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**TIMELESS DESIGN IS** different for everyone. I typically look for a few key elements to achieve something timeless. The first and possibly one of the most important is that the design does not conflict with its location, but instead fits the vernacular of the area. The design must meet the needs of the end user, whether the need of the user is open space in a dense city, a public square to gather with others, a trail system in a national forest, or a high rise in the middle of the city. When you meet the needs of the user, that element then serves an important purpose, becoming invaluable. For something to withstand the test of time it must be well constructed and made of quality materials. Whether it is a pair of Louboutin shoes or a skyscraper, no matter how stunning the design it won't last without good craftsmanship and materials. Sustainability is the final element, not necessarily only about utilising sustainable materials, but more about the systems involved and how easily it can be maintained and updated as needed. No matter how stunning something is when it is first unveiled, if the upkeep falls behind or it is too difficult to maintain, it ultimately will fail.

**FOR ME THERE IS** no such thing as a 'timeless design.' All (good) designs — architectural designs, graphic designs, interior designs, product designs and also crafts and works of arts — are always closely related to their own context. Each design is conceived from a particular environment, a particular assignment, a particular momentum and it is appreciated in a particular way too. These works are usually expected to be relevant and to function well for a period of time. In many cases a lot of designers would expect to see their designs last forever, to be timeless. But in reality, this is not always the case. It's a fact that some works are regarded as monumental and they are still much appreciated, loved and adored long after their time has passed. But this doesn't make those works "timeless designs". They are merely re-interpreted by a new society and therefore gain new relevance in a new time.

**NIKKI BEACH BALI** brings the iconic shapes and forms of Bali's rice paddies, and reinterprets them in the undulating design of the pool, planting and hardscape, all while keeping the stunning panoramic views of the Indian Ocean. Clean, elegant, and precisely detailed materials that beautifully contrast with the tranquil, turquoise water merge with contemporary in pool lighting and an underwater sound system. Guests can lounge on crisp, white lounge furniture, enjoy the swim up bar, and listen to the hottest DJ's, all while enjoying everything that Nikki Beach and Bali have to offer.

Hospitality design is no different. If a place is able to fit into the local fabric, brings the guest an experience that exceeds their expectations, is designed and detailed in such a way and with materials that age well and look just as good at year 50 as they did at year one, then it too can become timeless.



# Setiadi Sopandi

PRINCIPAL  
INDRA TATA ADILARAS

