

**SIARAN PERS  
PRESS RELEASE**

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DAPAT DITERBITKAN SEGERA  
FOR IMMEDIATE RELEASE**South Quarter Hadirkan “Active & Fit”  
Konsep Baru Pusat Kebugaran dan Gym  
South Quarter Launches ‘Active & Fit’  
Gym and Fitness Center with New Concept**

**Jakarta (14/08)** – Kawasan perkantoran terpadu South Quarter makin memperkuat posisinya sebagai pusat aktivitas bisnis dan gaya hidup modern di Jakarta Selatan. Selain dilengkapi fasilitas ritel South Quarter DOME (SQ DOME), kawasan perkantoran ini menghadirkan fasilitas baru yakni pusat kebugaran dan gym “Active & Fit” pada 14 Agustus 2017.

Chandra Makmoen Direktur Proyek South Quarter menjelaskan kehadiran fasilitas pusat kebugaran dan gym modern ini akan melengkapi SQ DOME sebagai *meeting point* pilihan para profesional dan eksekutif muda di Jakarta Selatan. SQ DOME mengusung konsep *meet, dine, hangout* untuk memenuhi kebutuhan ruang bersosialisasi, berkolaborasi, maupun bersantai yang inspiratif bagi komunitas profesional maupun masyarakat secara umum.

“Para profesional membutuhkan ruang untuk bersosialisasi dan beraktivitas secara positif selepas kerja, salah satunya adalah untuk olahraga. Active & Fit menjadi jawaban terhadap kebutuhan tersebut, khususnya bagi yang bekerja dan beraktivitas di South Quarter maupun yang berada di sekitar koridor jalan TB Simatupang,” kata Chandra.

Active & Fit dikelola oleh Lifespa Fitness, sebuah jaringan pusat kebugaran terkemuka dan memiliki banyak cabang di Jakarta. Lifespa Fitness adalah bagian dari kelompok PrimaFit Group, salah satu kelompok usaha yang bergerak di bidang distribusi alat-alat fitness di Indonesia.

Pendiri dan sekaligus Direktur Utama Lifespa Fitness Brian John Billdt mengungkapkan

**Jakarta (14/08)** – South Quarter integrated office complex further strengthens its position as a modern business and lifestyle hub in South Jakarta. After equipping the office complex with retail facility, South Quarter DOME (SQ DOME), on August 14, 2017 the national developer PT Intiland Development, Tbk added another facility to the place, “Active & Fit” gym and fitness center.

South Quarter’s project director, Chandra Makmoen explained that the modern gym and fitness center complemented SQ DOME, making the complex an ideal meeting point for young professionals and executives in South Jakarta. As a professional lifestyle center, SQ DOME presents meet, dine and hangout concept and is set to cater to the need for socializing, collaborating and relaxing. The place is designed to inspire not only professionals, but also the public.

“Professionals need space where they can indulge in positive after-hour socializing and activities, including sports and exercises. Active & Fit is our response to this need, especially for those working at South Quarter or the surrounding offices along Jalan TB Simatupang corridor,” said Chandra.

Active & Fit is managed by Lifespa Fitness, a leading fitness center chain with multiple studios in Jakarta. Lifespa Fitness is part of PrimaFit Group, a business group working in the distribution of fitness equipment in Indonesia.

The founder and president director of Lifespa Fitness, Brian John Billdt said Lifespa Fitness

pihaknya memberikan apresiasi atas kepercayaan dan kolaborasi dengan manajemen South Quarter untuk menghadirkan layanan baru ini. Lokasi South Quarter sangat strategis sebagai kawasan perkantoran terpadu dan gaya hidup modern di Jakarta Selatan, sehingga kehadiran sebuah pusat kebugaran yang modern seperti Active & Fit sangatlah dibutuhkan.

“Kami tentu bangga bisa hadir di South Quarter, sebagai kawasan perkantoran yang prestisius dengan banyak perusahaan besar dan multinasional beraktivitas di sini. Seiring kesadaran akan pentingnya olah raga, kami yakin Active & Fit akan menjadi pilihan favorit bagi para profesional yang membutuhkan fasilitas berolahraga yang nyaman, lengkap, dan modern,” kata Brian.

Active & Fit memiliki area seluas 1.200 meter persegi di SQ DOME. Pusat kebugaran dan gym ini hadir dengan desain modern serta menyediakan beragam ruang dan area untuk latihan. Selain dilengkapi dengan peralatan olah raga terbaik dan terbaru, seperti untuk *treadmill*, *elliptical*, dan *cycling* untuk untuk olah raga cardio, latihan beban, maupun lainnya, Active & Fit juga menyediakan fasilitas sauna dan refleksi yang nyaman.

Active & Fit beroperasi setiap hari mulai jam 6 pagi hingga 9 malam, sehingga dapat memenuhi kebutuhan pada pekerja untuk berolah raga sebelum atau setelah bekerja. Khusus hari Sabtu, Minggu, atau hari libur lainnya, fasilitas ini beroperasi mulai jam 6 pagi hingga 6 sore.

Brian menilai selama puluhan tahun banyak pusat kebugaran hadir dengan konsep konvensional sehingga kurang berhasil menjangkau kalangan masyarakat yang bukan penggemar olahraga. Faktor inilah yang mendorong Intiland dan Lifespa merancang konsep baru pusat kebugaran yang cocok dan memenuhi kebutuhan masyarakat luas yang mengedepankan latihan *ringing*, latihan bersama, dan latihan yang bersifat rekreasi.

Active & Fit juga mengedepankan konsep *Play and Fun* melalui program-program pelatihan sejumlah fasilitas olahraga permainan, seperti lapangan basket *indoor 3 on 3* dan area untuk tenis meja. Para penggemar olah raga panjat tebing atau panjat dinding juga dapat berlatih dan menikmati fasilitas panjat

appreciates the trust the management of South Quarter has given to the company as well as the collaboration that both entities have established. South Quarter is strategically located, being the integrated office complex and modern lifestyle hub in South Jakarta, thus the presence of a modern fitness center, like Active & Fit, is ideal.

“We are proud that we can build our presence at South Quarter, a prestigious office area with many major and multinational companies as the tenants. With people’s growing awareness of the importance of sports, we are confident that Active & Fit will be favored by professionals looking for comfortable, complete and modern sports and exercise facilities,” Brian said.

Active & Fit occupies an area of 1,200 square meters in SQ DOME. The gym and fitness center have a modern design with various rooms and areas for training and exercise. Aside from having equipped with the best and latest sports and exercise equipment, including for treadmill, elliptical and cycling exercises, and for cardio-focused exercises, weight exercises, and others, Active & Fit also has comfortable sauna and reflexology facilities.

Active & Fit is open from 6 a.m. to 9 p.m., catering to those seeking to exercise before or after work. Specially on Saturdays and Sundays, as well as holidays, the facility is open from 6 a.m. to 6 p.m.

Brian said for decades people had been presented with fitness centers, with conventional concept that hasn’t been well received by people who are not enthusiastic in sports in the first place. It is this factor that has encouraged Intiland and Lifespa to come up with a new concept for a fitness center--one that fits the needs of the public and puts to the fore *ringing*, joint and recreational exercises.

Active & Fit’s puts forward Play and Fun approach realized through a number of sport games’ facilities, such as the 90-sqm 3 on 3 indoor basketball court and the 60-sqm table tennis. Sport enthusiasts of rock climbing or wall climbing can also enjoy the wall climbing with 10 meters in width and five meters in height.

dinding selebar 10 meter dengan ketinggian mencapai lima meter.

“Kami menawarkan sejumlah program menarik yang sesuai bagi masyarakat yang selama ini kurang nyaman dengan pendekatan pusat kebugaran dan gym konvensional. Kami ingin para tamu merasa senang, dapat bersosialisasi dan menjalin pertemanan. Bila merasa senang, mereka akan lebih sukses dalam menjalani program latihan,” tambah Brian.

Active & Fit juga menyediakan beragam kelas latihan, seperti untuk aerobik, yoga, zumba dance, serta belly dance. Setiap kelas dipimpin oleh instruktur profesional dan berpengalaman, Active & Fit menyelenggarakan tiap kelas latihan dalam kelompok kecil sehingga lebih personal dengan pendekatan permainan yang lebih menyenangkan.

Active & Fit juga menyediakan layanan program pelatih pribadi atau *personal trainer* profesional. Menghadirkan suasana modern yang mengutamakan kenyamanan, Active & Fit juga menyediakan beragam paket latihan privat yang fleksibel sesuai dengan kebutuhan masyarakat, serta menyediakan fasilitas untuk aktivitas dan permainan anak-anak.

Active & Fit juga menyediakan fasilitas keanggotaan eksklusif (*membership*) yang menyediakan beragam keistimewaan layanan maupun fasilitas. Dalam rangka pembukaan dan perayaan ulang tahun kemerdekaan republik Indonesia, Active & Fit meluncurkan beragam program promosi, seperti diskon 17% biaya keanggotaan dan program menarik lainnya.

Chandra Makmoen menjelaskan bahwa saat ini kawasan South Quarter telah menjadi pilihan favorit bagi sejumlah perusahaan multinasional dan nasional. Sejumlah perusahaan multinasional dari berbagai industri seperti Citibank, General Electric, Tupperware, Darya-Varia, dan Calmic telah memilih South Quarter sebagai perkantoran mereka.

South Quarter merupakan pengembangan kawasan perkantoran ramah lingkungan yang mengedepankan prinsip-prinsip *sustainable design* karya arsitek kelas dunia Tom Wright, arsitek dibalik desain hotel Burj Al-Arab di

“We have a range of programs that we are confident will interest those who haven't been comfortable with approaches offered by conventional gym and fitness centers. We want our guests and clients to feel jubilated training with us, and have a place to socialize and build friendship. If they are happy and enthusiastic, they'll have better results in their exercise program,” Brian enthused.

Active & Fit also provides various exercise classes, like aerobic, yoga, zumba dance and belly dance. Each class is led by experienced and professional instructor, and Active & Fit organizes each class in a small group, thus it can be done in a fun way with more personal approach.

Brian said that aside from providing various sports facilities, Active & Fit also has personal professional trainer service. Boasting modern comfort, Active & Fit also offers various private training programs that tailor to the needs and aspirations of the members also a facility for kids' activities and games.

There is also an exclusive membership package, with its various added values. And as part of its opening period and to commemorate the country's Independence Day that falls in August, Active & Fit offers a series of promotional programs, like 17 percent discount for membership fee, and other interesting offers.

Chandra Makmoen said that South Quarter has become a favored location for several national and multinational companies to open their office, including Citibank, General Electric, Tupperware, Darya-Varia and Calmic.

South Quarter is an environmentally friendly office center designed by the world-famous architect, Tom Wright. The building's design has won several awards, including *Best Office Architectural Design in South East Asia Property Awards 2016*, and has received Gold certificate based on the design from *Green Building Council of Indonesia* for its environment-friendly design.

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Dubai dan Regatta, kawasan kondominium di Pantai Mutiara, Jakarta. Desain bangunan ini meraih penghargaan sebagai *Best Office Architectural Design* dalam ajang *South East Asia Property Awards 2016* dan memperoleh sertipikat Gold dari *Green Building Council of Indonesia* untuk rancangan serta pengelolaan gedung yang ramah lingkungan.\*\*\*

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### **Tentang Intiland**

Intiland adalah pengembang properti terkemuka di Indonesia dengan pengalaman lebih dari 40 tahun. Mencatatkan saham di Bursa Efek Indonesia sejak 1991, Intiland dikenal sebagai inovator dan penggagas tren di industri properti Indonesia. Dalam beberapa tahun, Intiland mengembangkan banyak gedung yang menjadi ikon nasional, melalui Intiland Tower dua gedung kebanggaan di Jakarta dan Surabaya yang dirancang oleh Paul Rudolph dan The Regatta, kondominium tepi pantai yang mewah di Pluit, Jakarta Utara yang dirancang oleh Tom Wright (perancang Burj Al Arab). Pengembangan kawasan pemukiman utama di Surabaya, Graha Famili telah menjadi salah satu kawasan perumahan paling prestisius. Saat ini, Intiland memiliki portofolio produk properti beragam, termasuk kawasan pemukiman, gedung perkantoran, apartemen, pengelolaan gedung, kawasan industri, serta pengelolaan sarana olah raga dan golf. Selain sukses membangun sejumlah proyek prestisius, Intiland juga pro-aktif dalam upaya pengembangan industri dan komitmen sosial. Perseroan saat ini merupakan salah satu *corporate founder* dari Green Building Council Indonesia, anggota eksklusif dari Indonesia Health Fund dan Jakarta Old Town Revitalization Corporation, serta menjalankan program Intiland Teduh untuk membantu masyarakat berpendapatan rendah memiliki hunian yang layak. Intiland telah menjadi pengembang properti dengan konsep gaya hidup yang terkemuka.

### **Tentang Lifespa**

Lifespa Fitness berfokus pada boutique *fitness center* yang berlokasi di hotel-hotel dan area komersial prestisius. Menawarkan berbagai program kebugaran personal dengan memanfaatkan peralatan olahraga berkualitas, latihan personal maupun berkelompok, program kelas, dan layanan spa.

### **About Intiland**

Intiland is a leading Indonesian real-estate developer with over 40 years of heritage. Listed on the Indonesia Stock Exchange since 1991, Intiland is known to be a trend-setter and innovator in the Indonesian property industry. Over the years, Intiland has developed some of the nation's most iconic buildings such as its two flagship office towers in Jakarta and Surabaya designed by the late Paul Rudolph, and The Regatta, a seafront luxury condominium in Pluit, North Jakarta, designed by Tom Wright (of Burj Al Arab fame). Its main township development in Surabaya, Graha Famili, has become one of the city's most prestigious addresses. Today, Intiland's diversified real estate portfolio includes residential townships, office towers, high-rise apartments, hospitality, industrial estates as well as sports and golf club management. Intiland is also actively involved in various efforts to develop industries and the improvement of the society. The Company is one of the corporate founders of Green Building Council Indonesia and Jakarta Old Town Revitalization Corporation. Intiland also initiated and has been running Intiland Teduh, a program established to help low-income families to have decent homes. Intiland embarked on a journey to become the leading lifestyle concept property developer in Indonesia, and is ever closer to achieving this objective.

### **About Lifespa**

Lifespa Fitness focuses on boutique fitness center and has studios in various prestigious hotels and commercial centers. Offering diverse personal fitness programs utilizing quality sports and exercise equipment, for a person or a group, as well as class programs and spa services.



**Untuk informasi lebih, lanjut silakan hubungi:**  
**For further information, please contact:**

PT Intiland Development Tbk  
**Prananda Herdiawan**  
Corporate Communications  
T +62 21 570 1912  
F +62 21 570 0015  
E [prananda.herdiawan@intiland.com](mailto:prananda.herdiawan@intiland.com)

Lifespa Fitness  
**Anggi N R Sitorus**  
Marketing Communications  
H +62 817 996 5505  
P +62 21 576 0186  
E [anggi@primafit.co.id](mailto:anggi@primafit.co.id)