

Jl. KH. Dewantara - Sawah Lama,  
South Tangerang, Indonesia 15413

 @eastonurbankapital

 Google Maps: Clarity House



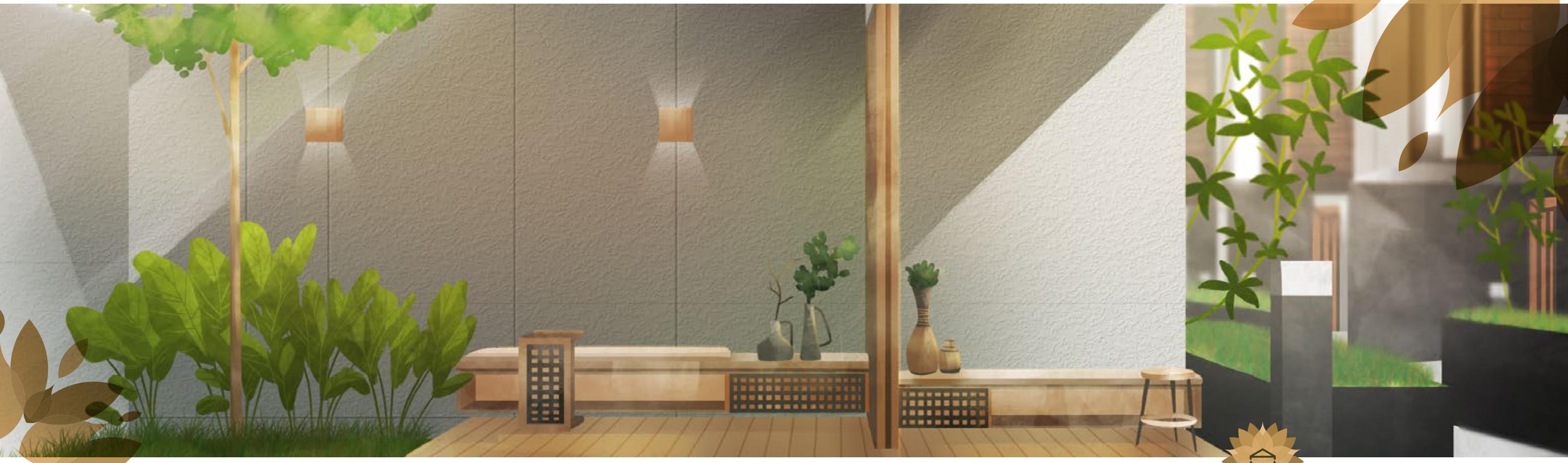
A SEAMLESS HOUSE IN BINTARO

0812 8811 7613  
0812 2760 0410



# INNOCENCE



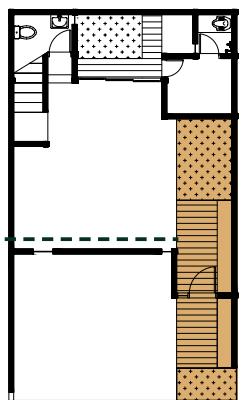


Hi! My name is Milky. I'm very excited because we are moving to our new house! I wagged my tail as I ran to the front door. The house has an **indoor terrace** **complete with a bench and a shoe rack underneath it**. And a **tree indoors?** I feel so close to nature. Everyone looked happy. Except, for Alex... "I miss my friends," he told me. Joylessly, Alex sat on the bench when Bibi, our lovely nanny, was heading towards the inner terrace. "It's going to be alright," she said. "Let's head inside, it's really nice here. You'll like it."



TERRACE  
—  
—

Alex's House 7x12  
Level 1  
Scale 1:250



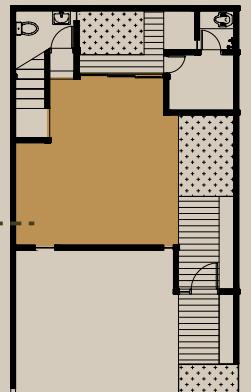
While Bibi and Alex were talking, I smelled something good from the kitchen all the way to the terrace. I quickly made a dash to find the source tripping over myself along the way. Silly me... Turns out, Papa was cooking a delicious dinner! He seemed to enjoy his new **opened-kitchen** set showing-off his cooking skills. I sat there, thrilled, watching Papa tossing the food to and fro. Hoping some of them would fall on the floor so I can have a little taste. This is more exciting than waiting for my own food. Yum!

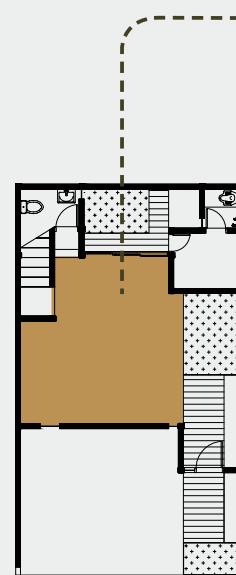


KITCHEN



Alex's House 7x12  
Level 1  
Scale 1:250





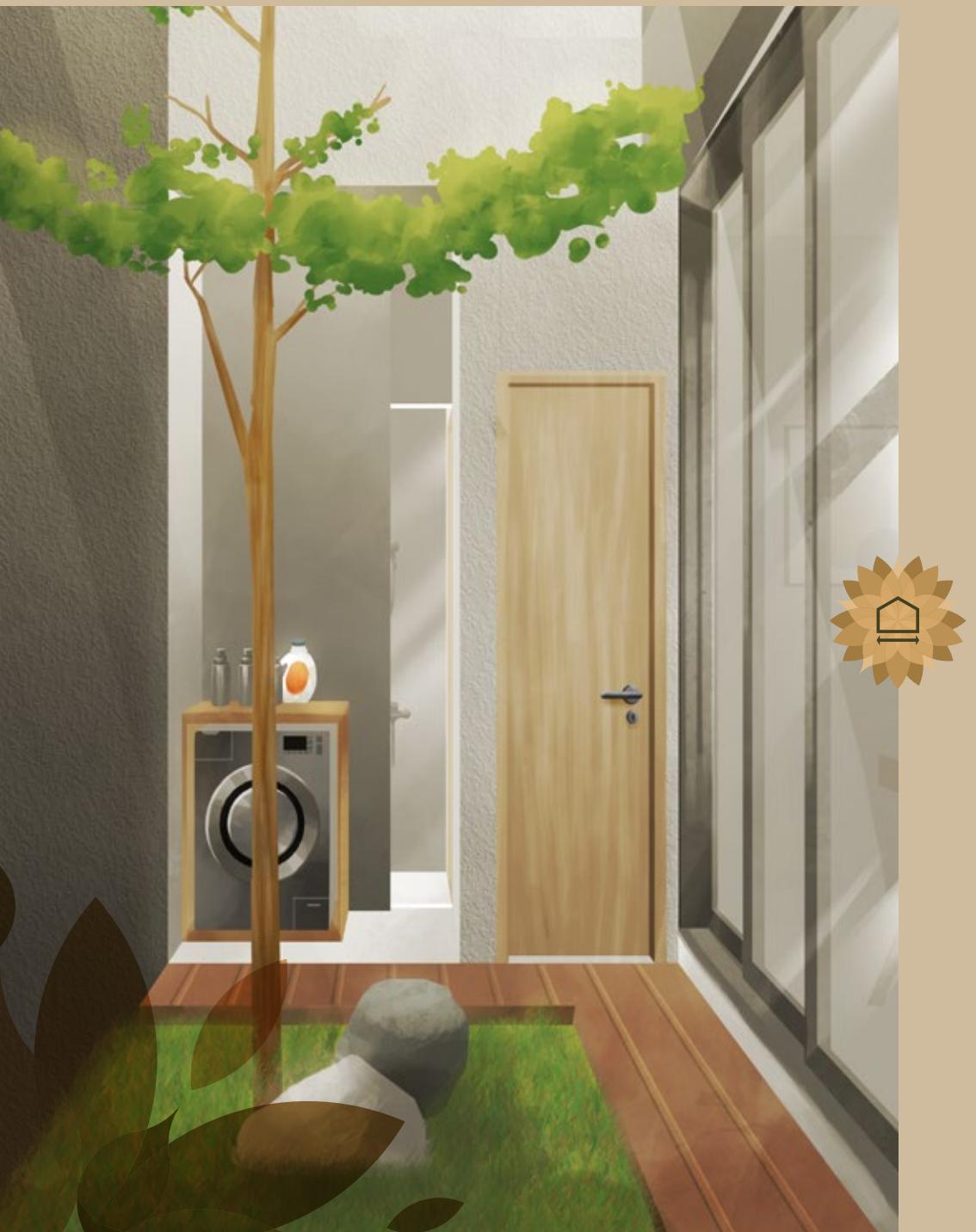
Alex's House 7x12  
Level 1  
Scale 1:250



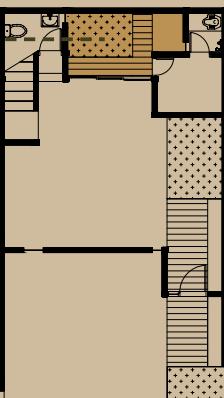
LIVING &  
DINING

After a little talk with Bibi, Alex seemed more relaxed. He sat in **the living room near the garden** watching me and Axel, his younger brother, playing hide and seek while Papa prepared the food in the dining room. **The two rooms are seamlessly connected, that's why the whole area felt very spacious.** Alex smiled watching us play, but his eyes are glued to the wall when he saw a picture of him and his old friends. Then, the smile ceased. That made me feel sad. I promised that I will do my best to make him happy.





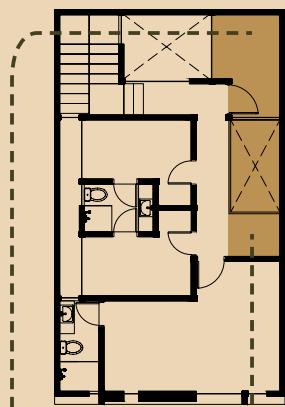
CLARITY HOUSE



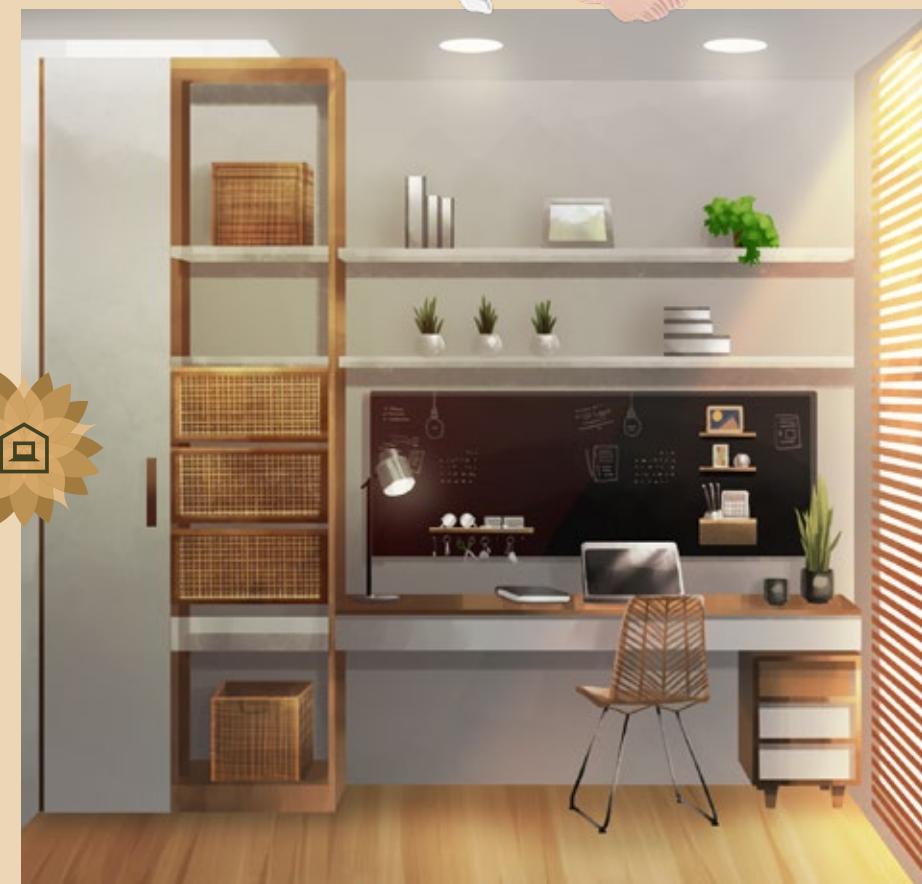
Alex's House 7x12  
Level 1  
Scale 1:250



The next morning Alex took me to the backyard. **It was larger than the one in our previous house!** I ran around and rolled on the ground so Alex started playing with me. Bibi was there too! She was happy seeing Alex and me play together from the laundry room. Alex laid on the floor trying to follow my movement. Such a funny sight to see. It was all fun and laughter. "I told you, you're going to like it here," said Bibi. There's no doubt that things will get better for Alex!



Alex's House 7x12  
Level 2  
Scale 1:250

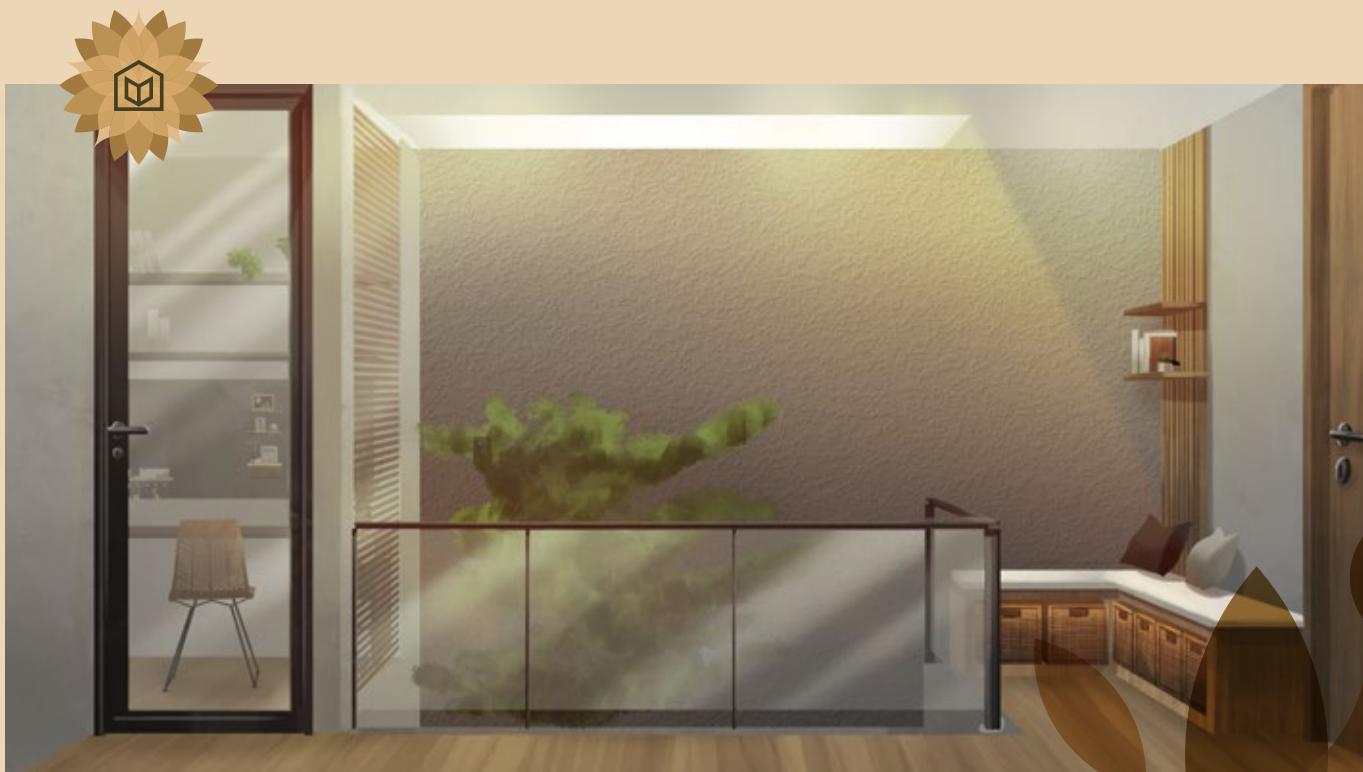


OFFICE



Later on that night, I've heard footsteps coming out of Mama's office. I followed the noise then I sat down, **enjoying the breeze at the lounge upstairs**. Suddenly I heard someone say, "Hey little buddy! Come, join us in my office." It was Mama. Through **the glass-door** I could see that she was working late in **her cozy little office**. But she's not alone, Alex was there. Seems like he had a hard time falling asleep. So Mama decided to make him warm milk. How sweet of her. The office seemed so comfortable, so I joined them too.

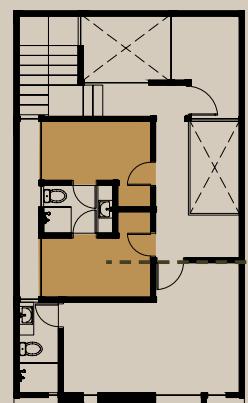
LOUNGE



A 3D rendering of a modern, two-story house with a light gray textured facade and dark brown trim. A large glass door on the ground floor leads to a swimming pool area. In the foreground, a young boy with spiky brown hair, wearing a yellow t-shirt and green shorts, stands near the pool edge. A small brown and white dog sits on the wooden deck next to him. Two wooden lounge chairs with white cushions are positioned on the deck. The house features large windows and a balcony with a black metal railing. The sky is overcast. Large, stylized leaves in shades of green and brown frame the top and bottom edges of the image.

**ADOLESCENCE**

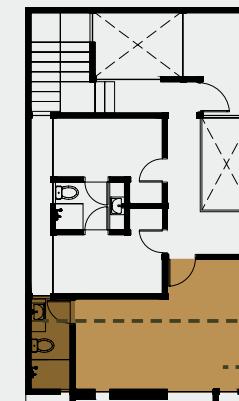
Alex loved his room. **It was quite cozy and also has large windows.** That's why he spent hours in his room. He often called his friends or played mobile games. However, his friends haven't been able to call him lately. He waited for hours laying in his bed feeling lonely. Poor Alex... I wish there's something I could do to cheer him up. Suddenly, I had an idea. Since Alex and Axel's room are **connected through the bathroom**, I went straight to Axel's room and asked him to play with Alex. Let's shower him with brotherly love!



Alex's House 7x12  
Level 2  
Scale 1:250



KIDS BEDROOM



Alex's House 7x12  
Level 2  
Scale 1:250



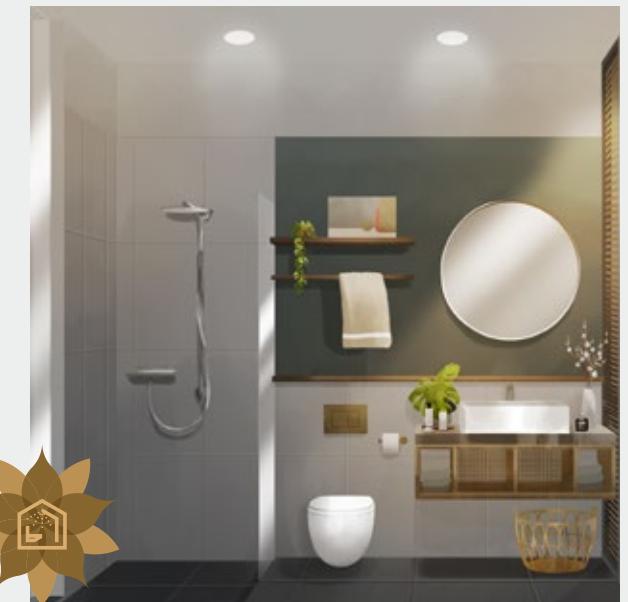
MASTER  
BEDROOM

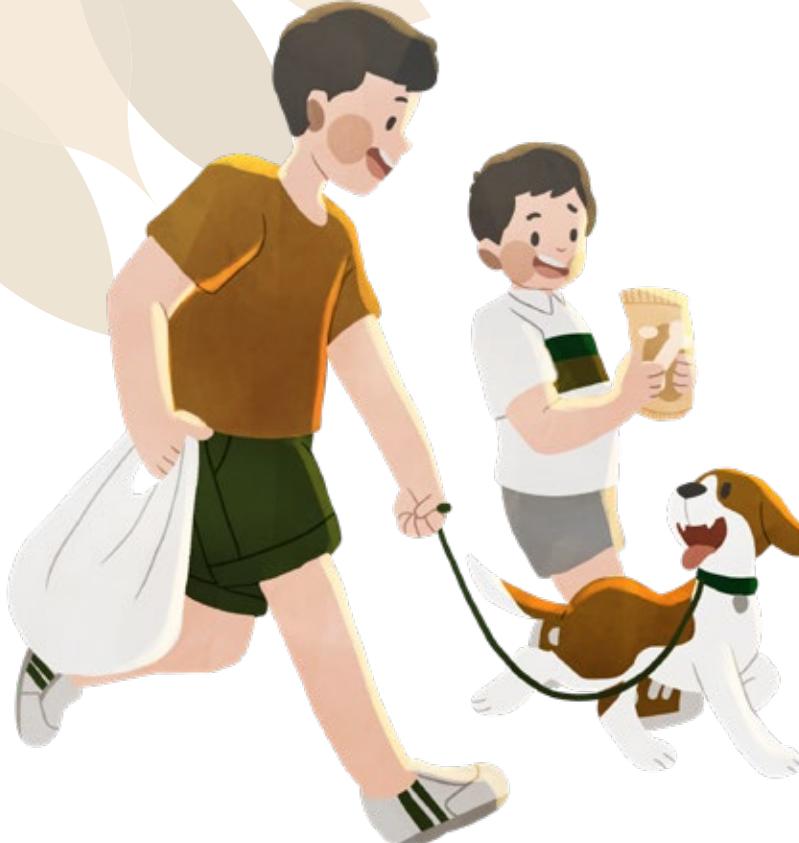


The whole family was very supportive for Alex. Mama and Papa decided that Alex and Axel can have a sleepover in their room. It would be a great family bonding time.

**The room was so spacious and has a high ceiling, it was large enough to fit all of us.** Before going to bed, they decided to brush their teeth together **in the bathroom**. They looked really funny brushing their teeth. I'm sure they realized that. That's why they giggled when they looked at each other!

● BATHROOM





JURANG MANGU  
TRAIN ST.  
2.4 km, 06 mins



JAKARTA - SERPONG  
TOLL ROAD  
3.4 km, 08 mins

Alex felt much better the next day, thanks to everyone in the house. It was time for a walk. I cannot contain my excitement so Axel put a leash on me. **Our house was located on the main road, so it was close to the local stores and pet shops!** Alex and Axel bought some treats and more food for me. I'm happy to know that my family always looked out for me and provided me with the best food. They even bought me a new toy! I wagged my tail so hard, I couldn't walk straight!



Counted from the location to closest point without traffic jam.

#### HEALTH FACILITIES



- |    |                 |                 |
|----|-----------------|-----------------|
| 01 | Premier Bintaro | 5.0 km, 11 mins |
| 02 | RSPI Bintaro    | 8.2 km, 16 mins |
| 03 | Mitra Keluarga  | 5.2 km, 16 mins |

#### EDUCATION FACILITIES



- |    |                       |                 |
|----|-----------------------|-----------------|
| 04 | Uni. Pembangunan Jaya | 4.8 km, 11 mins |
| 05 | BPK Penabur Bintaro   | 6.1 km, 13 mins |
| 06 | Global Jaya School    | 9.3 km, 19 mins |

#### GROCERY STORES



- |    |                        |                 |
|----|------------------------|-----------------|
| 07 | Pasar Modern Bintaro   | 4.3 km, 11 mins |
| 08 | Giant Bintaro Sektor 7 | 5.8 km, 14 mins |
| 09 | Lotte Mart             | 5.4 km, 12 mins |

#### OUTDOOR SPACE



- |    |                       |                 |
|----|-----------------------|-----------------|
| 10 | Bintaro Exchange Park | 3.2 km, 08 mins |
| 11 | NKCTHI Park           | 4.9 km, 09 mins |
| 12 | Setu Bungur Lake      | 2.5 km, 07 mins |

#### PET SHOPS



- |    |                      |                 |
|----|----------------------|-----------------|
| 13 | ITO Cat Shop         | 1.6 km, 06 mins |
| 14 | Panji Pet Shop       | 0.8 km, 02 mins |
| 15 | Media Satwa Pet Shop | 1.9 km, 05 mins |





KIDS  
PLAYGROUND



Mama and Papa wanted Alex to go out, so we went to **the playground** before we went home. There, I saw a small cute-looking animal. I was so excited, I quickly ran away tugging my leash and leaving Alex and Axel behind. But don't worry, I just wanted to play with the little creature. Turns out, it was a kitten named Latte that belonged to twin sisters named Viola and Viona. They lived nearby. Latte was so adorable, he was a great playground partner too. I could play with him all day!

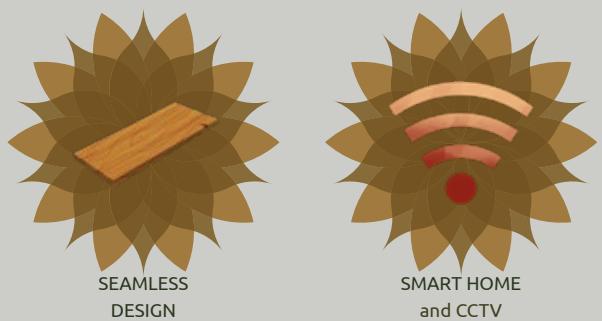
Foundation	Reinforced Concrete Footing
Structure	Reinforced Concrete
Roof	Steel Truss
	Cover
Window	Sanded Metal Tile
Door	Aluminum Black Anodized & Clear Glass
Door Accessories	Multiplex ex. Teak Wood Finish
Ceiling	Stainless Steel
Wall	Gypsum
Floor	Plastered Brick Wall with Emulsion Paint Finish
Interior	Granite Tile 60x60
	Solid Wood ex. Bengkiran ex. American Standard
Sanitary	Underground Electricity
Utilities	Fiber Optic Internet
	CCTV & Smart Home System



*Whilst we endeavour to ensure the content of this marketing material is correct at the time of printing, the information it contains is to be used as a guide only. All images, views, diagrams, maps and descriptions are indicative or artist's impressions only. Dimensions, areas, fittings, landscape and paved areas are indicative and subject to change without notice. Information in this marketing material does not constitute part of the contract.*

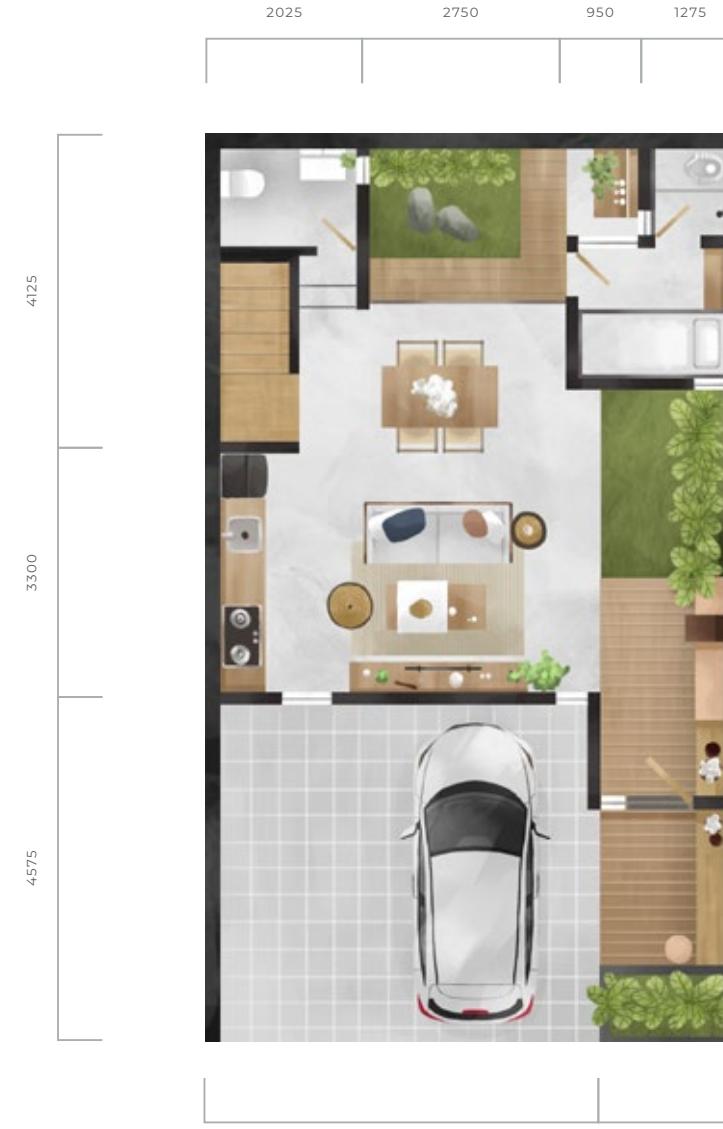


## ALEX'S HOUSE



## VIOLA'S HOUSE

# ALEX'S HOUSE



**7x12 m**  
**Land Area 84 sqm**  
**Building Area 140 sqm**

Scale 1:100



- 4,3 m**  
Max. Ceiling Height
- 35 sqm**  
Living Space
- 2**  
Vehicles

Level 2



**3+1**  
Bedrooms



**3+1**  
Bathrooms



Multipurpose Room +  
Lounge



# VIOLA'S HOUSE

8x11 m  
Land Area 88 sqm  
Building Area 140 sqm

Scale 1:100

Level 1



4,5 m  
Max. Ceiling Height

35 sqm  
Living Space

2 Vehicles

Level 2



3+1  
Bedrooms



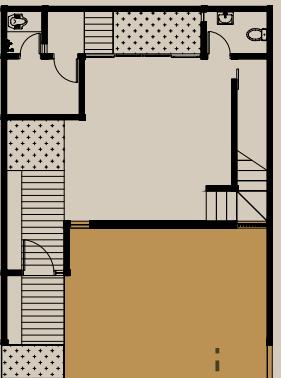
3+1  
Bathrooms



Spacious Lounge +  
2 Balconies

Few days later, we visited Viola's house. They have **two cars**, like us. The outer terrace was quite similar to ours. As we entered the area, I was reminded of the first day of moving in. Alex mostly frowned and felt lonely the first time he arrived at the house. But when he came to Viola and Viona's, he arrived with a smile, gaining confidence once more to make new friends. I had a feeling that this would be a second home to us. I also cannot wait to see Latte!

Viola's House 8x11  
Level 1  
Scale 1:250

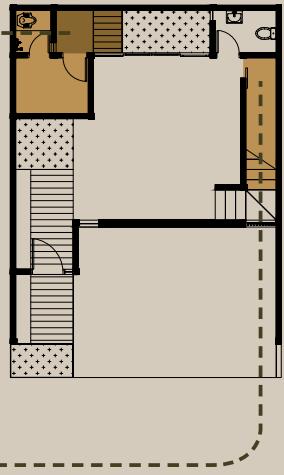




SERVICE AREA

STORAGE

Viola's House 8x11  
Level 1  
Scale 1:250



Inside, we've met their friendly Nanny. She loved Latte and spent a lot of time with him. We found out that she already made friends with our Bibi. Her room has a **high ceiling**, and Latte liked to climb on top of her cupboard just to tease Nanny. But Nanny has a secret way to lure Latte. She called Latte and opened the storage where she stashed Latte's food, then Latte came running towards her with shimmering eyes. It was so cute and funny. **The storage was quite large, they kept many things in it!**

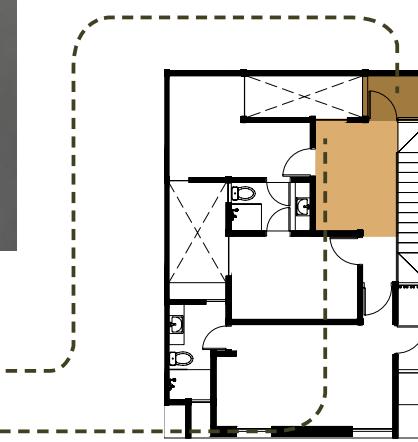




SEMI LOUNGE



BACKYARD  
BALCONY



CLARITY HOUSE  
A SEAMLESS HOUSE IN BINTARO



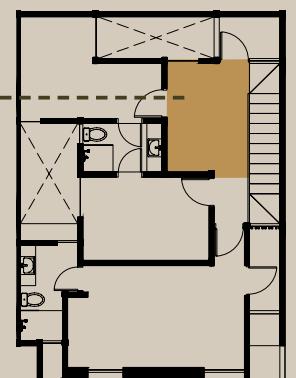
The rain began to pour outside. I'm usually scared of rain so I looked for Alex and Axel upstairs. At **the corridor**, I saw The Twins's parents **sipping their coffee enjoying the rain with a couple of books**. They patted me gently. I feel welcomed. All of a sudden, I'm not too scared of the rain anymore. So I sat closer to the rain at **the private lounge**. It was nice and breezy. I was supposed to look for Alex. But it was so comfortable that I ended up napping in the lounge!

I woke up with a sudden panic. Thinking Alex and Axel would be worried sick looking for me. But I was mistaken. This whole time, they're not out of sight. **They were both in the playroom with the twins. In our house, Mama used this room as an office.** But here, they stacked varieties of board games. As they played together, there were smiles and laughter, especially on Alex, now that he found new friends. I don't want to miss the fun so I walked over to play with them in the playroom.

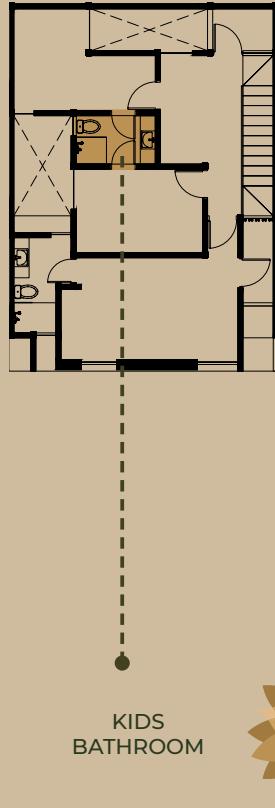


PLAYROOM

Viola's House 8x11  
Level 2  
Scale 1:250



It was time for Latte to take a bath. They took him to the bathroom, just like the one we had in our house between Alex and Axel's room. **It was quite roomy, bright and has large windows.** Latte didn't like water very much so he hissed every time they poured water on him. Not for me, I really like taking a bath. The flowing warm water, the silky smooth soap and flowery smell made the whole experience very pleasant. **Every time I was bathed, it felt like I was being pampered.**



Viola's House 8x11

Level 2

Scale 1:250

A SEAMLESS HOUSE IN BINTARO

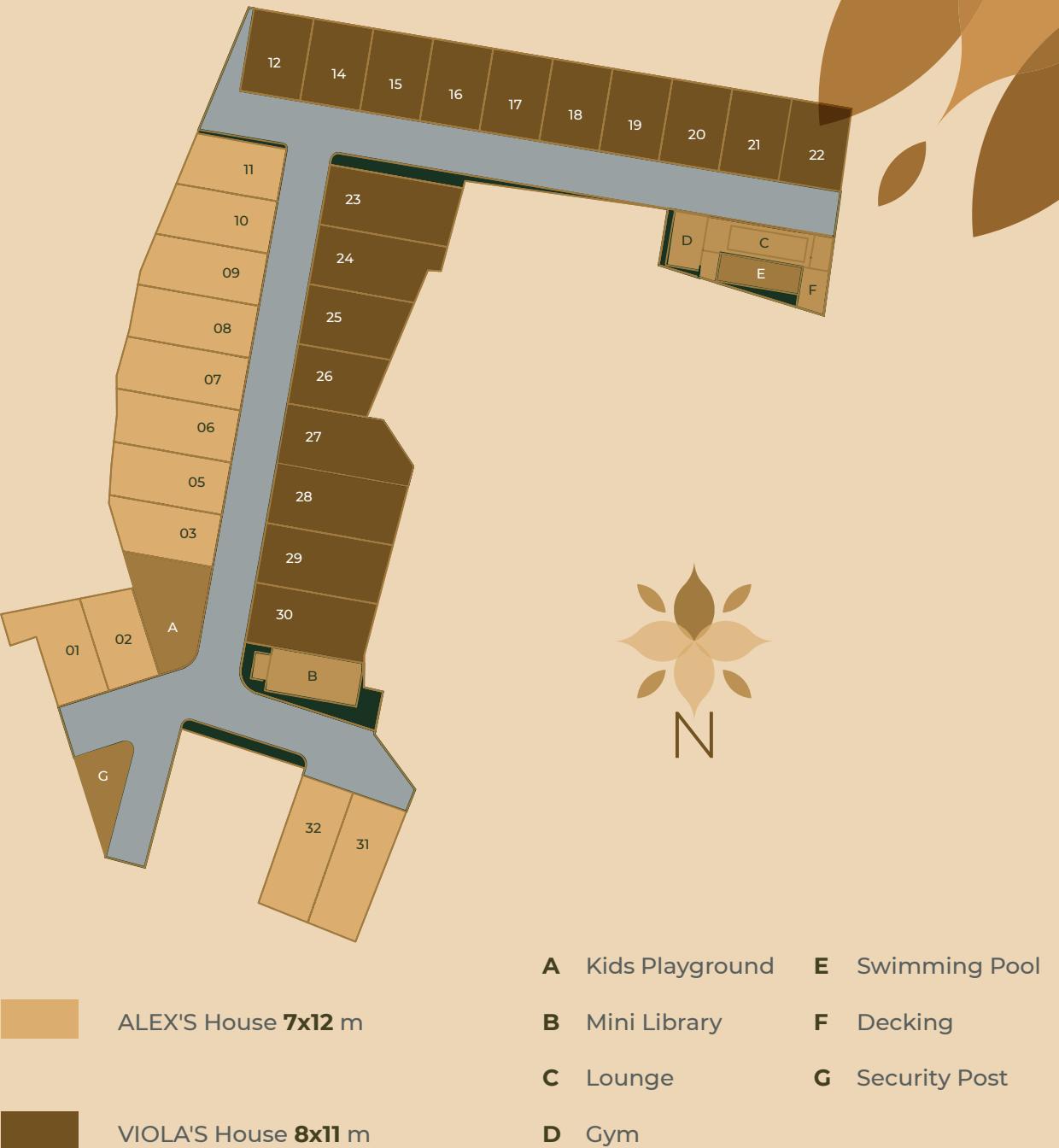




REMINISCENCE

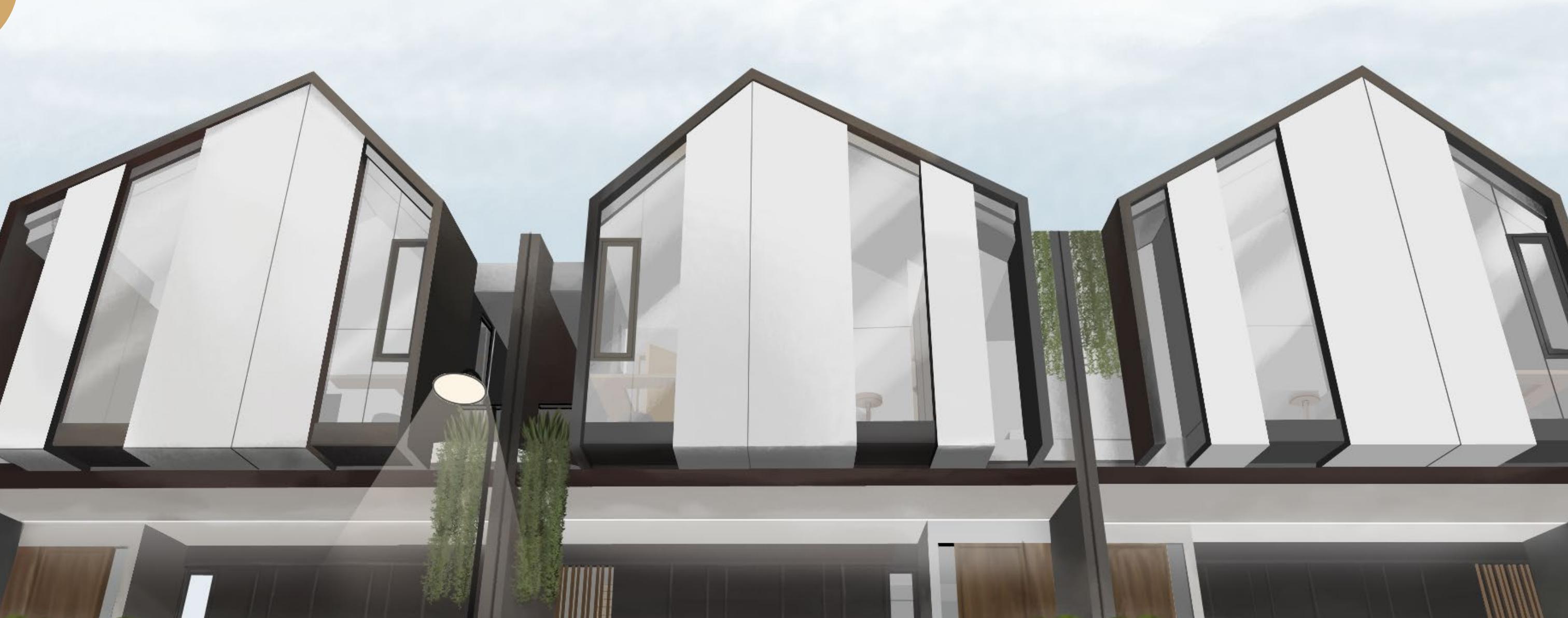


Now, Alex, Axel and The Twins have grown. I wish I could accompany them forever. I'm most happy that Alex finally found what he needed, which are new friends. His old friends even made the time to visit Alex's new house! They got along really well with The Twins! I'm grateful that Alex adapted quickly to the new neighbourhood. He socialised easily and grew to be a confident young boy. **Thanks to all new friends that we met, this neighbourhood is a lovely home for all of us.**





I too have grown older, I might not be as strong as I used to. I had so many good memories here. I have seen clearly everyone's happy to have me, because as part of the family **I love them with my clarity.**





#### 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.

Clarity House is developed adhering to the company values, and based on years of experience. It is the latest 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

RUANGRONA adopted the modern contemporary design philosophy with strong elements of geometric shapes. Strict lighting and neat architectural lines, monochrome color play and natural elements are also the hallmarks of RUANGRONA's design. The synthesis of outdoor space and indoor space is something that draws our interest where building inhabitants, who are mostly urban residents, can experience the nuanced beauty of nature in their buildings, even though they live in urban areas

@ruangrona

#### 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 Clarity House, to beautify children's childhood memories. The market is portrayed into characters of a joyful family, collaborated with a professional illustrator studio, Arkala, and copywriter, Karel Adiwardoyo.

@gab.consultant

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