

# Driftwood City: The Soul of Mentawai

The grassroots counterpart to the Prestige Quarter.

**Concept:** Bohemian Cultural Precinct

**Market:** Budget-to-Mid (Surfers, Creatives, Gen Z)

**Signature:** The Warung Crawl

**HTEM Status:** **Silver Precinct**

# The Strategic Counterbalance



## The Antidote

Driftwood City captures the raw, unpolished magic of the original surf trail. It serves as the necessary counterweight to the polished luxury of the surrounding precincts.

## The Atmosphere

Relaxed, artistic, and communal. Sand on the floor is a design feature. A place where pretension is stripped away.

## The Asset

A dense cluster of Warungs—family-owned cafés—and pop-up venues that retain the core surfer and backpacker demographic.

# Profiling the Digital Bohemian

## Primary Demographic

Gen Z, Backpackers, Surfers, and Creators.

## Behavioral Economics

Lower transaction spend, but high frequency. Long duration of stay: 2–4 weeks average.

## Psychographics

Seekers of "barefoot luxury" and genuine connection. Prioritize experience over service.

## Vibe

The "Van Life" generation. Creators seeking inspiration and remote workspaces.



Mentawai Gold Tiempos Headline

# Found Object Architecture

## Design Philosophy

Structures utilize “Found Object Architecture,” inspired by traditional Indonesian fishing villages and 1970s surf shacks.

## Sustainability Profile

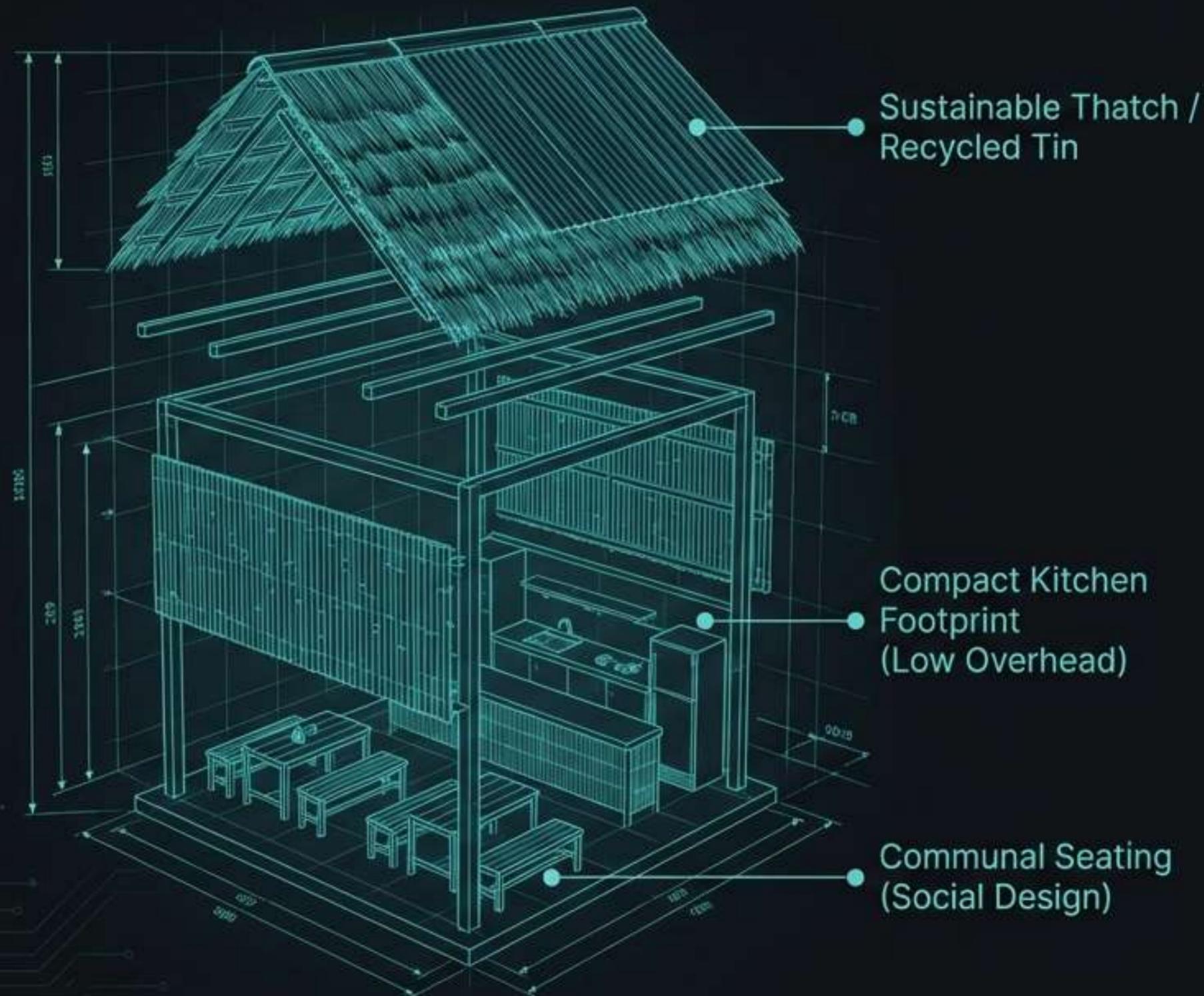
Low embodied carbon. Construction utilizes materials that would otherwise be waste, aligning with circular economy goals.

## Human Scale

Strictly single-story structures designed to disappear into the coastline vegetation.



# The Warung as a Commercial Unit



## Operational Model:

- Small footprint  
Small footprint venues operated by local families.

## Traditional Offerings:

- Nasi Goreng, Fresh Coconuts, Local Coffee.

## Neo-Warung Offerings:

- Smoothie Bowls, Craft Kombucha, Vegan Fusion.

# The Signature Warung Crawl

## Holographic Schematics

**Step 1:** Appetizers & Acoustic Set at The Shack

**Step 2:** Main Course at Mama's Kitchen

**Step 3:** Dessert & Bonfire at The Point

## Gamification

- Integrated with Mentawai.one App
- Users earn 'Explorer' badges for completing the culinary circuit.
- Atmosphere: Live acoustic folk bands perform at stops along the route.

# Culinary Incubator Strategy



**Sourcing:** Mentawai  
Fresh Network  
(Local Agriculture)



**Incubator Kitchens:**  
Low-capital testing  
ground for aspiring  
chefs.



**Residencies:**  
Monthly takeovers by  
visiting street-food  
talent.



**Accessibility:**  
Price points \$5-\$15  
for inclusivity.

# Unplugged Resonance

## **Musical Identity**

Acoustic Folk, Reggae, Indie, and Surf Rock.

## **The “Jam Now” Culture**

No massive stages. No pyrotechnics. Music happens organically on porches and beachfront risers.

## **Soundscape**

Volume is kept natural, allowing the music to mix with the sound of the ocean.



# The Green Season Advantage

**Turning the Monsoon into an Asset.**

**Seasonality Strategy:**

Driftwood City thrives in Q1 (Wet Season).

**The Vibe:** “Shelter from the storm.” A time for camaraderie, board games, and acoustic sessions under tin roofs.

**Resilience:**

Structures designed to weather the elements and age beautifully.



# Economic Model: The Silver Precinct

Traditional Retail Model



High Barrier to Entry

Driftwood Model



Capital Retained in Community

**HTEM Status:** Silver (Authentic/Community)

**Entry Strategy:** Low setup costs incubate indigenous entrepreneurs.

**Risk/Reward:** Operators pay % of revenue, aligning developer and tenant interests.

**Impact:** Prevents economic leakage.

# Circular Sustainability Systems



# Invisible Technology Layer



- **Connectivity:** Blanket Wi-Fi 6 coverage enables “work from anywhere” on the beach.
- **Frictionless Payments:** 100% Cashless. Accepts MCoin and Palm Payments.
- **Digital Integration:** The “Warung Crawl” is tracked via The Passport app to unlock rewards.

# The Third Place



## Community Role

The social living room for the island's workforce, students, and residents.

## Economic Opportunity

Primary source of entry-level jobs and entrepreneurship for local youth.

## Cultural Exchange

A relaxed atmosphere that breaks down barriers, fostering genuine dialogue between tourist and local.

# Bioluminescence & Bonfires



## Lighting Strategy

Low-impact amber lighting protects nesting turtles and enhances star visibility.

## Rituals

Sunset drum circles and beach bonfires replace nightclubs and strobes.

## Nature Interface

Night walks depart from here to view bioluminescence, blending nightlife with nature education.



# Real People. Real Vibes.

Driftwood City ensures Mentawai Bay  
never loses its roots.

A place where the luxury is in the experience, not the materials.