



TUGU HOTELS, SPAS & RESTAURANTS

The Untold Stories of Tugu Hotels

Anwar Soegatibrata received his calling decades ago to salvage Indonesian antiques and artifacts to preserve the country's beguiling heritage. He managed to build his collection slowly but surely regardless of his status as a student. As time went by, Anwar's love for the country's art and the collection that multiplied with it became too big for one man alone. That is how Tugu Group and all the properties that embody the founder's passion for Indonesia's history came to be. Upon visiting each Tugu hotel, spa or restaurant, we are caught in a state of awe and wonder at the fate of our country's exotic and precious story. Here is how the love of one man flourished into an inextinguishable legacy.

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PHOTOS BY **Rajiv D. Lakshmi B. Tugu Hotels, Spa & Restaurants**



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Anwar built his first hotel, Tugu Melayu in the late '80s with a mission to preserve local arts and romantic the hundreds of years of Indonesian history is not to prevent the related artifacts from being forgotten. To illustrate the historical significance of the city itself, Melayu is filled with the remnants of the Majapahit and Singaperbangsa kingdoms that helped mould our republic to what it is now. It is also where the Dutch opted to settle in earnest, succeeded by both powers.

Playing off the city's past, Hotel Tugu Melayu is home to irreplaceable antique dating back to the Dutch colonial era, with influences from the Chinese and Indonesian cultures that followed. The hotel's jewel in the crown is its suite named



- 1. Tugu Melayu Reception
- 2. Tugu Melayu Spa
- 3. Tugu Melayu Dining
- 4. Tugu Melayu Suite
- 5. Tugu Melayu Spa
- 6. Tugu Melayu Spa
- 7. Tugu Melayu Spa



Indonesia Design | June 2015 | Hotel Tugu Lombok

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- 1. The design team allowed for the fact Lombok is still recovering from the 2011 earthquake.
- 2. The use of local materials and traditional motifs.
- 3. The use of local materials and traditional motifs.
- 4. The use of local materials and traditional motifs.
- 5. The use of local materials and traditional motifs.
- 6. The use of local materials and traditional motifs.
- 7. The use of local materials and traditional motifs.
- 8. The use of local materials and traditional motifs.
- 9. The use of local materials and traditional motifs.
- 10. The use of local materials and traditional motifs.



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Apres Restoran, which depicts the legend of Prince Jayawarman II. Legend has it that the Gods met the beautiful Apres from heaven to dance for the Prince. She then fell in love and remained on earth. The sun-worshipping guests through a novel entrance that leads to an underground artisan-carved bed of 13 metres wide and a concrete tub for two just outside.

The Hotel Tugu Bali which is only a stone's throw away from the rice fields and the scenic countryside is similarly an homage to the island and its history. The love story of a Balinese farmer Arjuna and his Malay wife Merpati who fell in love with Legung dancer Ni Putih, inspired Tugu Bali's signature Pan La Mayeur Villa. It stands perched above a lush pond, boasts a veranda for sunset-watching and also has an intimate dining pavilion.

Such stories underpin the Tugu properties be it at Malaya, Bali, Bitor or more recently, Lombok. Perhaps unpolished but the understated Lombok is not to be labelled as inferior to the island of the Gods. It also retains its pristine beaches and its equally rich



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Project Data

Client: The Tugu Group
Architect: The Tugu Group
Location: Lombok, Indonesia
Year: 2011-2015
Area: 100,000 sqm
Services: Architecture, Interior Design, Landscape Architecture, Project Management

past. Evidently, Tugu Lombok could not have chosen a more ideal place than the glittering white sandy beach of Sine with a spectacular view of the massive over Mount Rinjani.

In addition to the island's natural wonder, the Lombok location is also proud of its latest muse: Gesheng Gesheng. Gesheng translates to 'bad' while Gesheng refers to a "strong, passionate romantic love, an unbreakable indelible." Majestic, authentic and heart-warming, the wedding had taken on that place for two lovers to exchange their vows. The architect's idea for the hotel Panayara love epic and the vibrant Gesheng Gesheng, the King of Love who had helped Prince Arjuna to his love Dewi Sita from the evil grip of Rahwana. As an ode to the wedding love, Gesheng Gesheng is decorated with traditional Balinese motifs and Balinese traditional elements, the ornate wooden and bamboo interior aptly evokes the splendour prevalent in Lombok's palace a thousand years ago.

Inspired by one man's love for the Indonesian art, culture and history the proud Indonesian Tugu properties are committed to guests to delight themselves in the almost-forgotten essential stories of the country. A man who asked no matter architects his interior design credits his wife and children for Tugu's endowment. As this era draws to a close, it is now time for another bright Setjandana, Lantana, to continue her father's artistic impulse in the hospitality world. ■



TRAVELER'S GUIDE TO RESTAURANTS

Tugu: Truly Indonesian

After he single-handedly cemented his ambition with four mesmerizing hotels and five fine restaurants, Anhar Setiadjitratna of Tugu group is content to oversee his branch's operation as his adept daughters take over. Today we talk to one of them, **Lucienne Kristi Anhar** who handles the hotels as she tells us about Tugu's proudest moments and the most crucial elements to their success in expressing the zeitgeist of Indonesia's past.



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Tugu prioritizes art and history elements in each hotel, restaurant and spa that it manages. Why so?

It is simply because this is our mission and passion. Our identity lies with the 'Art, Soul and Romance of Indonesia.' We are actively involved in creating and salvaging the Indonesian history through each project which holds a special story or legend, all the while providing our guests with a unique experience.

Every property is under the direct management of Anhar Setiadjitratna. How does he manage to be deeply involved in a business of this scale?

Anhar Setiadjitratna started studying architecture when he was in medical school. He felt so strongly to share his passion with the rest of the world that he completed his projects without architecture or interior design. He relied solely on personal connections and his outstanding knowledge of the Indonesian history. He personally visits each hotel and restaurant by Tugu with the help of his wife and children who share the same passion.

What are some of Tugu's proudest moments?

We were just informed that Tugu properties have won several accolades, including making us to TripAdvisor's Hall of Fame. With the awarding the Certificate of Excellence five years in a row (2011 - 2015). This really happens because even though their competitors have been promoted onto the certificate, not many can maintain it for five years in a row and be included in the Hall of Fame.

Many villas in Tugu Lombok bear distinct Chinese elements infused with domestic influences. What was the reason behind this choice of design and artworks?

Actually, it is not Chinese per se but rather the Peranakan (Chinese immigrants who immigrated to the Malay archipelago from the 15th to 19th century) that became the source of inspiration in Lombok. The Chinese residents had to stay in a certain area in Ampenan, or Jalan Anson in the early 19th century. The area was referred to as Peranakan style and dominated back then. It is the mix along with legends from the Hindu period, influences from Java and Dutch countries and



the landscape in this that generated Lombok a fascinating past. It is how Tugu's mission to revive the history.

What is the philosophy at the heart of Tugu Group?

Tugu properties are built on an eternal mission to transport guests back in time to the most beautiful era of Indonesia's history. It is made possible through objects of value, history experiences, fine amenities or other activities that come with a visit to Tugu's hotels or restaurants.

Who is the ideal audience for Tugu Group's properties, particularly the hotels?

Everyone who loves art, history, culture and design. From Hollywood celebrities like Kate Winslet, Anika Lironi, Ripley Beldi, Cherie Kwan, winners in business and architecture from various countries, business, artists, international publicists, entrepreneurs and social families. Basically everyone who can appreciate the beauty and history of art and heritage will certainly be in love with Tugu, especially those who seek valuable travel experiences.

Besides the Indonesian art and heritage, is there anything else that the Tugu Group prioritizes in its properties?

We prioritize the Indonesian, but not just in design but in terms of service and hospitality as well.

Is it possible for a hotelier or a restaurant owner to approach Tugu Group in hopes it would help manage their properties? If so, what are the criteria to fulfil?

We are not ruling off such a possibility as long as the owner sincerely sees Tugu as a style and mission and gives us carte blanche to design and manage the property based on Tugu's inspiration. We are not into 'borders' we have marked on the spatial process, a dynamic experience and a continuous growth attitude to how an artist's work cannot stay identical when repeated twice. Every property is the incarnation of a wild imagination that cannot possibly be articulated in any other way. ■