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Ideas for a
Project in an
existing property
in **Celuk,**
Sukawati

07 April 2023

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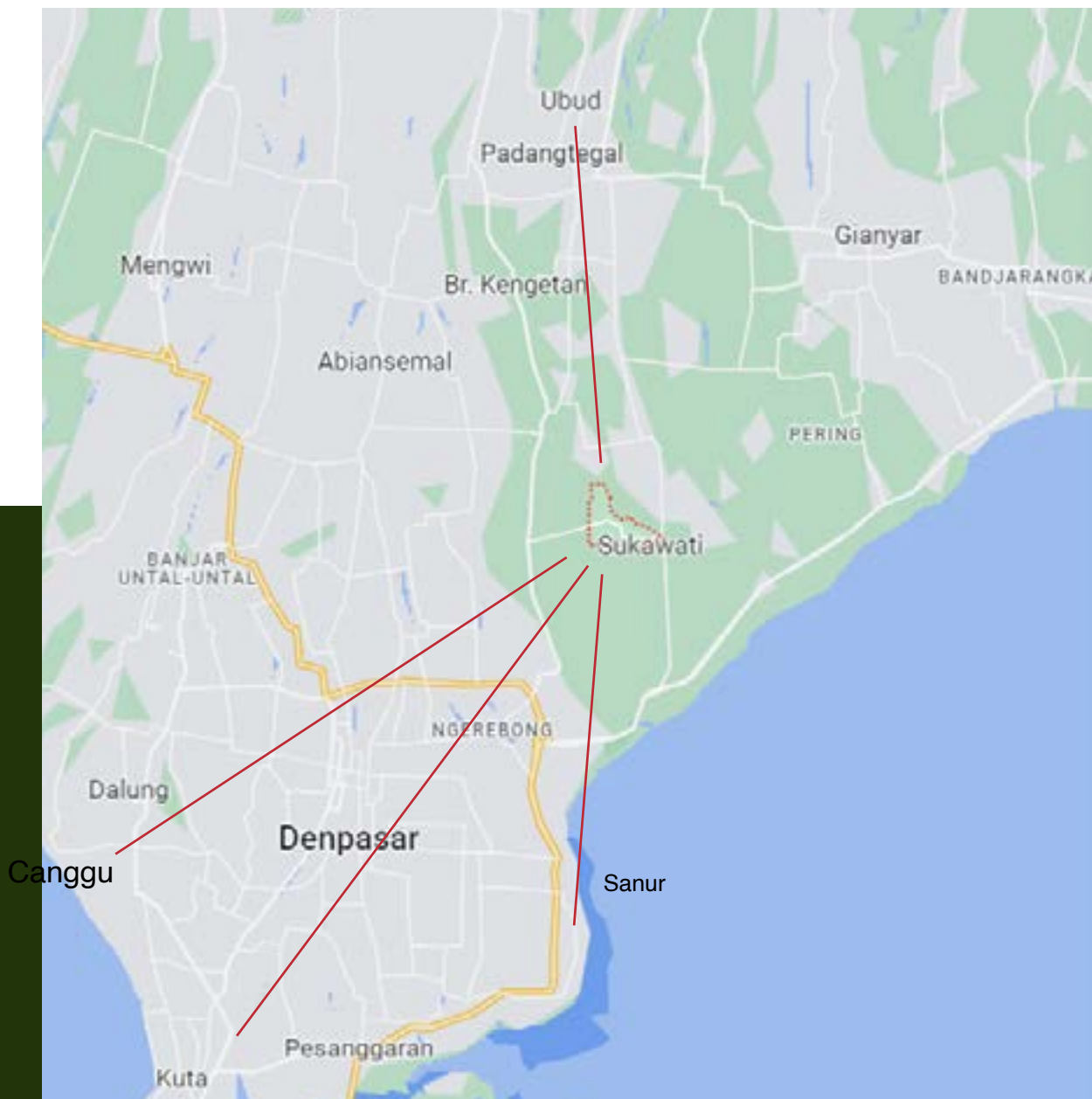
Introduction:

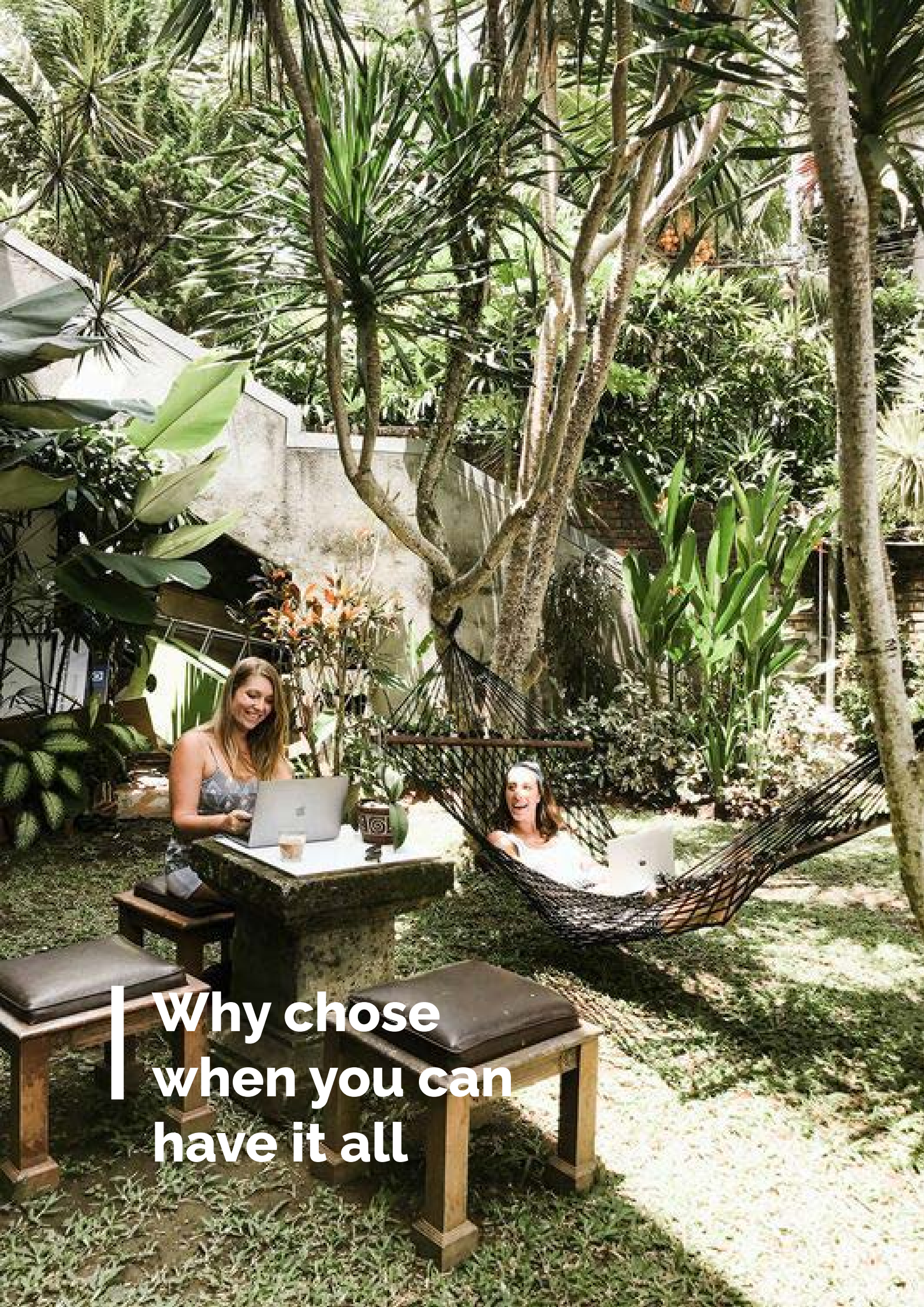
Celuk, Sukawati, is a unique location in Bali as it is located halfway between Ubud, Sanur, and Denpasar. While it may not be the preferred choice for tourists or short-term residents, it is an excellent location for people who live and work in Bali. In this proposal, we will discuss development options for a property in Celuk, Sukawati, that can attract long-term residents and businesses.



Unique Location

Celuk, a village in Bali, enjoys the privilege of being perfectly positioned in between the popular tourist destinations of Ubud, Kuta, and Sanur, making it an ideal location for those who want to experience the best of all worlds.



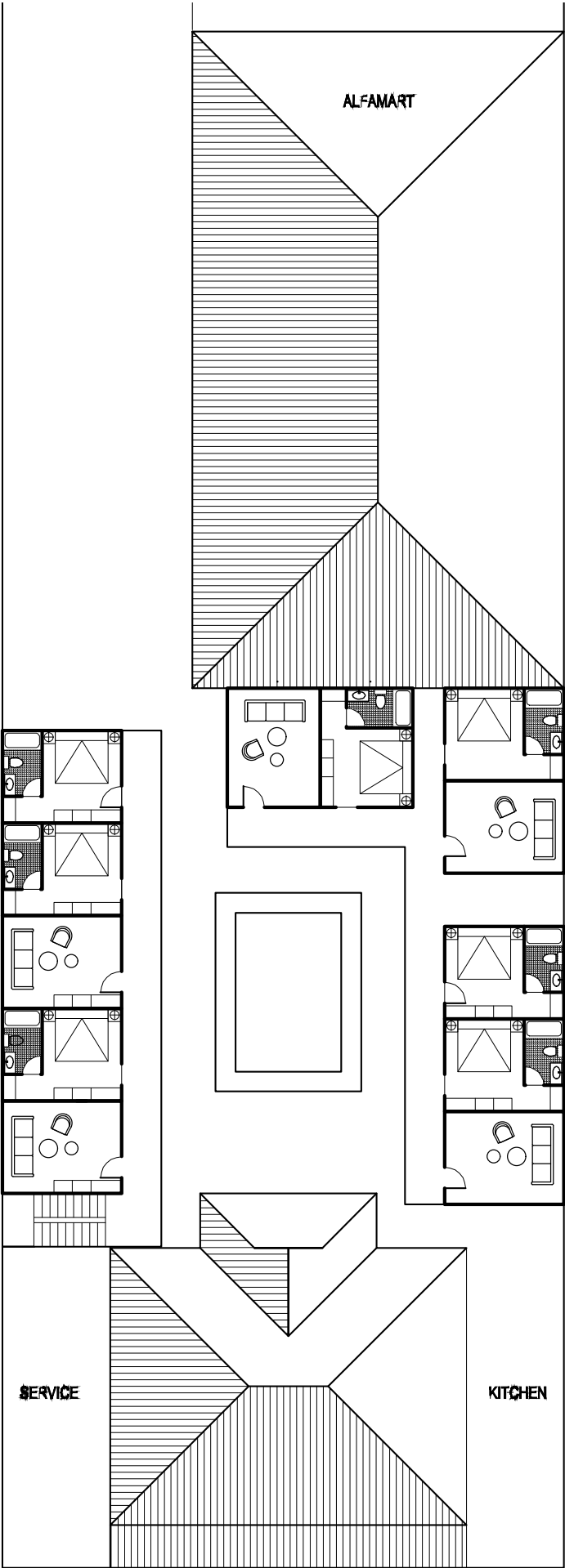


Why chose
when you can
have it all

Option 1: Residential Development

One option is to develop the property into a residential complex targeting long-term residents, including expats and locals. The development can include a mix of apartments, villas, and townhouses that cater to different needs and budgets. The residential complex can offer a range of facilities such as a gym, swimming pool, playground, and outdoor spaces for residents to socialize and relax. Marketing can be focused on highlighting the location's convenience and affordability, making it an excellent option for people who work in Denpasar, Sanur, or Ubud.







Tropical Gardens

Having tropical gardens at the entrance of a building or property can create a welcoming and inviting atmosphere for visitors. It can also provide shade and a cool respite from the heat, as well as improve air quality and reduce noise pollution. Finally, it can enhance the aesthetics of the property and make it stand out from other buildings or properties in the area.

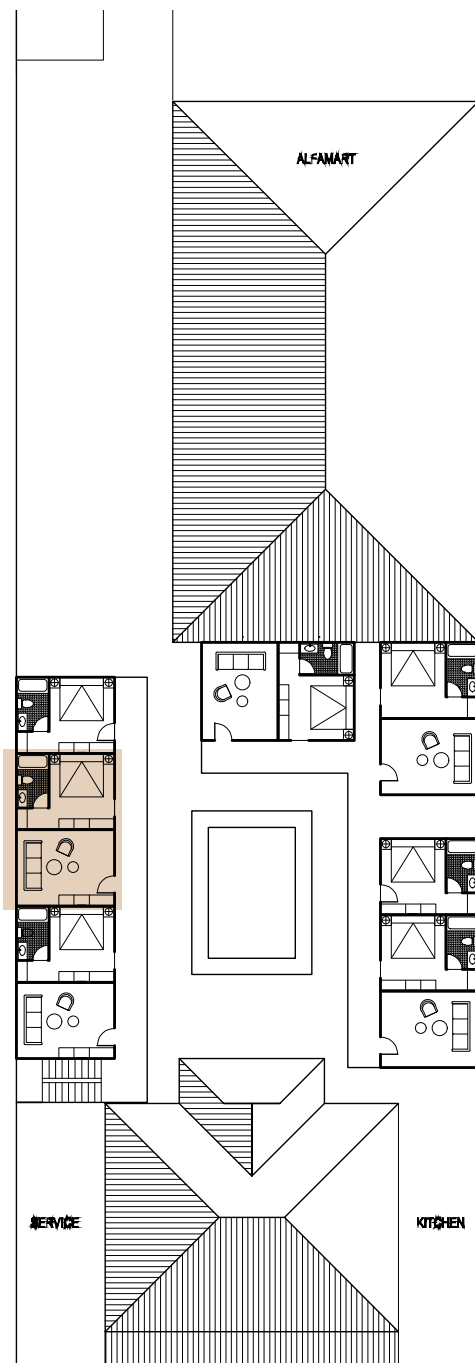




**Entrance
that invites
you to stay**

Self-Contained Units

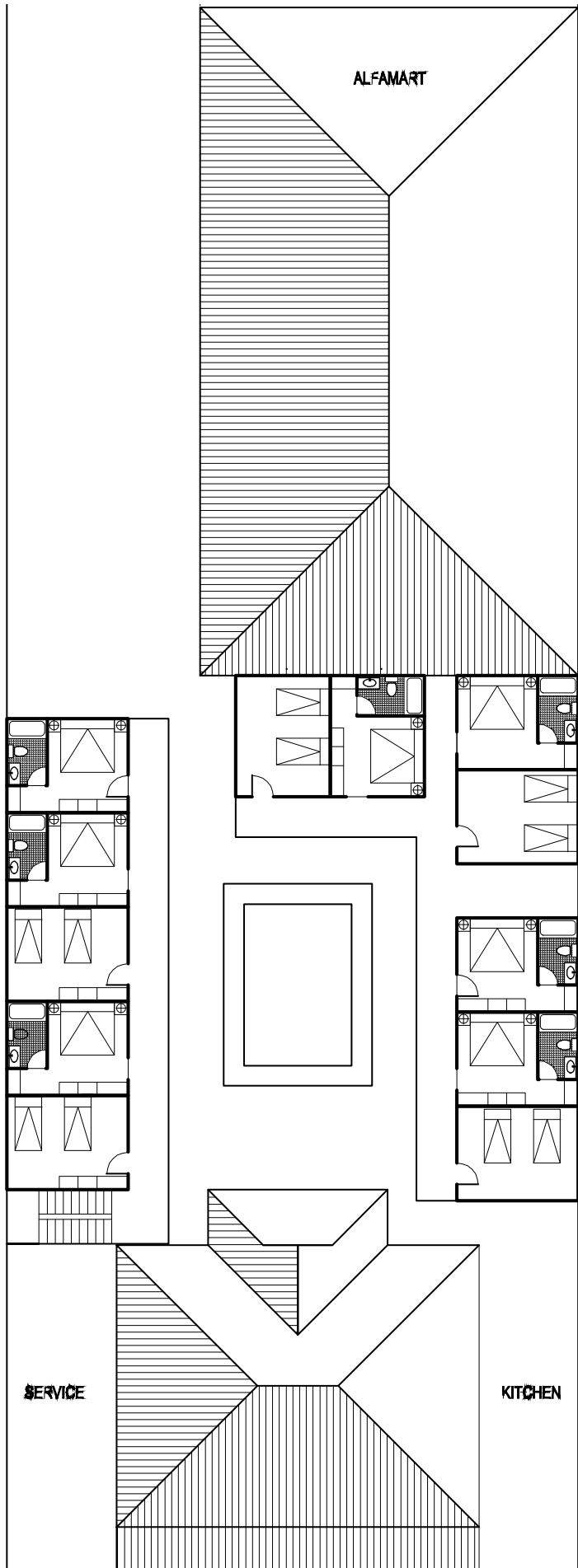
A tropical inspired self-contained unit in Bali provides guests with a comfortable and serene long-term stay. The unit features natural materials and living space that evokes the tropical essence of Bali. The design is simple yet modern, making it the perfect retreat for those seeking a tranquil living space.



Option 2: Co-Working and Living Space

Another development option is to create a co-working and co-living space that caters to digital nomads and entrepreneurs who want to live and work in Bali for an extended period. The co-working space can provide high-speed internet, private offices, meeting rooms, and other necessary facilities. The co-living space can offer comfortable and affordable accommodation for guests, including private rooms and shared dormitories. The location's unique selling point can be marketed to highlight the convenience of being situated between Ubud, Sanur, and Denpasar, providing easy access to various locations in Bali.







Tropical Outdoor Work

Co-working lounge areas in a lush tropical garden in Bali provide a unique and inspiring work environment. With a stunning backdrop of greenery and exotic flora, these spaces are perfect for those seeking a productive yet peaceful atmosphere. The serene ambiance of a tropical garden helps to reduce stress and increase creativity, making it an ideal setting for anyone looking to escape the monotony of a typical office.



Shared & Private Rooms

Offer a unique opportunity to experience community living while working remotely. With a choice between shared rooms and private rooms, guests can select the option that best suits their needs. Shared rooms foster social interaction and networking, while private rooms offer a more personalized experience for those seeking privacy and a quiet work environment.

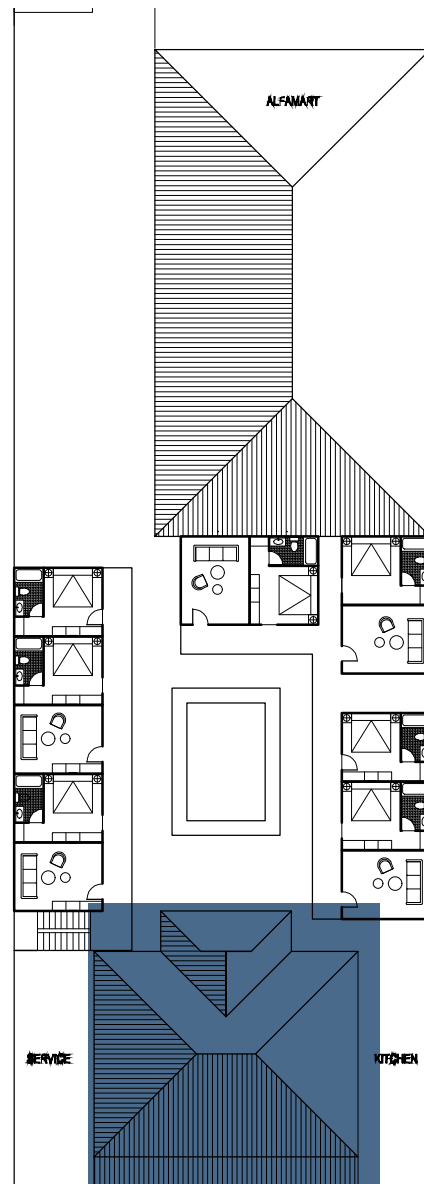


Work in Nature be Like



Serene CoWorking

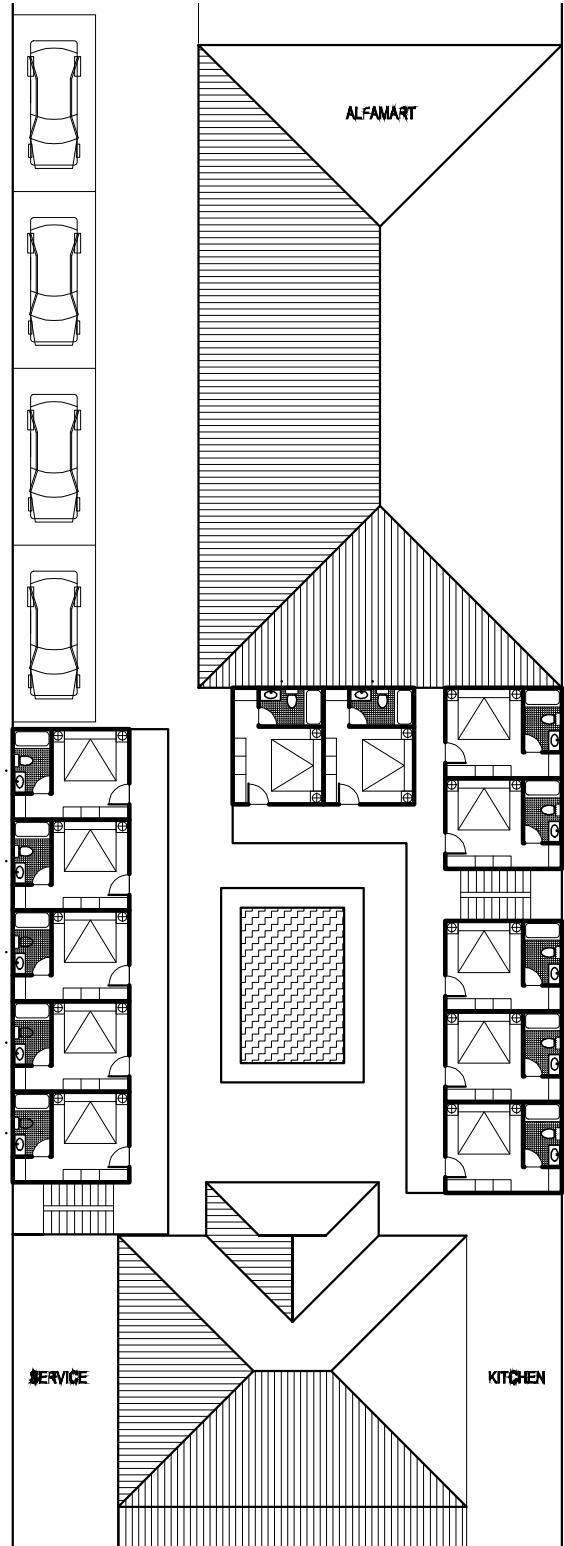
Imagine working in a serene coworking space set within a Balinese traditional house surrounded by lush vegetation, with a view of an indoor river. This unique setting not only provides a tranquil atmosphere to work in, but also offers a glimpse into the local culture and architecture. The sound of the flowing river and the greenery around create a peaceful ambiance that can enhance creativity and productivity, making this coworking space an inspiring and invigorating place to work.



Option 3: Boutique Hotel

A third development option is to create a boutique hotel that caters to travelers who want to explore Bali's cultural and natural attractions. The hotel can offer a range of accommodation options, including rooms and suites, and provide facilities such as a restaurant, spa, and swimming pool. The hotel can also offer tour packages and transportation services to nearby tourist destinations such as Ubud, Sanur, and Denpasar. The location's unique selling point can be marketed to highlight the convenience of being situated between these popular destinations.







Final Thoughts

The property in Celuk, Sukawati, presents an opportunity for development that can cater to long-term residents, digital nomads, and tourists. The three options discussed above provide different opportunities to capitalize on the location's unique selling point and attract different target audiences. By developing the property with a clear target market in mind and a well-planned marketing strategy, it can become a successful and profitable venture.



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