

Welcome Guide

STUDIO
PULI



About Us



At Studio Puli, we strive to create spaces that reflect you; functional, livable spaces that accommodate your various needs and desires. Spaces that are timeless and aren't defined by trends.

Drawing inspiration mainly from the traditional and vernacular, we try to incorporate elements and materials in their most authentic form and embrace their imperfections.

Ultimately, we aim to create unique spaces where you feel joy, and feel at home - a place you are proud to call yours.



Welcome Guide?



We created this booklet to address commonly asked questions prospective clients might have at the early stages of their build project.

In this document you will discover what services we offer, how a specific project will unfold, general overview on our fees, and what you can expect throughout the journey.

Our intention is to ensure you feel excited and confident to move forward together with us.

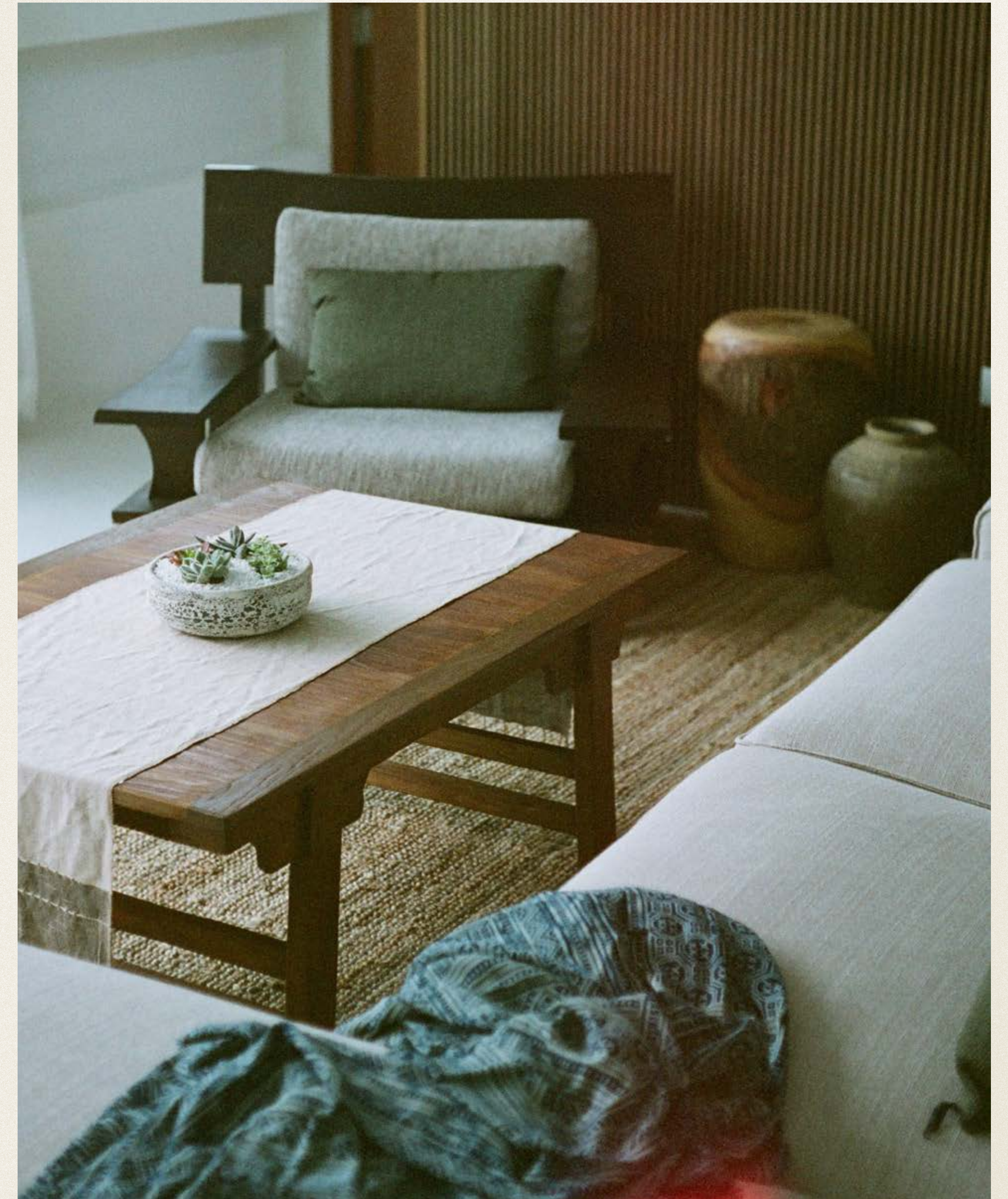


Complimentary Consultation

Choosing the right designer can be a daunting task, especially when there is seemingly limitless option available to you. **If you are reading this, then we have caught your attention and we are happy to offer you a free initial consultation for our services.**

This introductory meeting is a crucial step for us to understand your vision and determine if we are a good fit for your needs.

During this **complimentary consultation**, our design team will engage with you to understand your preferences, and goals. We will explore potential design concepts, project feasibility, and outline the steps required to bring your ideas to life.





Onboarding Process

What happens after our first meeting? Here is an overview of our typical onboarding process and estimated timeline.

Initial Consultation

We will schedule a meeting (in-person or virtual) to discuss your project goals, budget, timeline, and any specific requirements.

Project Proposal

We will prepare a detailed proposal outlining the scope of services, fee structure, project timeline, and any other pertinent details. A draft will first be submitted for your approval, and can be revised based on your feedback.

Contract Agreement

Once the proposal is accepted, we will draft and finalize the contract, ensuring it includes all terms and conditions, such as scope of work, payment schedule, and project milestones.

Project Kickoff

It’s official! The project will commence with a kickoff meeting along with the chosen contractor and subcontractor(s) to review the project scope, timeline and deliverables.





Scope of Services

We believe that every successful project begins with a clear understanding of its scope.

This section outlines the key phases that define our approach in bringing your vision from the drawing board to life.

01 Site Analysis

Our team conducts a thorough site analysis to assess the location, dimensions, and existing conditions. This step is crucial for identifying opportunities and any potential challenges that will influence the design.

02 Concept Development

Based on the initial consultation and site analysis, we develop a conceptual design that aligns with your vision. This includes preliminary sketches, mood boards, and 3D models to help you visualize the final outcome.

03 Schematic Design

In this phase, we refine the design based on your feedback. Detailed drawings, material selections and finishes are developed to ensure every aspect of the project meet your expectations.

04 Detailed Design & Construction Documentation

Alongside our chosen contractor, we prepare comprehensive construction documents which include detailed plans, elevations, sections, details and specifications.

05 Execution and Oversight

During the construction phase, our team provides on-site supervision and coordination with contractors to ensure that the design is executed accurately and issues are addressed promptly.

06 Final Review and Handover

Once construction is complete, we conduct a final review to ensure that every detail meets our quality and your satisfaction. We then hand over the project, ready for you to enjoy.





Who will build it?

As of this moment, Studio Puli does not provide design-build solutions. We typically work with a small trusted team of sub-contractors - but depending on the scale and complexity of your project, we may need to select a separate team of general contractor. In this case, here are our options:

01 Client-selected Contractor

The client independently selects a contractor of their choice, possibly based on personal recommendations or previous experience. You have full control over the selection process based on your criterias, but we need to ensure that the chosen contractor is compatible with the design and project requirements.

02 Studio-recommended Contractor

We will provide a shortlist of recommended contractors who are experienced and trusted in handling similar projects. We can facilitate the selection process, including obtaining bids and evaluating proposals.



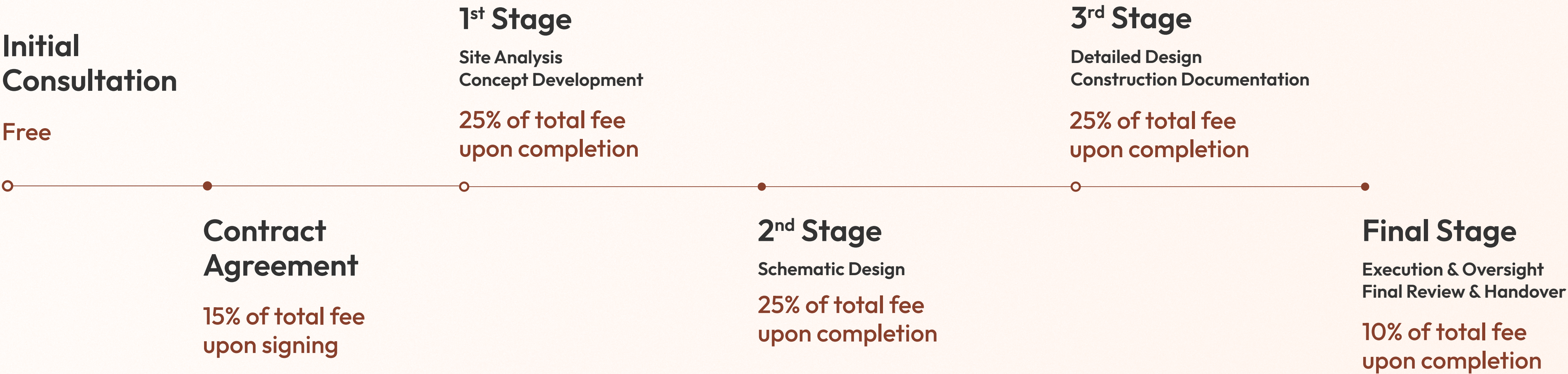


Fee Structure

Our fee varies depending on the project’s scope of work and complexities. Often, this can only be determined after our initial consultation, taking into account your priorities, budget, and needs. As a general rule, we adhere to the Indonesian Institute of Architects’ standardized fee of around **5-6% of the total construction cost**.

Payment Schedule

Here is an overview of a typical project timeline and our payment schedule.







Interior Design Services

To achieve a functional and visually cohesive environment, we believe architecture and interior design goes hand in hand.

Our interior design services cover the following elements:

- Selection of material and finishes
- Fixed furniture design (kitchen cabinets, wardrobe, etc.)
- Loose furniture sourcing and layout
- Sourcing of soft furnishings, home decor, artwork, and more
- Lighting design
- Interior styling and staging

Whether you are building from scratch, or have an existing space, we offer fully customizable solutions for your needs – reach out to us for further detail on our interior design scope of work.





Interior Design Services

Here are just a few key benefits of incorporating additional interior design services with us.



Personalization and expert design solutions

We provide expertise in selecting colors, materials, and finishes that create a cohesive and visually pleasing environment. We aim to tailor your space to reflect your taste, lifestyle and preferences - creating a space that is uniquely yours.



Improved functionality and efficiency

We optimize the use of space, ensuring that rooms are functional and efficiently organized. This includes addressing specific needs, such as creating multi-functional spaces, integrating storage solutions, or accommodating any specific requirements you might have.



Increased property value

Like it or not, in this age of social media, 'aesthetics' are an integral part of our day-to-day life. A well-designed interior can increase the appeal of a property to potential tenants or buyers, potentially leading to a higher resale or rental value. We ensure that materials, finishes and furnishings are of high quality, enhancing the overall value of your property.



Cost efficiency

We help you make informed decisions regarding material choices and furnishings, potentially avoiding costly mistakes or buyer's remorse. We have relationships with an array of vendors and suppliers allowing us to find and negotiate the best deals without compromising quality, saving you the headache of sourcing everything on your own.



Summary and next steps

Now that you've learned more about our process and the services we offer, let's outline the next steps to get your project underway:

01 Online inquiries

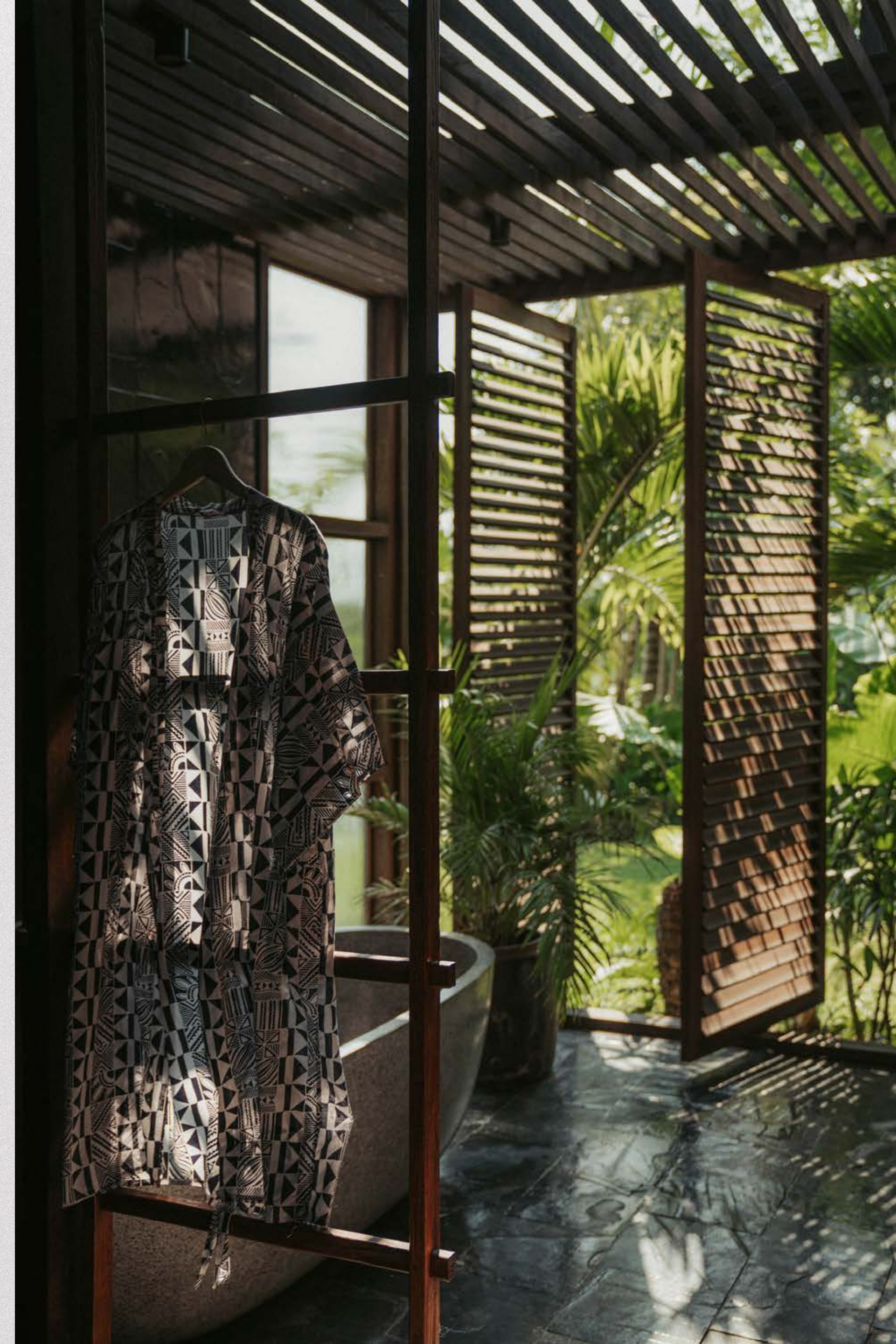
Maybe you need immediate clarification on something we haven't covered in this guideline - we're available via email or mobile to help you. Please note however, that it's best to do an in-person meeting to avoid confusion.

02 Schedule your initial consultation

An initial consultation with us costs nothing and is an opportunity for us to delve deeper into the details of your project. Time allowing, we can also provide a tour of spaces we've recently designed - including our home office.

03 Preliminary site visit

Depending on the location of your site, we are able to do preliminary site visit either during the first meeting, or shortly afterwards. Doing this allows us to understand your project's vision better.





Thank you!

We hope this guide has provided clarity on our process and the services we offer. Should you have any questions or require further information on any aspect, please do not hesitate to reach out. We look forward to a possible collaboration with you!

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