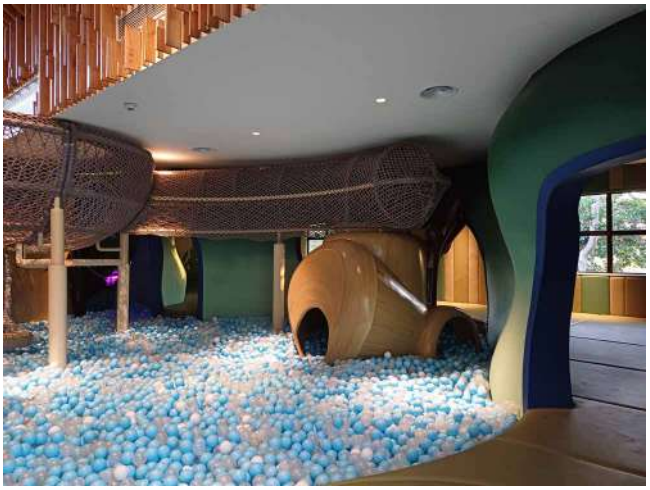
12.
We successfully built a 3D curved wall with readily available materials and stayed true to the design vision.

13.
Preliminary construction of the Giant Vine Slide, the focal point of thea area.

16

15

18



17

15.
The Giant Vine Slide comes in the shape of an old tree that allows children to enter and slide down to the bottom pit.

16,17.
3D curved walls create a more playful atmosphere and unleash the imagination.

18.
A sensory experience for children offered through attractive medium.

19

19.
Lumincave area, in general using the cave rock color tones.

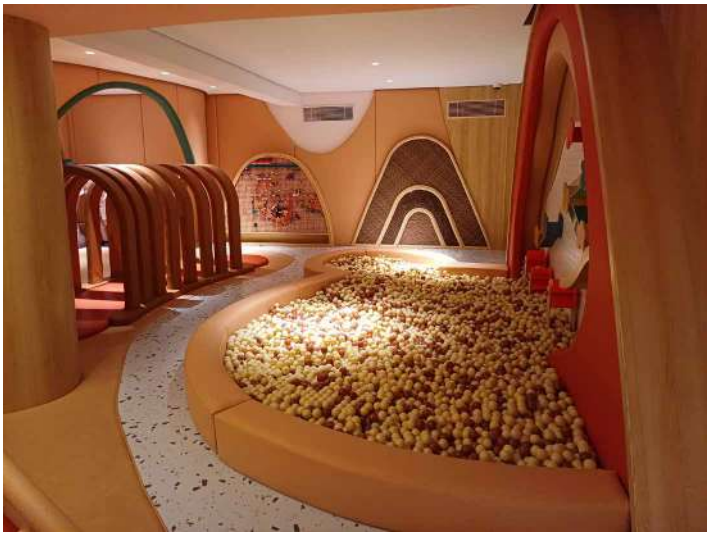
20.
Playful Board that where visitors c can plug the pins in and pull out to form shapes.

20

21

21.
We composed a textured and puzzling wall decoration as to match the design intention.

22.
Ballpool area to accomodate children's movement.



22

24

24.
Coralight floor pattern, which bringing visitors to the pool area floor area.

23

23.
The space are filled up with various play equipment that we carefully oversee the safety.

Molly Fantasy
Living World Kota Wisata

モーリーファンタジー
リビング ワールドコタ ウィサタ

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Entertainment centre

Building site : Cibubur, Jakarta
Floor area : 670 m²
Completion : 2024.10

Overview

Molly Fantasy is an indoor entertainment center originating from Japan. To date, over 390 Molly Fantasy outlets have been launched in Japan, China and Malaysia.

Issues

The place is aim to become the ideal play center where everyone can relive childhood adventures in a comfortable environment.

Solution

The space was created with a natural palette and ornaments that express the theme of adventurous fun. Popular kiddy rides include and a wide array of accessible amusement machines.

1

3

1.
Cashier & Souvenir counter.

2.
Mall area outside Molly Fantasy outlet.

3.
Rectangular bench for visitors.

2

4

4,5
Natural imageries are used in Molly Fantasy area.

5

Kid's Box Jumbo by kidzooona Puri Indah Mall

キッズボックス プリインダーモール

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor Playground

Building site : Jakarta
Floor area : 584 m²
Completion : 2024.12

Overview

Kid's Box is an all-new store by Aeon Fantasy, which is derived from the kidzooona concept pioneered in Japan. Located in various malls and shopping centers.

Issues

Based on the concept of allowing parents and children to play safely while nurturing the growth of their children. The facility was created as an opportunity for children to learn and think about the diversity of the earth through play.

Solution

The space is built with various exciting decorative elements that free children's imagination, such as inflatable sliders, trampolines, and car racing game. There are also various approaches were used to express the Japanese style hospitality.

1

2

1.
Opening day of the store.

2.
Shopfront utilize LED strip that follows the melting ice cream pattern.

3.
Rest area for parents and visitors.

3

4

5

4.
Play equipment that filled up with ball pool.

5.
Slider with LED strip for more attractive play equipment.

6.
Toy corner area
with amny different
toy options

7.
Swim ring decoration
for cyber wheel area.

6

7

9.
Sasuke area that
completed with trampolin.

10.
Ball pool area

8

8.
Play equipment
consists of many
different challnge
for kids.

9

10

11

11.
Decorative elements
installed for the wall.

12.
Cyberwheel area
with stopper benches.

12

kidzooona AEON Mall Tanjung Barat

キッズーナイオンモール タンジュン バラット

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor Playground

Building site : Jakarta
Floor area : 940 m²
Completion : 2020.12

Overview

Kidzooona cultivates children's creativity and social skills, through inflatable play equipment and three-dimensional play equipment that allow you to play using your whole body indoors, a role-play corner or narikiri, and toy corner with a selection of educational toys from around the world.

Issues

Based on the concept of “allowing parents and children to play safely while nurturing the growth of their children.," the facility was created as an opportunity for children to learn and think about the diversity of the earth through play.

Solution

The space was created with motifs of forest, beach, town, and sea, and various approaches were used to express the Japanese style hospitality, such as, the locked locker with the key number, play equipment for full body exercise and sand box where kids can play barefoot.

1

1.
Shoe lockers at the entrance.

2.
JollyHeap, magnetic blocks that can be connected from each side.

3.
Cashier area

3

2

4

5

6

4.
Japanese inspired gate in front of cashier area.

5.
Tree and tent area.

6.
Toycorner, where kids can play and learn with various toys.

7

7.
Wall treatment with cut-out HPL sheet

8.
Instruction for Art pon, where children are invited to draw things and once completed, they will be able to see their creation on screen.

9.
Children can gather around the table and play with trains and tracks.

8

9

10.
Inflatable slides with ball pool where kids can swim and soak like a real pool

11.
Toy Master corner, where kids can play and learn with the kidzooona staff.

12.
Play equipments including slides, net bridge and flying fox.

13.
In Narikiri corner children can put on a uniform and do jobs they want to do.

10

11

12

13

kidzooona with Little Planet Pondok Indah Mall 3

キッズーナ ウィズ リトルプラネット
ポンドックインダーモール3

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor Playground

Building site : Jakarta
Floor area : 550 m²
Completion : 2024.09

Overview

kidzooona with LittlePlanet, is a new type of playground that combines play equipment from kidzooona that fosters children's creativity and social skills with experiential attractions from Little Planet that make use of the latest technology.

Issues

The facility was created as an opportunity for children to can experience five futuristic digital attractions, including a ball pool with projection mapping, sand play using AR (augmented reality), and 3D drawing where pictures drawn on paper come to life.

Solution

This project is a gateway to two worlds of play originating from Japan in one space, a place where visitors will be guided into a playground that will bring out their curiosity and imagination.

1

1.
Sketch racing area utilize projectors and sensors offers a different play experience

2.
Through the presence of Little Planet, kidzooona offers a unique experience.

2

3.
The ball pool area serves as a bridge to the interactive Little Planet area.

3

4

4.
Interactive walls projection games become a game that can be played collectively.

5.
Part of the ball pool area is located in a room with a projection mapping wall.

5

6

6.
Kidzooona ini masih dilengkapi play equipment standard seperti slider, trampolin dan inflatable slide-bouncer.

7.
QR labeled sensor stick to enhance the virtual ecperience.

7

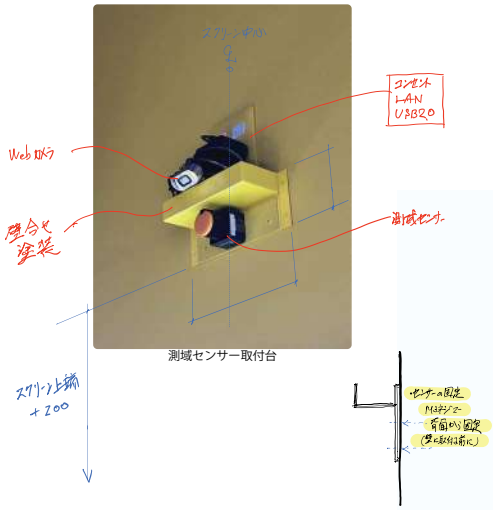
8.
Sandbox area with projectors and sensors.

8

9.
Sensor placement guide on location.

10.
3D perspective visualization.

9



10

kidzooona Safari
Living World Kota Wisata

キッズーナ サファリ
リビング ワールドコタ ウィサタ

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor playground

Building site : Jakarta
Floor area : 1330 m²
Completion : 2024.04

Overview

AEON Fantasy Indonesia which develops and opens a wide variety of thematic indoor playground, Expanding the customer experience by establishing new theme of adventure in the great outdoors and has introduced various nature-themed play.

Issues

The facility was created as an opportunity for children to learn and think about the diversity of the earth's wild life through play. We were responsible for the interiors concept design,and facility planning.

Solution

The oval shape layouot creates a natural flow for the visitors, creating a sens of unity in area. Through the exciting adventure theme experience, we have created an indoor playground where children develop their intellectual abilities, gross motor skills and fine motor skills.

1

3
There are several heights of slider available for children to experience.

3

1.
The location takes place in the centre of the atrium, of the mall.

2.
The Hippo Trampoline made of durable pvc fabric.

2

4

4.
3D isometric visualization

5.
Who's Chat room is built with a PVC sheet-coated iron pipe structure that creates the impression of wooden wall slats

6.
Artificial plants become an important decorative element

5

6

7.
Animal ornaments are installed on play equipment structure

8.
Vertical slider, animal ornamental and decorative items covered 7 meters steel structures

7

8

9

10

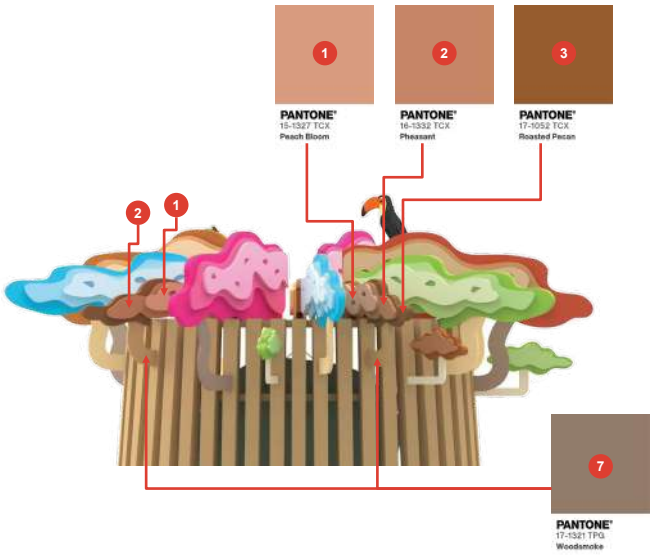
9.
Cafe area

10.
Kidzooona Safari is decorated with various animal characters that children can interact with.

11.
Animal ornament constructed of muiltiple layer of cnc cutting fiberboard

11

12



13

12.
Entrance gate design with multiple pop up layers.

13.
Color coordination for WAO's Chatroom booth.

14.
Construction phase of the main play equipment

14

Kids Playground
Swissôtel Living Jakarta

子供向けの遊び場

スイスホテルリビングジャカルタ

Client : TOKYU LAND Indonesia
Design direction : First Solution Indonesia
Main use : Indoor & Outdoor Playground

Building site : Jakarta
Floor area : 215 m²
Completion : 2025.09

Overview

Swissôtel Living Jakarta Mega Kuningan is a luxury serviced apartment and five-star hotel that offers a kids' playground for its residents, especially those with families and children.

Issues

This apartment is located in the Mega Kuningan business district, offering a variety of places to spend time with their children. We designed this playground with an understanding of the importance of accessibility, flexibility, and play equipment accommodates children's needs.

Solution

For the indoor area, we combine play set where children can play individually, with their peers, or with their parents. This creates play equipment with warm, natural colors and finishes, with vibrant accents on the furniture. Meanwhile, our outdoor area has a number of furniture that encourages interaction for its users.

1

2

1.
View from the backyard area.

2.
Entrance equipped with shoe rack.

3

4

3.
We harmonize the floor finish pattern with the drop ceiling pattern.

4.
Balance step with safety net underneath.

5.
Slider area that challenges children to explore.

5

6

6.
Exploring cushions in creating individual game.

8

7

7.
This cushion shape was born from research on children's motor activities.

8.
This equipment allows children to train their body.

9

10

9.
Mattresses, bean bags and cushions create a relaxing area for parents and children.

10.
Trampolines are equipment that encourage children's excitement.

11

12

11.
Parents can spend time with their children in the backyard area.

12.
We developed equipment that combines a seating area with a slider.

Fanpekka AEON Mall Jakarta Garden City

ファンペッカイオンモール
ジャカルタ ガーデンシティ

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Indoor Playground

Building site : Jakarta
Floor area : 1786 m²
Completion : 2018.06

Overview

Inflatable slides with ball pool where kids can swim and soak like a real pool. Inflatable slides with ball pool where kids can swim and soak like a real pool.

Issues

Inflatable slides with ball pool where kids can swim and soak like a real pool. Inflatable slides with ball pool where kids can swim and soak like a real pool.

Solution

Inflatable slides with ball pool where kids can swim and soak like a real pool. Inflatable slides with ball pool where kids can swim and soak like a real pool.

1

2

1.
Fanpekka is a playground supported by the Finnish Embassy, so its Nordic elements feel very vivid.

2.
The main castle is built using materials that can resemble a real castle.

3

4

3.
The authenticity of traditional Nordic buildings is reflected in the choice of materials and finishing.

4.
A playhouse where children can disassemble and assemble each part.

5.
Removable awning used for playhouses creates a unique experience.

6.
The ball pool area becomes a focal point with a wooden boat serving as play equipment.

5

6

7.
Slider within ball pool where kids can swim a nd soakl ike a real pool.

8.
The Party Room area provides a multifunctional space equipped with fairytale-themed decorations.

7

8

Prize Spot Palo Blok M Plaza

プライズスポットパロ
ブロックMプラザ

Client : AEON Fantasy Indonesia
Design direction : AEON Fantasy Co., Ltd.
Main use : Entertainment centre

Building site : Jakarta
Floor area : 100 m²
Completion : 2024.11

Overview

Prize Spot Palo is a crane game speciality store. It has a wide variety of capsule toys that can be enjoyed by both children and adults.

Issues

The place is aim to become the ideal play center where everyone can deliver fun spins and heart-pounding in a comfortable environment.

Solution

We realized a space with dark tones and vibrant accents that accommodate a number of crane game machines, gacha that build an exciting playing atmosphere.

1

1.
The store view from the outside.

3

2

2.
Arcade machines are installed in the main area.

3.
Claw machines are installed in the main area.

4

5

4.
Game machine on the entrance

5.
Visitors trying out the machines.

PROJECTS
プロジェクト

OFFICE

JERA Energi Indonesia Menara Astra

JERAエネルギーインドネシア
アストラタワー

Client : JERA Energi Indonesia
Design direction : First Solution Indonesia
Main use : Office

Building site : Jakarta
Floor area : 147 m²
Completion : 2023.01

Overview

JERA, which develops various businesses, mainly in the renewable energy business, has established a company called JERA Energi Indonesia, which operates as representative office in Indonesia.

Issues

We were responsible for all of the, layout, interiors concept design, facility planning and construction.

Solution

The client requested that the office be equipped with highly soundproof wall partition to keep the privacy. Interiors concept design is based on spirit of sustainability

1

1.
Reception space highlighting the use natural images.

2

2.
Manager room.

3.
Large meeting room with cnc cutted stainless steel plate indonesia map.

4.
Duora chair, one of Kokuyo products use in manager room.

3

4

Sankyu Indonesia Summitmas I

サンキュインドネシアサミットI

Client : PT. Sankyu Indonesia International
Design direction : First Solution Indonesia
Main use : Office

Building site : Jakarta
Floor area : 90 m²
Completion : 2023.06

Overview

We received requests to create an office where each employee can understand the services provided by the company and gain a deeper understanding of the significance of those services while working.

Issues

Our goal was to create a co-creation facility that takes psychological safety into consideration and allows for effective communication in a short amount of time.

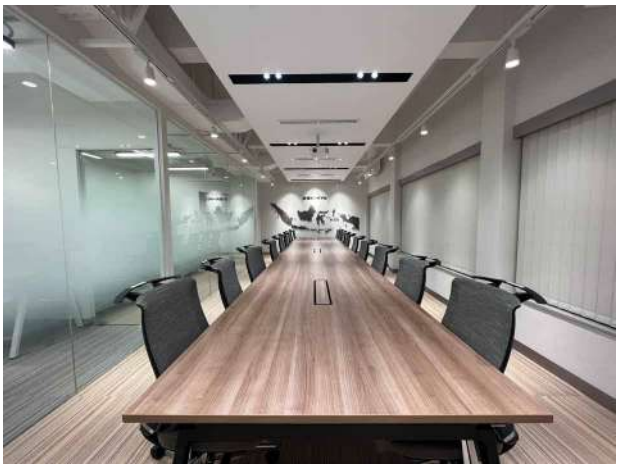
Solution

Upon entering, visitors are greeted by curved wide walls that stimulate the senses and evoking the image of creating a new world together with Sankyu.

1

2

3



1.
The curved entrance area becomes a pivotal spatial composition.

2.
Meeting area accomodate with custom sofa set.

4

3.
Indonesia map made of stainless steel plate.

4.
Office area with exposed ceiling.

Premium Lounge Summitmas I

プレミアムラウンジサミットマス I

Client : Summitmas Property
Design direction : First Solution Indonesia
Main use : Lounge

Building site : Jakarta
Floor area : 113 m²
Completion : 2024.03

Overview

PT. Summitmas Property is an Indonesian – Japanese joint venture company, which owns and operates two office buildings , Summitmas I & II in the heart of Jakarta's business district.

Issues

We received requests to create a lounge space where a variety of worker from different industries, careers, and nationalities gather here to share specialized knowledge and ideas, creating a relaxed community and collaboration.

Solution

We responded with concept design that took into consideration the possibility of repurposing the space into coworking space, shared offices, rental conference rooms, and offers plans to suit a variety of work styles.

1

2

1.
Reception area

2.
Greenery implemented to freshen up the area.

3

5

4

3.
Variety of seating space.

4.
Lounge area.

5.
a quiet and relaxed space that is a little different from the city hustle.

An Office in Jakarta
Wisma Mobilindo II

ジャカルタのオフィス
ウィスマ モビリンド II

Client : -
Design direction : First Solution Indonesia
Main use : Office

Building site : Jakarta
Floor area : 280 m²
Completion : 2024.10

Overview

Before the renovation, the eighth floor building was operated as multifunction and storage room, but the new one will have various faces in one space, and will be a place where staffs can spend time freely.

Issues

A place where office workers could reset and refresh their minds during breaks or lunch was required. In addition, an adaptive design was required with movable furnitures and the possibility of reusing the space in other areas.

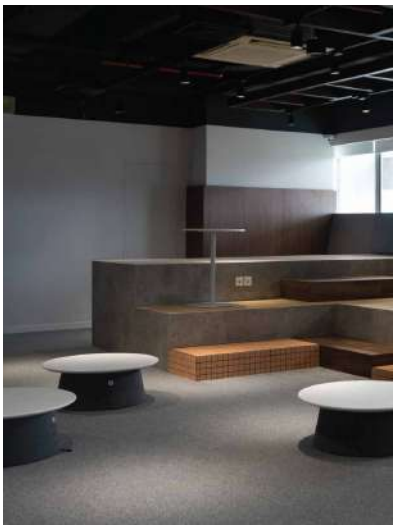
Solution

The same time, the space is constructed to ensure a balanced feel with plants and lighting, ensuring a comfortable atmosphere despite its temporary nature.

1

1.
The space facilitates a variety of activities including rest and relaxation

2.
Hidden door access behind the amphitheatre area.



2

3.
The entrace signage pointing out the facilities inside.

4.
Room zoning has flexible boundaries allowing for various loose furniture configurations.

3

4

5

6

5.
Amphitheatre will be use for town hall and gathering activities.

6.
Located in cafetaria area, the performance stage was equipped with musical instruments.

7

8

7.
The use of warm lighting differentiates this area from the main work area.

8.
The condition of the existing building walls before intervention.

9.
Pantry cabinet located side by side with gym area.

10.
The relocation of gym area displays a more inviting way for employee to use them.

9

10

11

11.
Lamex's Brunch table with built-in cable access on its leg are used in ding area.

An Office in Jakarta
Wisma Mobilindo II

ジャカルタのオフィス
ウィスマ モビリンド II

Client : -
Design direction : First Solution Indonesia
Main use : Office
Credit : Office Furniture : Lamex

Building site : Jakarta
Floor area : 470 m²
Completion : 2025.10

Overview

The workplace is located in a building that has been operating since 1991. We were once again entrusted by HMSI to rejuvenate and organize the interior of their workspace.

Issues

In the previous workspace layout, employees had minimal interaction with their directors due to the distance. Furthermore, the concept of the Hino credo (Integrity,Contribution, and Empathy), the company's principles, was not properly reflected.

Solution

The open-space office features clean lines and natural wood laminates to create a professional yet inviting atmosphere with respect for the Hino core principles. The layout supports transparency, ease of communication, and flexibility, encouraging teamwork and continuous improvement.

1

1.
The use of wooden slats on the wall creates a warmer office atmosphere.

2

2.
The working space area makes use of plenty of natural lighting.

3

3.
Small meeting area dominated by natural and calming colors.

4

4.
The pantry area is a place where employees can chat with each other.

5

5.
HINO colors are featured in a number of accents on the walls.

6

6.
The pantry space is spacious enough for employees have meals.

Mitsubishi Power Indonesia Sentral Senayan II

三菱パワーインドネシア
セントラル スナヤン II

Client : Mitsubishi Power Indonesia
Design direction : Kajima Indonesia
Main use : Office

Building site : Jakarta
Floor area : 340 m²
Completion : 2025.12

Overview

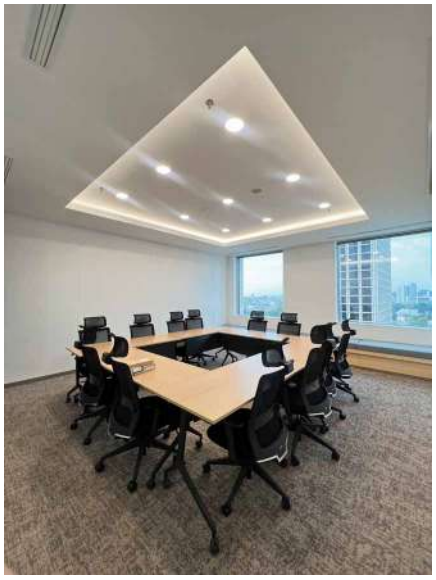
Mitsubishi Power has built close relationships with Indonesia over the past five decades. This workspace is a reflection of how individual and collective contributions influence energy sustainability in Indonesia.

Issues

This renovation project aims to rejuvenate the ambiance and layout and create a different kind of interaction among workers.

Solution

The use of colors and finishing materials that are soft and natural form an environment that encourages comfort and openness. The minimal yet functional design ensures clarity without overwhelming the senses which ideals for productive and relaxed workspaces settings.



1

1.
Neutral color combination with adaptive carpet motifs.

2

3

2.
The integrated pantry and seating area creates efficiency in activities.

3.
We adapt soft and rounded shapes in combining furniture.

4

5

6.
Adding warmth through wooden texture laminates and greeneries.

6

4.
Sandblast cutting pattern inspired by movement and energy.

5.
Utilizing a wide view for the counter table area.

ITOCHU Indonesia
The Plaza Office Tower

伊藤忠商事株式会社 インドネシア
ザプラザオフィスタワー

Client : PT ITOCHU Indonesia
Design direction : First Solution Indonesia
Main use : Office
Credit : Office furniture : Kokuyo

Building site : Jakarta
Floor area : 74 m²
Completion : 2025.03

Overview

Itochu Corporation is one of Japan's largest companies, specializing in diverse sectors including textiles, food, machinery, energy, and retail.

Issues

Even though they will be moving out of the tenant area in 3 years, we considered a design that still represents the company's principles and values.

Solution

The use of natural colors and finishing textures enhances incoming sunlight. The resulting wall treatment, a play of lines, adds depth to the wall.

1

2

3

1.
A combination of vertical patterns with low profile and warm colors

2.
The meeting table complements the interior color and texture.

3.
We create details that can enhance function even if it is only used for a limited time.

6

6.
A touch of flowers balances the plain and calm colors.

4

5

4.
We don't just fill space but utilize space to have a presence.

5.
Meeting rooms are a facility that accommodates warm discussions and exchange of ideas.

Fincantieri Jakarta HQ
Sentral Senayan III

フィンカンティエリ
セントラル・セナヤンIII

Client : Fincantieri
Design direction : KAJIMA Design Asia
Main use : Office

Building site : Jakarta
Floor area : 160 m²
Completion : 2025.06

Overview

Fincantieri is one of the world's largest shipbuilding companies, renowned for innovation and technological advancement.

Issues

Fincantieri Indonesia office was expected to embody its naval expertise, technological excellence, and modern professionalism. The office will be a hub for collaboration, high-level meetings, and strategic planning.

Solution

We created a seamless blend of naval heritage and high tech vision within the office space, which is represented by its corporate colors. Geometric shapes that can be found in the wall panels and ceiling expresses the trust and commitment of services offered.

1

1.
The use of corporate colors with a touch of metal represents the shipping sector.

2.
Contrasting colors and finishes make it more organized.

3.
The meeting room walls look simple but still effective.

2

3

4.
Effective use of space with a touch of blue accent color

5.
The waiting area still amplifies the color blue.

4

5

PROJECTS
プロジェクト

RETAIL & HOSPITALITY

Paris Miki
Pondok Indah Mall 3

パリミキ ポンドックインダーモール3

Client : Paris Miki Indonesia
Design direction : First Solution Indonesia
Main use : Retail store

Building site : Jakarta
Floor area : 60 m²
Completion : 2022.01

Overview

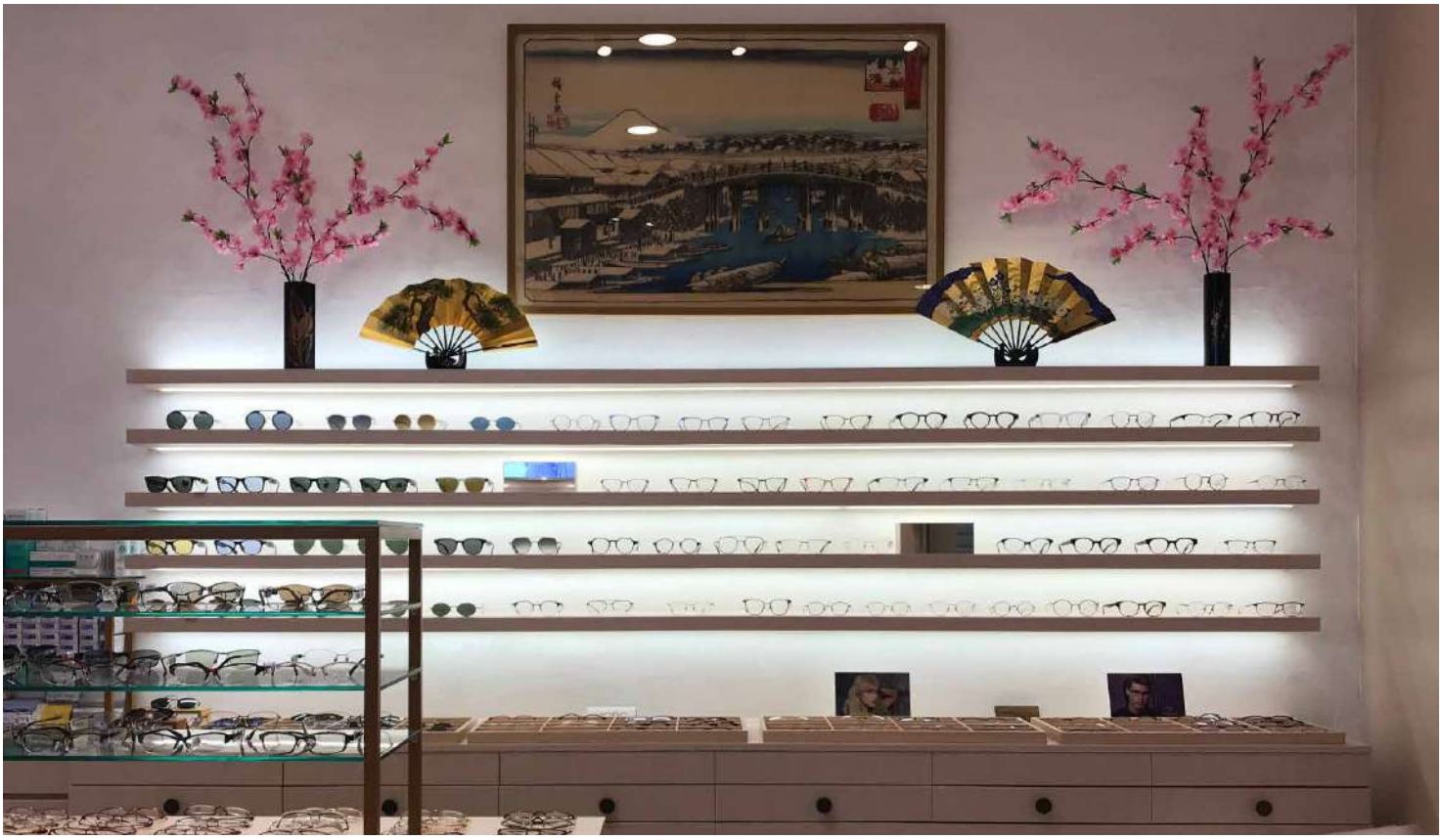
Paris Miki is a leading optical chain-store in Japan and many other countries and known for eyewear service as well as after-sales service , which uphold a long-standing tradition of eyewear craftsmanship and customer service.

Issues

In welcoming customers, the concept of "tradition of artistry and craftmanship" is shared across the outlets exterior and interior.

Solution

Interiors concept design allows the craftsmanship of the product highlighted. The space is constructed to ensure a balanced feel between Japanese artistry and modern product display, ensuring a comfortable atmosphere.

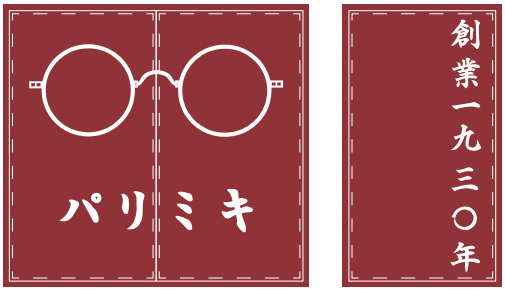


1

1.
Main display shelf decorated with japanese traditional objects.

2.
Noren or fabric dividers hung in the dooreways

3.
Entryway of the store



2

3

4.
Item display process.

5.
Sticker text installation
by technician for
the window display area.

4

5

6

6.
Display shelf and
cabinets.

7.
Hanging lantern
with flower patter
on the surface.

7

8

8.
Wall signage
of Paris Miki.

Paris Miki Plaza Indonesia
パリミキプラザインドネシア

Client : Paris Miki Indonesia
Design direction : First Solution Indonesia
Main use : Retail

Building site : Jakarta
Floor area : 36 m²
Completion : 2022.12

Overview

Paris Miki is a leading optical chain-store in Japan and many other coutries and known for eyewear service and after-sales service provider, which uphold a long-standing tradition of eyewear craftsmanship and customer service.

Issues

In welcoming customers, the concept of "tradition of artistry and craftmanship" is shared across the outlets exterior and interior.

Solution

Interiors concept design allows the craftsmanship of the product highlighted. The space is constructed to ensure a balanced feel between Japanese artistry and modern product display, ensuring a comfortable atmosphere.

1

2

1.
The store emulates mature approach on finishings.

2.
Seating area for customers.

3

3.
Display shelf and cabinets.

4.
Circular display covers the existing column.

5.
We also produce graphic elements for each stores.

4

5

Paris Miki Bali

パリミキバリ

Client : Paris Miki Indonesia
Design direction : First Solution Indonesia
Main use : Retail

Building site : Bali
Floor area : 22 m²
Completion : 2024.02

Overview

Paris Miki is a leading optical chain-store in Japan and many other coutries and known for eyewear service and after-sales service provider, which uphold a long-standing tradition of eyewear craftsmanship and customer service.

Issues

In welcoming customers, the concept of "beach like lifestyle" is shared across the outlets exterior and interior.

Solution

interiors concept design allows the craftsmanship of the product highlighted. The space is constructed to ensure the strong presence of ocean-like feel by using a refreshing mint blue color.

1

2

3

1.
Decorative items reflected the surfing lifestyle.

2.
The store inspired by the beach culture.

3.
Display shelf and cabinets.

4

5

4.
Main display shelf.

5.
Surfing board as a representation of beach culture.

Bridgestone One Stop Service Kalimalang

ブリヂストン カリマラン

Client : Bridgestone Tire Indonesia
Design direction : First Solution Indonesia
Main use : Service centre

Building site : Jakarta
Floor area : 2665 m²
Completion : 2019.03

Overview

Bridgestone Tire Indonesia, which develops various tire and rubber products for vehicles, has established a new line of services called Bridgestone One Stop Service, which operates a network of service centres.

Issues

We would like to create a facility where customers can understand the services provided by the company and gain a deeper understanding of the significance of those services at the BOSS outlets.

Solution

We created a facility where customers can understand the services provided by the company and. We also concept design the uniform, which is important for branding, and it is being used as a starting point for employees to foster awareness.

1

2

3

1.
Signage design that displays the products and services in the store

2.
Construction progress of tower sign.

3.
The new standard uniform for employee operates the workshop.

9

4.
Bridgestone Tire product lineup displayed inside a sleek and futuristic vitrine.

4

5

6

7

4.
Bridgestone Tire product lineup displayed inside a sleek and futuristic vitrine.

5.
The lounge area provided more comfortable experience for the visitors.

6.
Front desk where the staff gives information and services to customers.

7
Redesigned sign board on the facade.

AEON Credit Indonesia
AEON Mall Deltamas

イオンクレジットサービス インドネシア
イオンモール デルタマス

Client : AEON Credit Indonesia
Design direction : First Solution Indonesia
Main use : Sercvice centre

Building site : Cikarang, West Java
Floor area : 25 m²
Completion : 2024.02

Overview

We were asked to create a unique space and service centre interior design for the AEON Credit Indonesia outlet, so that each store's characteristics could be highlighted.

Issues

As this was meant to be service centre, the challenge was to design communication within the facility in a way that would allow interactions to be held without losing focus and with an peaceful mind.

Solution

By extracting and combining geometric shapes such as repetitive and crossing lines that can be found in the wall panels and ceiling expresses the trust and commitment of services offered.

1

2

3

1.
Adding warmth through wooden texture laminates and greeneries.

2.
Crosslines as the main decorative elements.

3.
Contrasting the wood tone with grey concrete like panels.

4

4.
Geometric lampshade as a complementary for earth tone finishes.

5.
Wall signage installation.

5

Yashinoki Yokocho Plaza Senayan

やしの木横丁
プラザ スナヤン

Client : PT. Senayan Trikarya Sempana
Design direction : First Solution Indonesia
Main use : Restaurant & bar
Credit : ME consultant : Taiyo Sinar Raya Teknik

Building site : Jakarta
Floor area : 997 m²
Completion : 2024.12

Overview

The concept design elements were extracted from the scenery of Tokyo traditional alleyways and colors and textures such as the bright color of cedar wood of and traditional decorative pattern were incorporated as concept design elements.

Issues

The interior design was equipped with furnitures and other features for casual breaks to encourage visitors the company to gather and converse naturally.

Solution

Upon entering Yokocho, visitors are greeted by a super large lantern surrounded by Japanese traditional look wooden gate and roof construction Meanwhile, main area is dimly lit and completed with decorative elements like Kumiko panels.

1

1.
Entrance area

2.
A large traditional Japenses lantern became a focal point in entrance area.

2

3.
Wagasa installation

4.
Visitors are welcomed with Japanese traditional look facade.

3

4

5

6

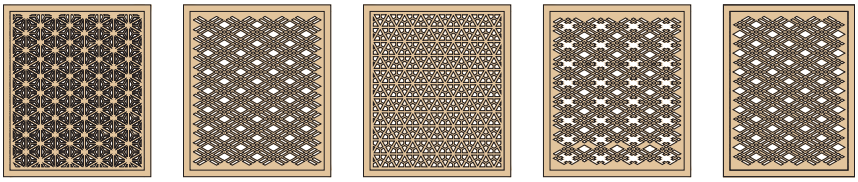
5.
Wooden like transom installed as a companion for a couple row of lanterns.

6.
The sakura tree imposes more Japanese ambience in dining area.

7.
Kumiko pattern used as partitions and ornaments.

8.
Kumiko panels installation contrasting the dimly lit environment.

7



8

9.
Customized furniture pieces that accomodate the activities.

10.
All the interior elements brings out the Tokyo's allwyway nights.

9

10

11

11.
Contruction process
of entrance area.

12.
Furniture pieces
that accomodate
the space.

12

13

13.
The construction
process of the area.

14.
The view from the second floor
towards the kamon panels.

14

15.
Visitors map that
represents the area.

15

Pop-up Booth Yashinoki Yokocho Plaza Senayan

ポップアップブースやしの木横丁
プラザ スナヤン

Client : PT Senayan Trikarya Sempana
Design direction : First Solution Indonesia
Main use : Temporary Events

Installation site : Jakarta
Dimension : W200 D200 H260 cm
Completion : 2025.05

Overview

Yashinoki Yokocho is a premium Japanese dining alley with a Showa-era concept, creating an ambiance unlike any other Japanese food court in Jakarta.

Issues

This culinary center is activating its activities by hosting events in the shopfront area. This need is met with pop-up booths that can be easily assembled and stored.

Solution

We created a practical booth, borrowing references from the yatai night market style without neglecting the character of Yashinoki Yokocho's design.

1

1.
The booth was installed in the shopfront area.

3

2

2.
Fukuwari game at the opening event of Yashinoki Yokocho.

3.
This booth is used for the traditional game of koma

4

4.
nstalled games can be customized to suit existing events.

5.
This booth can be dismantled and stored easily.

5

6

6.
Area in front of Yashinoki Yokocho.

I Love Emas
Puri Indah Mall

アイラブイーマーズ
プリインダーモール

Client : PT Muara Logam Indonesia
Design direction : First Solution Indonesia
Main use : Service centre

Building site : Jakarta
Floor area : 90 m²
Completion : 2026.03

Overview

I Love Emas has continuously expanded its business by enhancing the quality and excellence of its customer service. Love Emas continues to grow and has now established more than 20 stores accross shopping centres in Indonesia.

Issues

The I Love Emas store's design direction has undergone several changes. This time, we had the opportunity to redefine the functional and visual aspects of the store itself. While keeping our target audience in mind, we offer an accessible luxury approach to this concept.

Solution

In this first outlet with a new concept, elegance is translated into the use of natural-textured finishes. The customer area is a primary focus, with comfort during visits and waiting times a priority, which led to the presence of a refreshment area near the entrance.

1

2

1.
Entrance area.

2.
Customers are greeted with a different composition of customer service areas.

3

3.
Customers are greeted with a different composition of customer service areas.

4.
Elegant composition of wood color and texture.

4

5.
Adding warmth through wooden texture laminates.

5

6

6.
Refreshment area that prioritizes customer comfort while waiting.

I Love Emas
Palembang Indah Mall

アイラブイーマーズ
パレムバング インダ マッル

Client : PT Muara Logam Indonesia
Design direction : First Solution Indonesia
Main use : Service centre

Building site : Palembang, South Sumatera
Floor area : 50 m²
Completion : 2026.07

Overview

I Love Emas has continuously expanded its business by enhancing the quality and excellence of its customer service. Love Emas continues to grow and has now established more than 20 stores accross shopping centres in Indonesia.

Issues

This alleyway connects the shopping mall to the parking area, which also houses several prominent cafes such as Monolog and De Luca. However the existing barrisol ceiling is in neglected condition which will be replaced.

Solution

We have formulated a new concept with elegant properties translated into the use of natural-textured finishes. The customer area is a primary focus, with comfort during visits and waiting times a priority, which led to the presence of a refreshment area near the entrance.

1.
Upon entering the tenant's space, visitors can obtain a queue number via a freestanding display.

1

2

2.
There are three service counters featuring a distinctive design, similar to the ILE store we previously designed.

3.
The shopfront highlights the brand's signature blue color.

4.
The brand's blue serves as the primary accent color for the panels and furniture.

5.
We design cabinets for refreshment such as ice cream boxes & drink counters.

4

3

5

1.
Given the limited floor area, we developed the floor plan with careful consideration of flow and the visitor experience.

6

I Love Emas
Mal SKA Pekanbaru

アイラブイーマーズ
マル スカ ペカヌ バル

Client : PT Muara Logam Indonesia
Design direction : First Solution Indonesia
Main use : Decorative ceiling

Building site : Jakarta
Floor area : 74 m²
Completion : 2026.08

Overview

I Love Emas has continuously expanded its business by enhancing the quality and excellence of its customer service. Love Emas continues to grow and has now established more than 20 stores accross shopping centres in Indonesia.

Issues

The I Love Emas store's design direction has undergone several changes. This time, we had the opportunity to redefine the functional and visual aspects of the store itself. While keeping our target audience in mind, we offer an accessible luxury approach to this concept.

Solution

We have formulated a new concept with elegant properties translated into the use of natural-textured finishes. The customer area is a primary focus, with comfort during visits and waiting times a priority, which led to the presence of a refreshment area near the entrance.

1.
The shopfront highlights the brand's signature blue color.

1

2

2.
We design cabinets for refreshment such as ice cream boxes & drink counters.

3.
Logo placement using the right materials reflects a brand's value.

3

5

4

4.
The brand's blue serves as the primary accent color for the panels and furnitures.

5.
There are three service counters featuring a distinctive design, similar to the ILE store we previously designed.

Salmon Noodle 3.0
Yashinoki Yokocho Plaza Senayan

サーモンNoodle 3.0

やしの木横丁 エリア プラザ スナヤン

Client : PT. Ombilin Global Food
Design direction : First Solution Indonesia
Main use : Restaurant

Building site : Jakarta
Floor area : 37 m²
Completion : 2025.08

Overview

Salmon Noodle 3.0 introduced ramen by incorporating the finest techniques from French cuisine. This restaurant offers an experience that is not only accessible to a specific segment but also reaches a wider audience by understanding the Indonesian market.

Issues

Yashinoki Yokocho was the first place in Indonesia to introduce Salmon Ramen. We refine the experience and maximize capacity for visitors to enjoy French Ramen with a consistent style.

Solution

The Yashinoki Yokocho area, dominated by traditional wooden gates and roof construction, now features a number of contrasting accents that amplify natural elements, including matte black color, lighting accents, and subtle brand integration.

1

2

3

1.
Restaurant facade on the mezzanine area of Plaza Senayan's Yashinoki Yokocho.

2.
Entrance area

3.
A pop up logo with their tag line contrasting with dark countoured. surface

4

5

4.
Dining table arrange with shared dining table area.

5.
Printed sticker with graphics and text explaining the french ramen itself.

Salmon Noodle 3.0
Central Park Mall 2

サーモンNoodle 3.0
ネオソーホーモール

Client : PT. Ombilin Global Food
Design direction : First Solution Indonesia
Main use : Restaurant
Credit : Kitchen equipment: Fujimak

Building site : Jakarta
Floor area : 75 m²
Completion : 2025.08

Overview

Salmon Noodle 3.0 introduced ramen by incorporating the finest techniques from French cuisine. This restaurant offers an experience that is not only accessible to a specific segment but also reaches a wider audience by understanding the Indonesian market.

Issues

This place is supposed to be an authentic way to enjoy French ramen while also being a shop that instills pleasant dining memories. In addition, good food comes from good workflow in the kitchen and service areas which are our concern.

Solution

Adopting the design essence of one of their branches in Tokyo, we composed natural elements with matte black color, lighting accents and subtle brand integration to strengthen the experience in enjoying the existing menu choices.

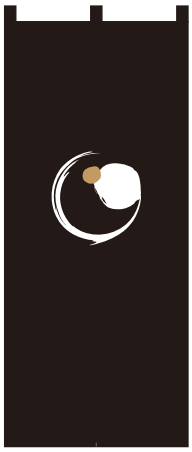
1

2

1.
While ramen stall and japanese restaurant have been part of culinary indulgence in Jakarta, Salmon noodle introduces a distinct flavor and experience from the rest.

2.
The kitchen is a vital part of a restaurant. We pay attention to the restaurant's workflow.

3



3.
Noren, a traditional Japanese style fabric curtain, or divider, that hangs in between rooms kitchen and customer area.

4.
Inside, the heart of the space is revealed: an open kitchen where chefs move with grace and intensity, framed beneath a line of noren cloth.

4

6

5

7

5.
Stone surrounds and industrial finishes create a hushed, almost sacred atmosphere.

6,7.
Warm lighting skims along raw surfaces, revealing quiet details in steel and stone.

8

8.
We create a safe and appropriate space for kitchen equipment

9.
At the heart of this concept lies a bold black visual identity, which we've embraced as a foundation to build a space that feels s ophisticated, intimate, and effortlessly stylish.

9

Yanti Jewellery
Plaza Indonesia

ヤンティージューエルリー
プラーザーインドエニージア

Client : Yanti Jewellery
Design direction : First Solution Indonesia
Main use : Retail store

Building site : Jakarta
Floor area : 40 m²
Completion : 2026.04

Overview

Yanti Jewellery is a jewelry store originally from Medan; the owner subsequently decided to open branches in several shopping centers in Jakarta. Product display and ambience are crucial aspects of when it comes to visitors's experience.

Issues

For this renovation project, we are reusing a number of items and furniture pieces from the existing store and harmonizing them with the new structure to create an impression that is fresh yet engaging.

Solution

Several factors contributing to the store's design include the use of color, the application of materials, the selection of furniture, and the lighting. Additionally, the lighting makes it easier for visitors both inside and outside the store—to view the displayed products.

1

1.
Window displays often utilize mini spotlights located inside the cabinets.

2

2.
Ambient lighting is achieved through the use of ceiling downlights, creating an even level of illumination.

3.
Several design details have been incorporated into the decorative ceiling area utilizing hidden lighting at various points.

4

4.
A distinctive window display attracts visitors from outside the store to view the products on display.

5.
The use of velvet serves as an element that complements the existing lighting concept.

5

3

Palm Gate Alleyway
Plaza Senayan

パームゲート
プラザ スナヤン

Client : PT Senayan Trikarya Sempana
Design direction : First Solution Indonesia
Main use : Decorative ceiling

Building site : Jakarta
Floor area : 350 m²
Completion : 2026.03

Overview

Plaza Senayan is known for its signature classic-modern design featuring a symmetrical layout and neutral and calming color tones. It is located between the Sentral Senayan office building and apartments.

Issues

This alleyway connects the shopping mall to the parking area, which also houses several prominent cafes such as Monolog and De Luca. However the existing barrisol ceiling is in neglected condition which will be replaced.

Solution

Natural red brick as the primary surfacing element complements the Plaza Senayan building enhanced with warm indirect lighting and ceiling details that resemble a clear blue sky.

1

2

3

1.
Palm gate location before the renovation.

2.
A combination of illuminated ceilings with magnificent shapes.

3.
Cafe and bistro in the Palm Gate area.

4.
Curved walls that complement the entire palm gate.

4

5

5.
Extensive use of natural brick in the entrance area.

6.
This area is an intermediary between the mall area and the parking area.

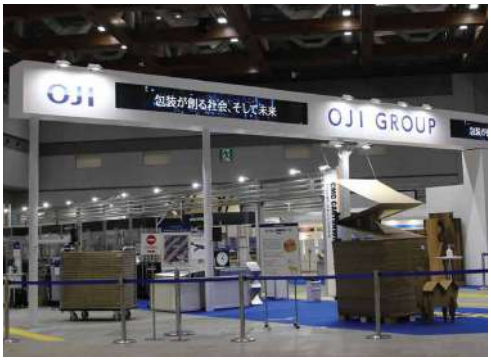
6

PROJECTS
プロジェクト

EXHIBITION

Tokyo International Packaging Exhibition 2022 (TOKYO PACK)
OJI Holdings
東京国際包装展**2022**
王子ホールディングス

Client : OJI Holdings Corporation
Location : Tokyo Big Sight East Hall
Dates : 2022.10.12-14
Floor area : 450 m²



Tokyo International Packaging Exhibition 2021 (TOKYO PACK)
OJI Holdings
エコプロダクツ展 **2021**
王子ホールディングス

Client : OJI Holdings Corporation
Location : Tokyo Big Sight East Hall
Dates : 2021.02.22-24
Floor area : 714 m²

Eco-Products Exhibition 2019
OJI Holdings - Environmental Management
エコプロダクツ展 **2019**
王子ホールディングス

Client : OJI Holdings Corporation
Location : Tokyo Big Sight East Hall
Dates : 2022.12.5-7
Floor area : 108 m²

Eco-Products Exhibition 2017
OJI Holdings - Environmental Management
エコプロダクツ展 **2017**
王子ホールディングス

Client : OJI Holdings Corporation
Location : Tokyo Big Sight East Hall
Dates : 2022.12.7-9
Floor area : 144 m²

CARE
OIL &