

JSI INSIGHTS

A Building Is Finished Once. A Place Never Is.

What keeps a place relevant when cities, lifestyles, and generations continue to change?

THE OPENING

Cities rarely announce that they are changing. It happens gradually.

A business district extends in a new direction. A quiet neighbourhood becomes a destination. Travellers begin looking for local character instead of familiar luxury. People stop visiting places designed only for transactions and choose those that give them a reason to stay.

Buildings experience these changes too. Some remain physically present but slowly lose their place in people's lives. Others continue to feel relevant decades after they first opened.

The difference is rarely age. It is the ability to evolve.

Longevity tells us how long a building has stood.

Relevance tells us whether people still choose it.

Relevance begins with people

A property may begin with a clear purpose: an office where businesses grow, a hotel where travellers stay, a retail destination where people shop, or a residence where families build their lives.

But people's expectations do not remain fixed.

An office is increasingly expected to support connection and wellbeing. A retail destination must offer experiences beyond shopping. A hotel must reflect its location rather than isolate visitors from it. A residential development must consider how families, routines, and communities will change over time.

The original purpose still matters. The way it is delivered must continue to move.

CHANGING EXPECTATIONS



THEN
A place to work

TODAY
A place to connect



THEN
A place to shop

TODAY
A place to spend time



THEN
A room to stay in

TODAY
An experience of the destination



THEN
A house to own

TODAY
A community to belong to

Change without losing character

Evolution does not mean replacing everything that came before.

The strongest places retain what people value while reconsidering what no longer works. Their architecture, landscape, service, tenant mix, programming, and public spaces continue to respond to changing behaviour.

Grand Hyatt Bali has welcomed guests in Nusa Dua since 1991. Bali Collection grew from one of Bali's early retail destinations into an eight-hectare open-air lifestyle environment. Newer developments such as One Satrio respond to a different urban rhythm, combining dining, lifestyle, and green space in the centre of Mega Kuningan.

These places come from different periods and serve different needs. What connects them is an understanding that opening day is only the beginning.

Source: JSI company history, JSI retail portfolio

THREE PLACES, THREE GENERATIONS



1991

Grand Hyatt Bali

Hospitality shaped by landscape and place.



2006

Bali Collection

An open-air destination that brings retail, dining, and culture together.



2022

One Satrio

A contemporary urban space designed around connection.

A place is never truly finished

Construction has a completion date. Stewardship does not.

Long-term relevance comes from observing how people use a place, recognising what is changing, and being willing to respond. Sometimes that means a physical transformation. Sometimes it means a better experience, a different mix of businesses, or new reasons for communities to gather.

For JSI, developing a property is one moment in a much longer relationship between a place and the people around it.

Because the real measure of a place is not simply whether it still stands.

It is whether it still matters.

Built for its time. Evolved for what comes next.