



UPPER ROOM COLLABORATIVE STUDIO

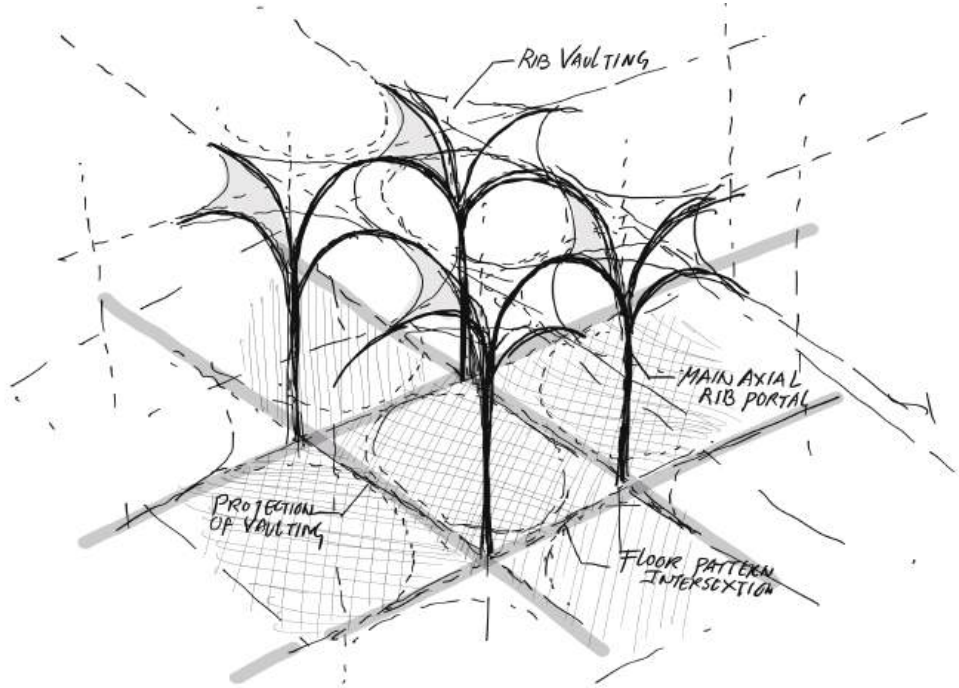
# ARCHES AND PORTAL : SAGA BAKERY

Studio  
Location  
Typology  
Size  
Client  
Status

**Upper Room Collaborative Studio**  
**Jayapura, Indonesia**  
**Interior Space - Bakery Renovation**  
**137 sqm**  
**SAGA Retail Group Jayapura**  
**Completed - November 2023**

Saga Bakery is a family-owned business that has operated for three generations in Jayapura. The owner decided to rebrand their flagship bakery. Aside from modernizing, they wanted to make an icon for the city. They hope to become the first national-class Bakery originating from Papua while keeping familiarity with their returning customers. The Bakery is situated on the first floor of a shopping mall, by the entrance. Its glass facade provides a view of the east and a restaurant on the other side. This prime location makes it a perfect icon for customers entering or driving past the mall.

The Concept is based on arches and portals inspired by classical architectural buildings. This style symbolizes the old glory and strength of the company, and it has been translated into a modern, sleek, colorful palate to commemorate the company's rebranding. The arches, portal shapes, and ratios are derived from an intersection of projected lines according to the original store layout, combined with the original structural elements. It also factors in the projected line towards the facade to ingest the maximum level of sun luminosity to effectively penetrate even towards the restaurant next to the bakery space; this has been done without allowing direct sunlight to enter as it can damage the Bakery's Bakery's products.

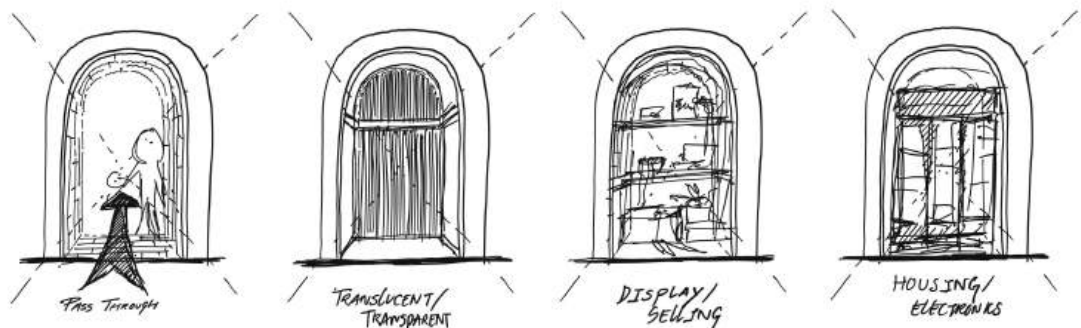


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The Zoning is regulated using portals that can be used for display, selling, or transitioning; this allows the space to be more intimate but still open enough to navigate the entire area. The space has been composed using the directive method, with solid, transparent, and translucent portals to direct customer flows and produce sequential space. Customers first enter and navigate through one space after another, viewing the collection of displays as an introduction and gaining knowledge of the Bakery's products. Finally, they arrive at the main display area, where various pastries, cakes, and savory snacks are offered. The project uses contrasting materials, with a notable bright red brick as their brand color and a contrasting material with lighter tone wood and stone texture to highlight one space to another.

The materials used, such as brick clay, wood, and stones, are known as rigid, but the challenge here was to infuse the material to follow the arches and portal shape, which is fluid and flexible, creating some outliers in the usage of these materials. The brick, clay, wood, and stone are bent according to each ratio of arches, thus making the designed space.

As the project site is located in Papua, the need for more experienced labor and material resources makes it challenging to achieve these complex designs. Thus, the Bakery was produced on a full scale in Jakarta, shipped through a container box, and assembled as Lego pieces in Jayapura within four weeks. Since the Bakery opened, it has seen a constant 50% increase in daily profits and has garnered recognition from the city as a local bakery with a national-class rating, creating an icon in the town of Jayapura and marking its contribution to modernizing the city.

