



# The Aesthetic Journey of Hadiprana

## Hadiprana Design

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- Features contemporary design in Indonesia including architecture, interior design and artwork
- Hadiprana is the most established architecture and interior design consultant in Indonesia
- 2018 is the 60 year anniversary of Hadiprana's legacy of contributions to Indonesian art and design
- *The Aesthetic Journey of Hadiprana* is the first stepping stone in showing the design values of Hadiprana which will lead us to growing over the next 60 years and beyond

Hadiprana is known as the only Indonesian design consultant to pay respect to Indonesian tradition and locality by infusing its culturally identifying aesthetics into all of its projects, hospitality projects that include hotels, villas, and private residences. Signature projects include the Intercontinental Hotel Bali, Anvaya Beach Resort Bali, Royal Tulip Gunung Geulis Golf Resort Bogor, Movenpick Resort & Spa Jimbaran Bali, Rumah Luwih Resort & Spa Bali, the Chedi Club Tanah Gajah Bali, Villa at Uluwatu Bali, and Villa at Cemagi Bali. *The Aesthetic Journey of Hadiprana* is the first of a series of Hadiprana publications, intended to introduce Hadiprana's design values development throughout the years by focusing on two elements: the first hand experience of a visitor's journey through these spaces, and the root appreciation of the beautiful legacy of Indonesian tradition, all while welcoming the dynamics of the present and the fascination of the future. Exemplified by romance, elegance, and luxury space, a commitment to the local context directs the creative minds of Hadiprana Design Consultant and provides a unique language for transforming space.

**Hadiprana Design Consultant** has been practicing architecture, interior design, and artwork since its establishment in 1957. Founded by Hendra Hadiprana, firm projects are predominantly dedicated to hospitality design, illustrating our design strengths through our commitment to both tradition and modernity with strong respect for the traditional crafts of Indonesia.