

Redspace and PT. Jakarta Aquarium Indonesia: Branding Collaboration for Indonesia's First Boutique Aquarium

PT. Jakarta Aquarium Indonesia (JAI), member of Taman Safari Indonesia Group, has appointed Redspace to deliver branding initiative for its new boutique aquarium. Highlighting the diversity of Indonesia's marine life, the aquarium will house many interesting animals from otter, jellyfish to penguins.

As the entertainment sector in Jakarta is being clouded with the vast growth of shopping centers, the aquarium will bring a fresh option for recreation in this metropolitan city. Redspace is given the opportunity to deliver strategic and design solutions from brand strategy to the visual identity of Jakarta Aquarium.

"We are very excited to do the branding for this fun and meaningful project. It is about time Jakarta needs a unique attraction that will not only offer entertainment purposes but also valuable education to the audience. We will combine our strategic and creative capacities to bring the best brand experience" said Stefanus Alvie, Creative Managing Director of Redspace.

The aquarium will be located in an indoor establishment in West Jakarta area. Still under development process, it is expected to open for families, schools, young adults, children and the public in late 2016.

About Redspace

Redspace is a brand and digital consultant under WIR Group that focuses on multidisciplinary platform of creativity from brand building, visual design to digital engagement. This group of young talents has worked collaboratively to build strong brands across industries from retail, banking, hospitality to tourism. Redspace shares the passion to build impactful brand experiences and is always ready to redefine your brand space. www.redspace.asia | www.wirglobal.com