

A HARMONIOUS HOUSE IN SERPONG



The Joyful Family

**hummingbird**  
**house**

BY EASTON URBAN CAPITAL

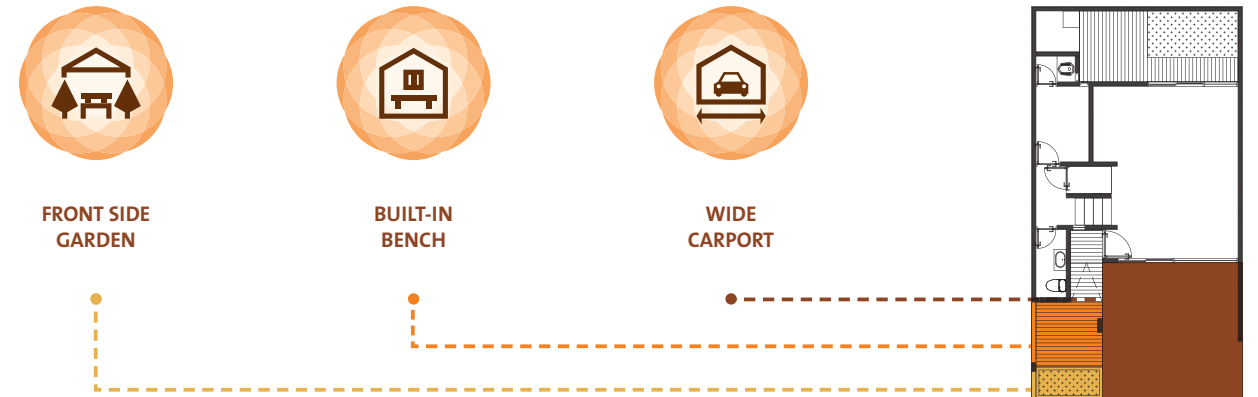




# laugh from home

Hi! This is SHERINE, reporting from my gorgeous new home, the HUMMINGBIRD HOUSE! Over the next few days, I will be revealing the many corners of our gorgeous new residence. First, let me introduce you to my cool PAPA, the music composer and my talented MAMA, the beauty & wellness influencer. My parents say that this is the perfect place for me and the little baby in MAMA's tummy to grow. Come on, I'll show you around!





Level 1

Scale 1:250




I'm a strong girl, so today I am helping my parents move some boxes from our **spacious carport**. Settling into a new house requires a lot of teamwork and I am doing my part! Phew! I need a break after all that work. We sit for a break on **the bench in our cozy front terrace** and enjoy the warm and welcoming atmosphere of our new neighborhood.



This morning, MAMA and I are taking BIBI NANNY grocery shopping to the market close to our new house. Delicious housewarming BBQ, here we come! I realize that we are **very conveniently located** as it is really close to a lot of places like schools, malls, and parks. BIBI NANNY already seems to know her way around, which means we are all settling into our new environment perfectly!



HEALTH FACILITIES

- 

01

RS Hermina Serpong

1.2 km, 04 mins

02

Eka Hospital


6.1 km, 15 mins

03

RS Premier Bintaro

12.4 km, 20 mins

EDUCATION FACILITIES

- 

04

Global Islamic School

1.5 km, 05 mins

05

Sekolah St. Ursula

6.1 km, 16 mins

06

SinarMas World Acd.

6.5 km, 16 mins

GROCERY STORES

- 

07

Giant BSD

5.6 km, 15 mins

08

Pasar Modern BSD


5.7 km, 15 mins

09

Pasar Modern Intermoda

8.6 km, 25 mins

RECREATIONAL SPOTS

- 

10

Taman Kota 2 BSD

3.0 km, 08 mins

11

Ocean Park BSD


6.2 km, 15 mins

12

Paradise Dreamland

2.2 km, 06 mins

HANGOUT SPOTS

- 

13

Paradise Walk Serpong

1.8 km, 05 mins

14

AEON Mall BSD City

9.2 km, 22 mins

15

Bintaro Xchange Mall

12.7 km, 23 mins



RAWA BUNTU  
TRAIN ST.  
3.3 km, 11 mins



JAKARTA - SERPONG  
TOLL ROAD  
3.9 km, 12 mins





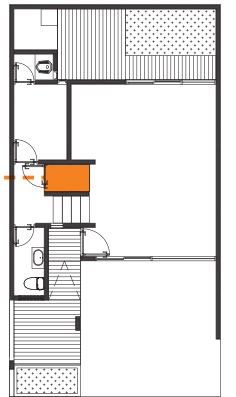


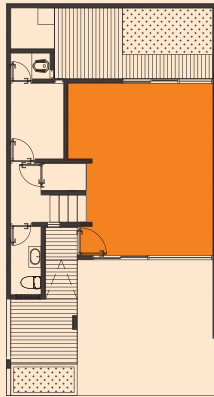
Playing Hide and Seek is such a fun way to spend the afternoon and right now I am hiding-out in our **semi-basement**. This is our BIBI NANNY's area and she is so happy that she has a comfortable room to rest in. Her room has **direct access to the storage** and so close to the **kitchen**, making her activities much simpler.



STORAGE

Level 1  
Scale 1:250





OPEN LIVING  
SPACE

Level 1

Scale 1:250



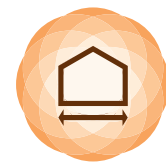
Greetings! Today's report is live from my **bright, breezy, and delicious-smelling dining room**. That's right! MAMA and BIBI NANNY are preparing a homey lunch to welcome our parents' best friends over and I can't wait to meet ADAM, their son. Finally, a new friend in this neighborhood! While waiting for the food, PAPA and UNCLE are enjoying some snacks. The **open living and dining area** with a **calming garden view** make this a really comfortable space to get together with family and friends. I love my home!







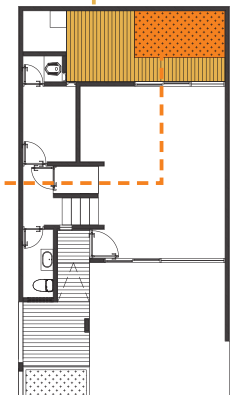
SHERINE here, reporting from another exciting day at the HUMMINGBIRD HOUSE, as ADAM and I have plans to camp out in our **spacious backyard**. PAPA lends a hand with setting up the tent for use on the **comfortable wooden decks** while BIBI NANNY lays on layers of blanket to make it super cozy. Today the two of us are going to play some fun board games and plan our next adventure!



SPACIOUS  
BACKYARD



MULTI-PURPOSE  
WOODEN DECK



Level 1

Scale 1:250





# live from home

Wow! The result of all that teamwork can now be enjoyed. We are settling in comfortably and, we all love this new house and the environment. Thank you MAMA and PAPA, for always choosing the best.

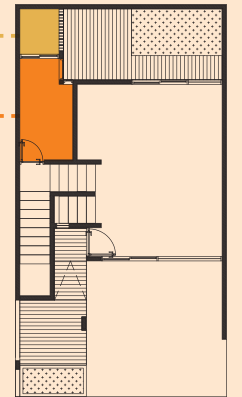




MEZZANINE



MEZZANINE  
BALCONY



Level **Mezzanine**

Scale **1:250**



Ssssh! I have to keep my voice down as I am reporting from PAPA's magical mini music studio. Tucked in the **mezzanine floor**, he comes here to do what he does best. Make music. How cool is that? I like to sit here and watch him work in the afternoon because **the natural lighting makes the room so much more welcoming**. He even has his own **balcony overlooking our garden**, where he loves to stretch and take a break after a long music-making session.





Woohoo! My parents just gifted me a new book about space-travel; a new addition to my collection. I am super-duper excited to sit in our **semi lounge** and start reading, and this is one of my favorite corners in our new house because it is **such a pleasant place** to read and spend time daydreaming.

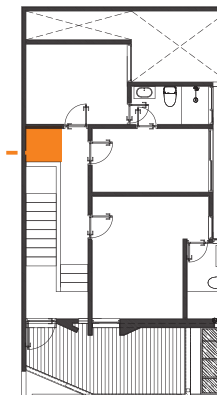


SEMI LOUNGE



Level 2

Scale 1:250



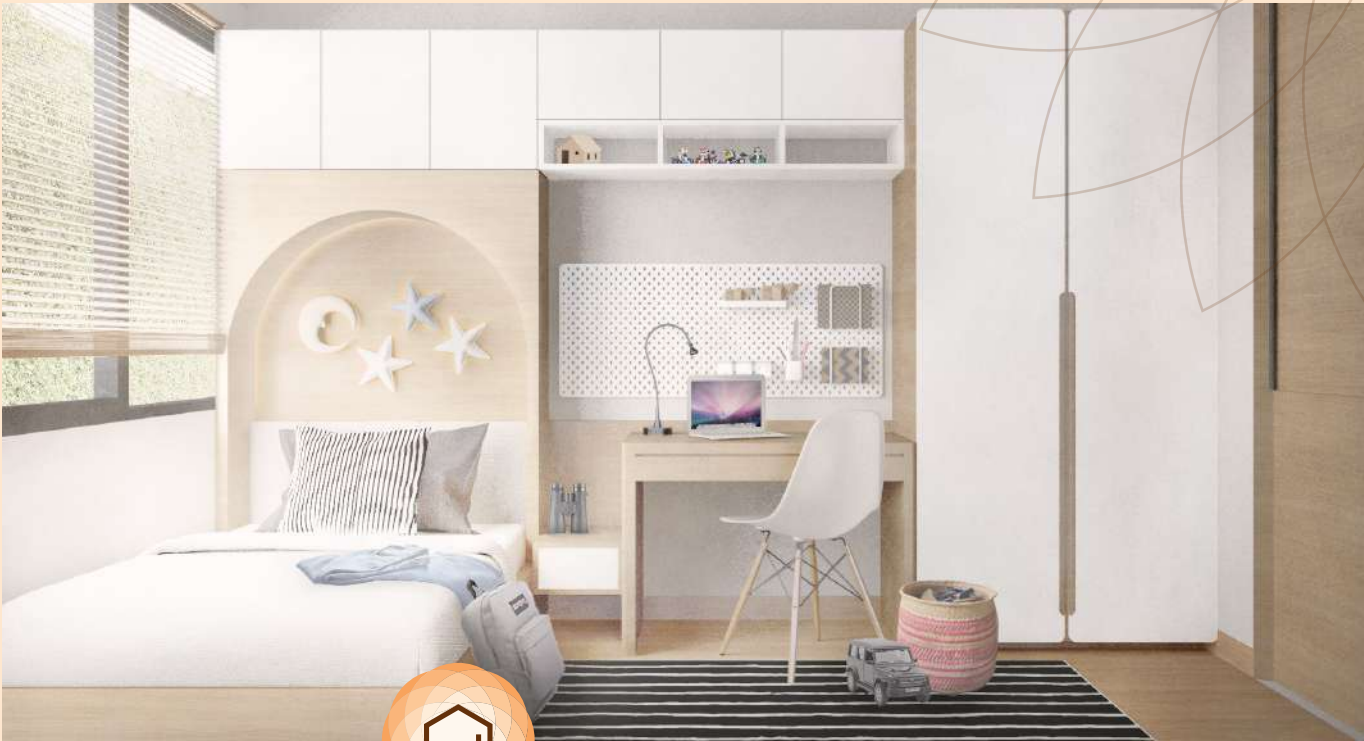


Reporting live from the comforts of my very own bedroom, as you can see, you will notice the amazing display of the solar system. My cool parents made this for me, so I am reminded of my dreams to be an astronaut every night before I sleep. I enjoy waking up and swinging open **my big window to let the fresh morning air breeze through my high-ceiling room** and also hear the sounds of the chirping birds outside.

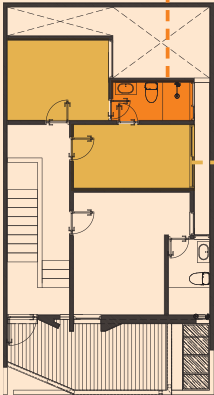
My little brothers' room is right next door, and we both **share a connected bathroom**. The perfect way for me to sneak up and check upon him. I can't wait to help my parents raise him and be his favorite big sister!



EN-SUITE BATH  
for every Bedroom



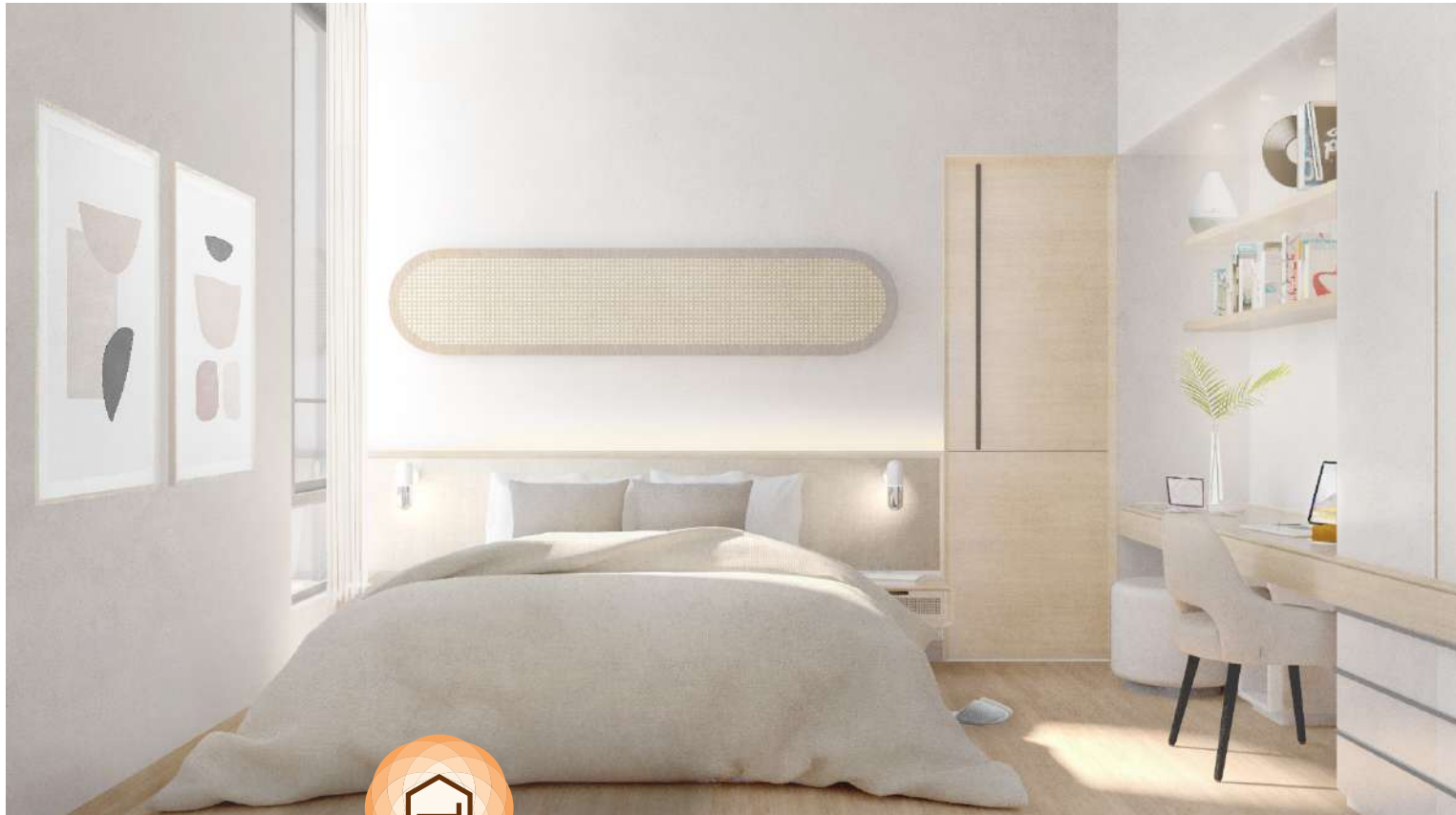
BRIGHT  
KIDS BEDROOM



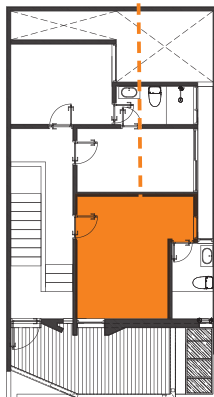
Level 2  
Scale 1:250







SPACIOUS  
MASTER BEDROOM



Level 2

Scale 1:250

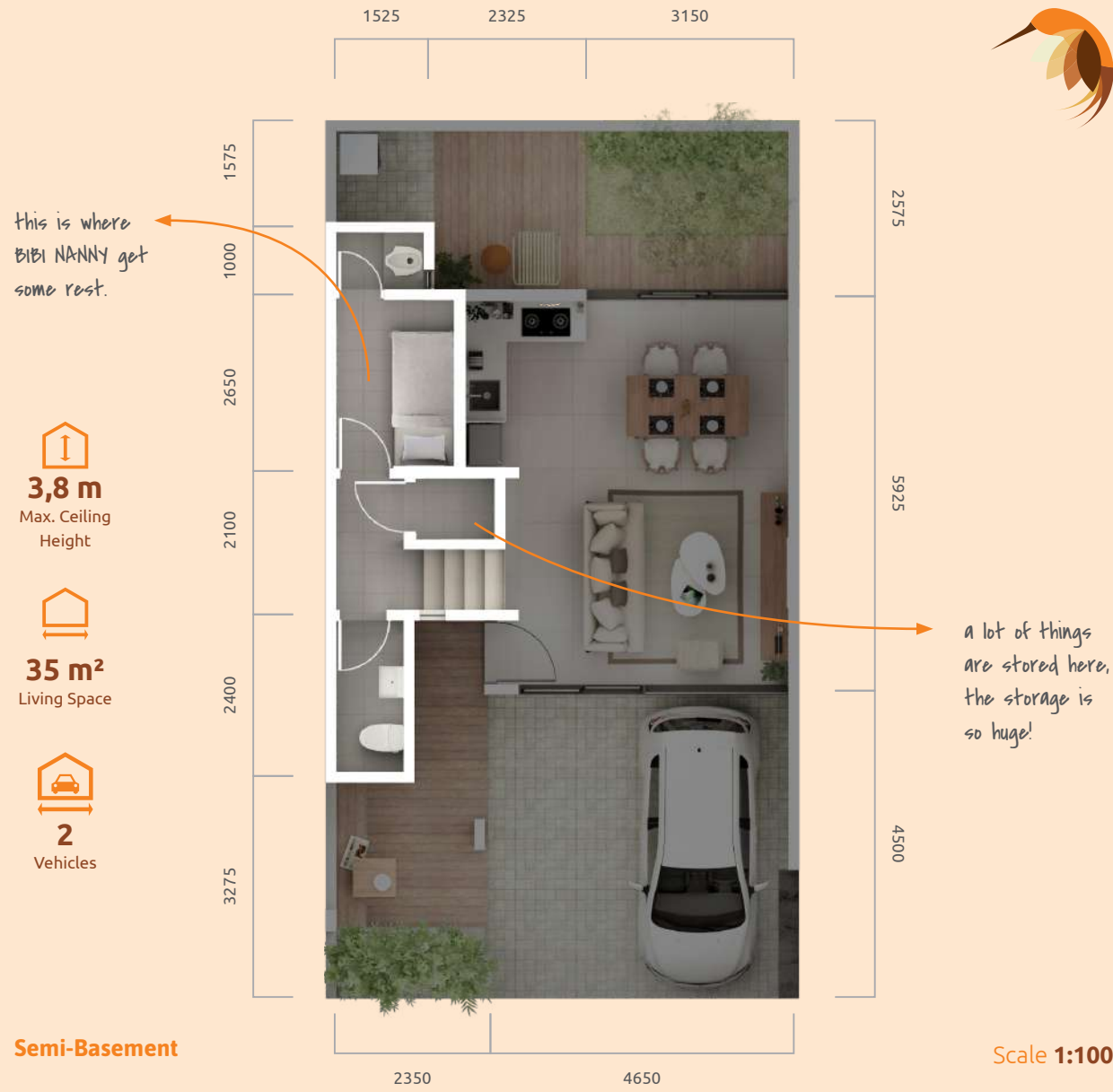
Thank you for your patience, today's reveal will be the much-awaited Master Bedroom where the King & Queen of the house, a.k.a MAMA and PAPA, rest and relax. This **gorgeous space** has everything that they need including a **charming workspace** for MAMA to edit her videos and also all the storage for her beauty and wellness needs. One day I want to have a spacious and cozy room just like this!











# Sherine's House

7x13 m  
LT / LB 91 m<sup>2</sup> / 140 m<sup>2</sup>



Sometimes at night, I love to go out stargazing using the cool telescope PAPA bought us. **The balcony is a really nice feature** because from here I can see the beautiful night sky and enjoy the atmosphere of this neighborhood.



# Sherine's House

7x13 m  
LT / LB 91 m<sup>2</sup> / 140 m<sup>2</sup>

Semi-Basement

- 3,8 m  
Max. Ceiling Height
- 35 m<sup>2</sup>  
Living Space
- 2  
Vehicles

This is where  
BIBI NANNY get  
some rest.

a lot of things  
are stored here,  
the storage is  
so huge!

Scale 1:100



Ground Floor

PAPA's magical  
music studio.

MAMA loves to  
drink tea here.

this carport is so spacious!  
PAPA and MAMA never  
argue about parking space.



Scale 1:100

Upper Floor

this is the  
King & Queen's  
chamber.



we often go here to watch  
a beautiful starry night.

This is SHAN's  
bedroom! See? We  
share a connected  
bathroom.



3+2  
Bedrooms



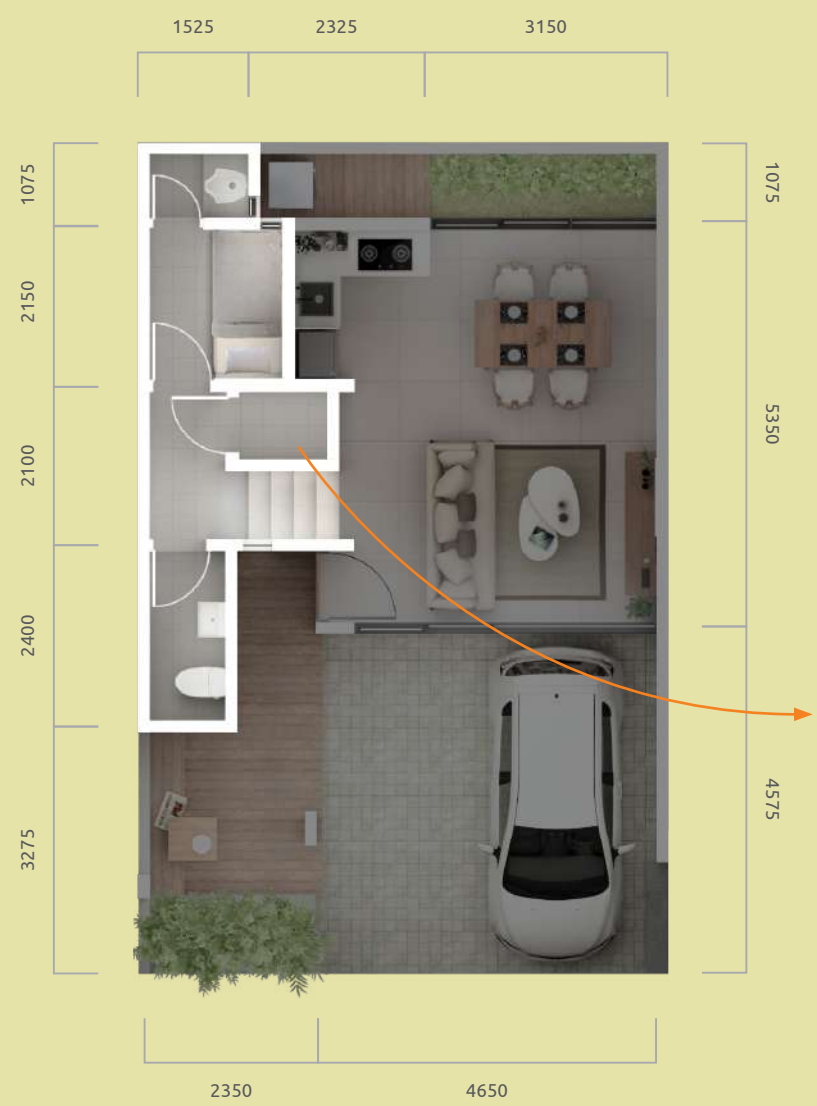
3+1  
Bathrooms

Scale 1:100





-   
**3,8 m**  
Max. Ceiling Height
-   
**32 m²**  
Living Space
-   
**2**  
Vehicles



I bet ADAM's family like the storage too, it's so huge.

Semi-Basement

Scale 1:100

# Adam's House

**7x11 m**  
LT / LB 77 m² / 130 m²



Oh! AUNTY is practicing yoga on her balcony. It looks fun! Maybe I'll ask her to teach me sometime. I can also see baby EVA playing with her dolls, while watching her mom. She's so cute! I'm so glad to have them as my neighbors.

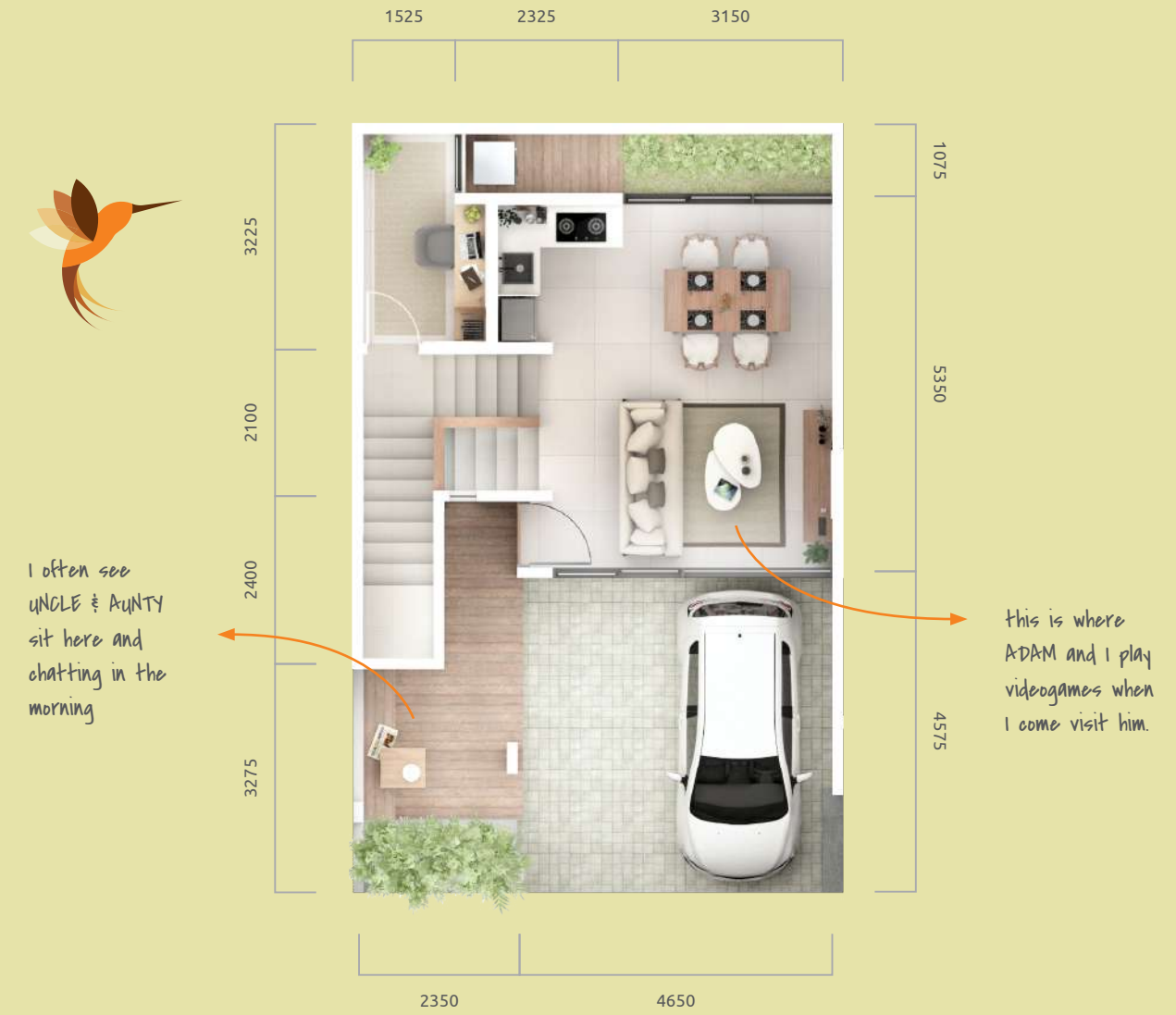




Semi-Basement Scale 1:100

# Adam's House

7x11 m  
LT / LB 77 m<sup>2</sup> / 130 m<sup>2</sup>



Ground Floor Scale 1:100



Upper Floor Scale 1:100



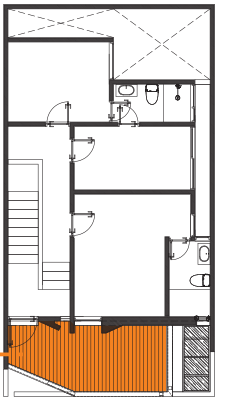




ADAM and I have a relaxing day planned ahead. We are going to lay down on the **comfortable wooden floors of our balcony** and observe the birds that flutter around the tree that comes up all the way from the ground floor. The both of us really love spending time **outdoors** and being **close to nature** and, this is the best place for us to do this while still staying home. Who knows, maybe we will spot a hummingbird today.



COMMUNAL  
BALCONY



Level 2

Scale 1:250







# love from home

Family is all about love, and here I found our extended family, to spread the love! I am excited, just like my parents, now I have made ADAM and EVA my new amazing bestfriends as well! We often spend time together. Our families have become great friends. Lovely, isn't it? I can't wait for my baby brother to arrive and grow up so the four of us can all ride our bikes and have a great time together.





COMMUNITY GARDEN  
& MINI LIBRARY



SWIMMING POOL &  
CHILDREN CLUB

Let me introduce you to the HUMMINGBIRD group, made up of three fun-loving members named SHERINE, ADAM, and EVA. The three of us spend weekends in our neighborhood **club house**, playing and running around, which also comes with a **pretty view**. We are so excited to welcome my little brother to be the fourth member of this very cool bunch!

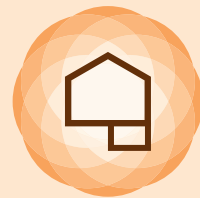




SMART HOME  
and CCTV



MEZZANINE  
and Mezzanine Balcony



SEMI BASEMENT  
and Storage Room



MAX. NATURAL  
LIGHT & AIR



SPACIOUS BACKYARD  
with wooden deck



OPEN LIVING  
SPACE



## Foundation

## Structure

## Roof

## Window

## Door

## Door Accessories

## Ceiling

## Wall

## Floor

## Sanitary

## Utilities

Frame  
Cover

Interior  
Terrace

Reinforced Concrete Footing

Reinforced Concrete

Steel Truss

Sanded Metal Tile

Aluminum Black Anodized & Clear Glass

Multiplex ex. Teak Wood Finish

Stainless Steel

Gypsum

Plastered Brick Wall with Emulsion Paint Finish

Granite Tile 60x60

Solid Wood ex. Bengkirai

ex. American Standard

Underground Electricity

Fiber Optic Internet

CCTV



It's so lovely that all the rooms in the house  
fit us perfectly and give each of us the space  
to grow, rest and simply be.







I must admit, every time I come home, I really enjoy the **welcoming atmosphere** of the HUMMINGBIRD neighborhood. Today my parents and I take my handsome baby brother, SHAN, home and introduce him to all my lovely neighbors.

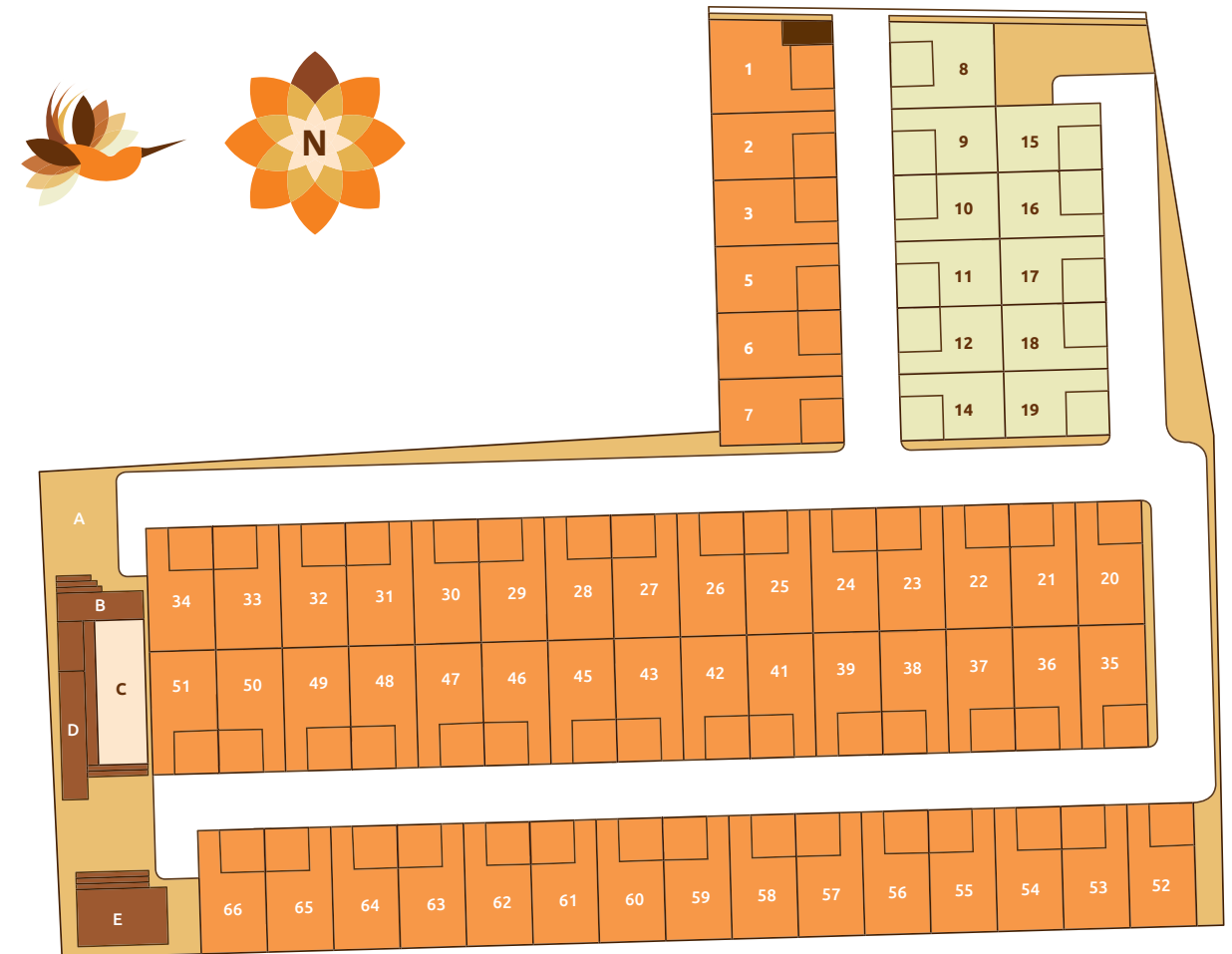
He is going to have so much fun and make so many friends growing up here.







Today I want to say thank you to everyone who has been tuning in for my reports, I hope they have been useful. For my final report, **I would like to encourage all the parents reading this to consider calling HUMMINGBIRD your new home.** We are all looking forward to welcoming you and your loved ones to this magnificent neighborhood!



House Unit **7x13 m**



Road



House Unit **7x11 m**



Security Post

- A** Kids Playground
- B** Decking
- C** Swimming Pool
- D** Gym
- E** Mini Library





#### DEVELOPER

Established in 2016, PT Easton Urban Kapital is a fast-growing property development company which focuses on developing high quality, small to middle scale projects, with thoughtful planning and design applications.

Recipient of Property Guru's Indonesia Property Awards in 2019 and 2020 as the Best Townhouse Development for their residential projects: Cornerstone House and Somerhill House, Easton Urban Kapital aims to keep improving in order to deliver the best for customers.

Hummingbird House is the synergy of all the company values and years of combined experience. It is the product of continuous improvement done by Easton Urban Kapital to provide better housing development to the market.

 @eastonurbankapital

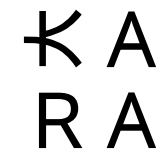
 [www.eastonurbankapital.com](http://www.eastonurbankapital.com)



#### ARCHITECT

Based in Gading Serpong, KARA Architecture has envisioned and created many high quality and innovative architectural projects for end users since 2015. Designing on the concept of creating high quality living experience in a limited space, Hummingbird House offers great spatial quality and comfort for its residents.

 @kara.architecture



ARCHITECTURE



#### BRANDING CONSULTANT

Starting from freelance projects, together with the growing of client's business GAB turns to be a progressive Graphic And Branding consultation company. In handling projects, GAB always does research & analysis to catch the developer & architect's ideas, and match it with the potential market, combine it as a brand named Hummingbird House, to beautify children's childhood memories. The market is portrayed into characters of a joyful family, collaborated with a professional illustrator studio, Dialograf, and copywriter, Sahil Suresh.

 @gab.consultant

 [www.graphic-branding.com](http://www.graphic-branding.com)







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Google Maps: Hummingbird House



Hummingbird House