



**The Pavilion District:
Where Elevated Culture
Meets Island Ease.**

Elevated, Yet Approachable.

Concept:

Refined culture meets creative experimentation.

Market Position:

Mid-Market to High-End
(Cultural Tourists,
Families, Expats).

Signature Asset:

Moho @ Mentawai.

Strategic

Classification:

HTEM Gold Precinct.

The district functions as the cultural bridge between bohemian roots and ultra-luxury.

Driftwood City
(Bohemian/Rustic)



The Pavilion District
(The Gold Standard)



Key Asset: Moho
@ Mentawai.

The Prestige Quarter
(Ultra-Luxury)



The Vision

To create a Gold Tier precinct that serves as the social connector for the development.

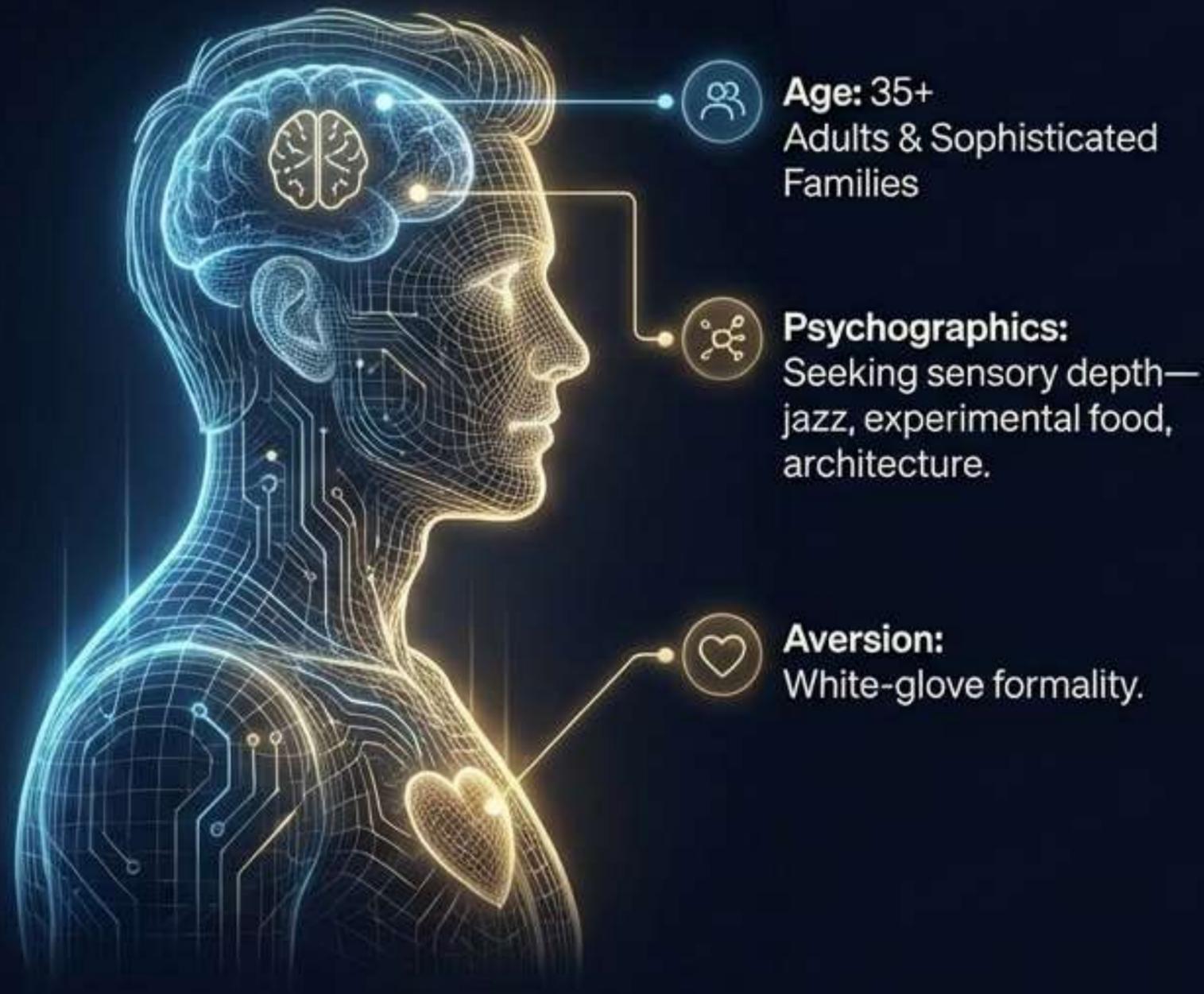
The Atmosphere

Casual Fine Dining. Sophisticated but not stiff; dressed-up but relaxed.

Strategic Role

High-volume, high-yield commercial engine driving the Dinner and a Show economy.

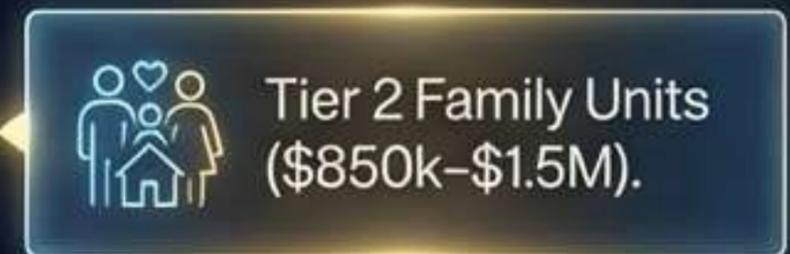
Targeted at the Cultured Traveller seeking sensory depth over formal service.



Spend Profile



Residential Origin



Primary Social Hub: Serves as the daily living room for the resident community.

Architecture engineered for the Veranda Lifestyle and monsoon resilience.

The Pavilion Concept:
Deep overhangs and vaulted ceilings maximize airflow.

Function:
Indoor-outdoor lifestyle, fully protected during the Green Season.

Materials:
Sustainable timber, volcanic stone, and copper for acoustic warmth.



Moho @ Mentawai anchors the precinct as a serious arts destination.

The Venue: The island's Living Room—a 300–400 seat acoustically engineered performance hall.

The Focus: Intimacy and sensory depth. Prioritizing unamplified jazz, soul, and world music.

The Statement:
A cultural institution signaling Mentawai Bay is a serious arts destination, not just a surf resort.



An acoustic journey transitioning from the Living Art Aquarium to the Concert Grand.



The Arrival: The Living Art Aquarium serves as a visual palette cleanser, transitioning guests from the wild ocean to refined art.

The Stage: Permanent Grotrian-Steinweg Concert Grand Piano attracts world-class talent.

The Room: Black Box configuration with variable acoustics for genres ranging from funk to chamber music.

A dynamic culinary crossroads driven by chef residencies and experimental fusion.

The Theme: A Culinary Crossroads.

Programming: Rotating international chef residencies and food festivals.

Menus: Experimental fusion (Japanese-Peruvian, Franco-Indonesian) using Mentawai Fresh ingredients.

Vibe: Rooftop lounges and open-air bistros encourage lingering.



Synchronized programming creates a high-yield Dinner and a Show economy.



Integration: Dining reservations synchronized with performance set times.

Revenue Multiplier: Maximizes dwell time and captures spend across multiple venues in a single evening.

Transforming the Green Season into an asset through Acoustic Ecology

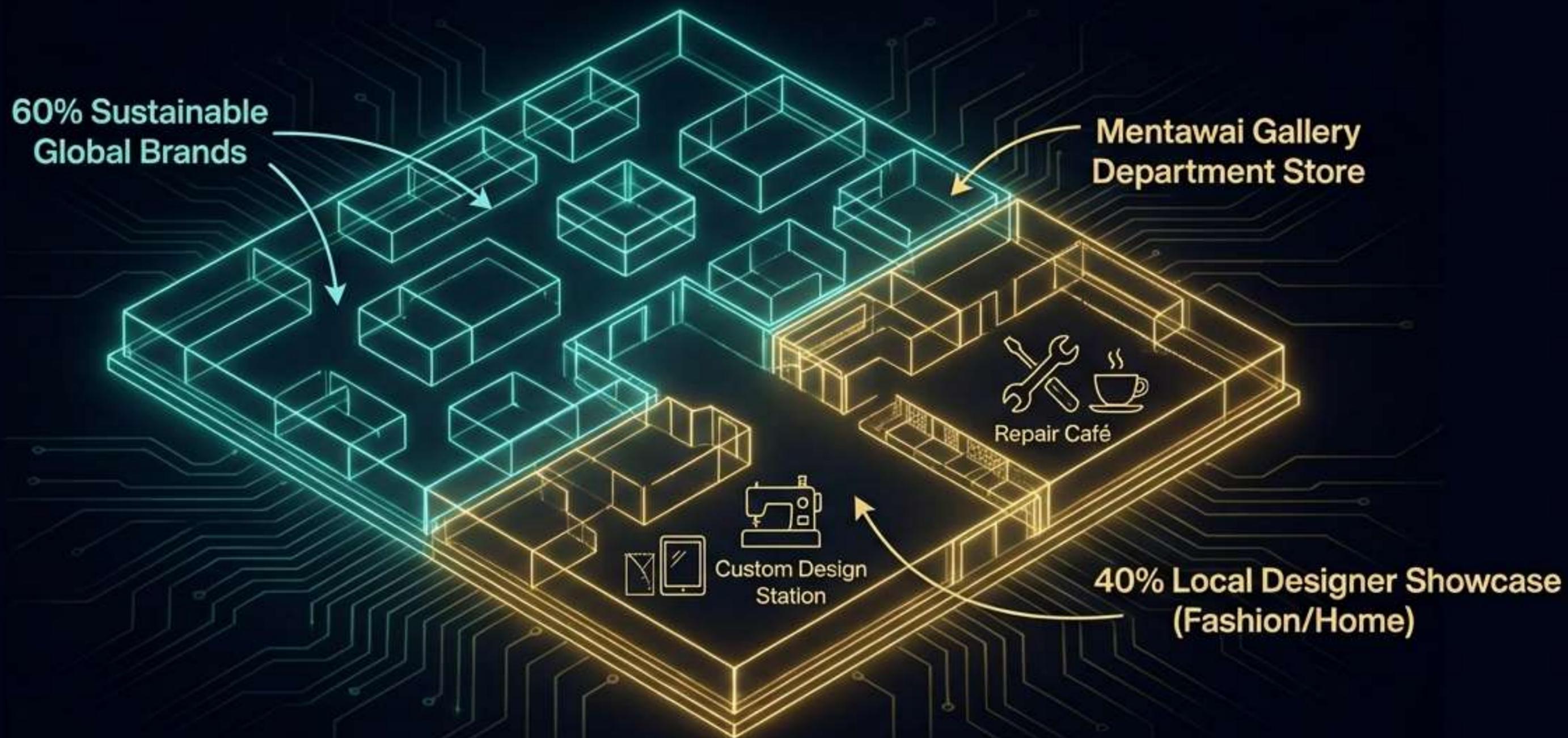


Acoustic Ecology: The Pavilion District drives the Q1 (Wet Season) strategy.

The Appeal: The sound of rain on pavilion roofs provides a cozy, atmospheric backdrop for jazz and dining.

Resilience: Fully weather-proofed covered walkways ensure vibrant economic activity during downpours.

Retail reimaged as a creative service and designer showcase



The Anchor: Flagship Mentawai Gallery Department Store (2,500 sqm).

The Mix: A curated blend of local craftsmanship and ethical global brands.

Differentiation: Retail as service—featuring Repair Cafés and custom design, moving beyond pure consumption.

Rooftop programming captures the sunset crowd and encourages social mixing.

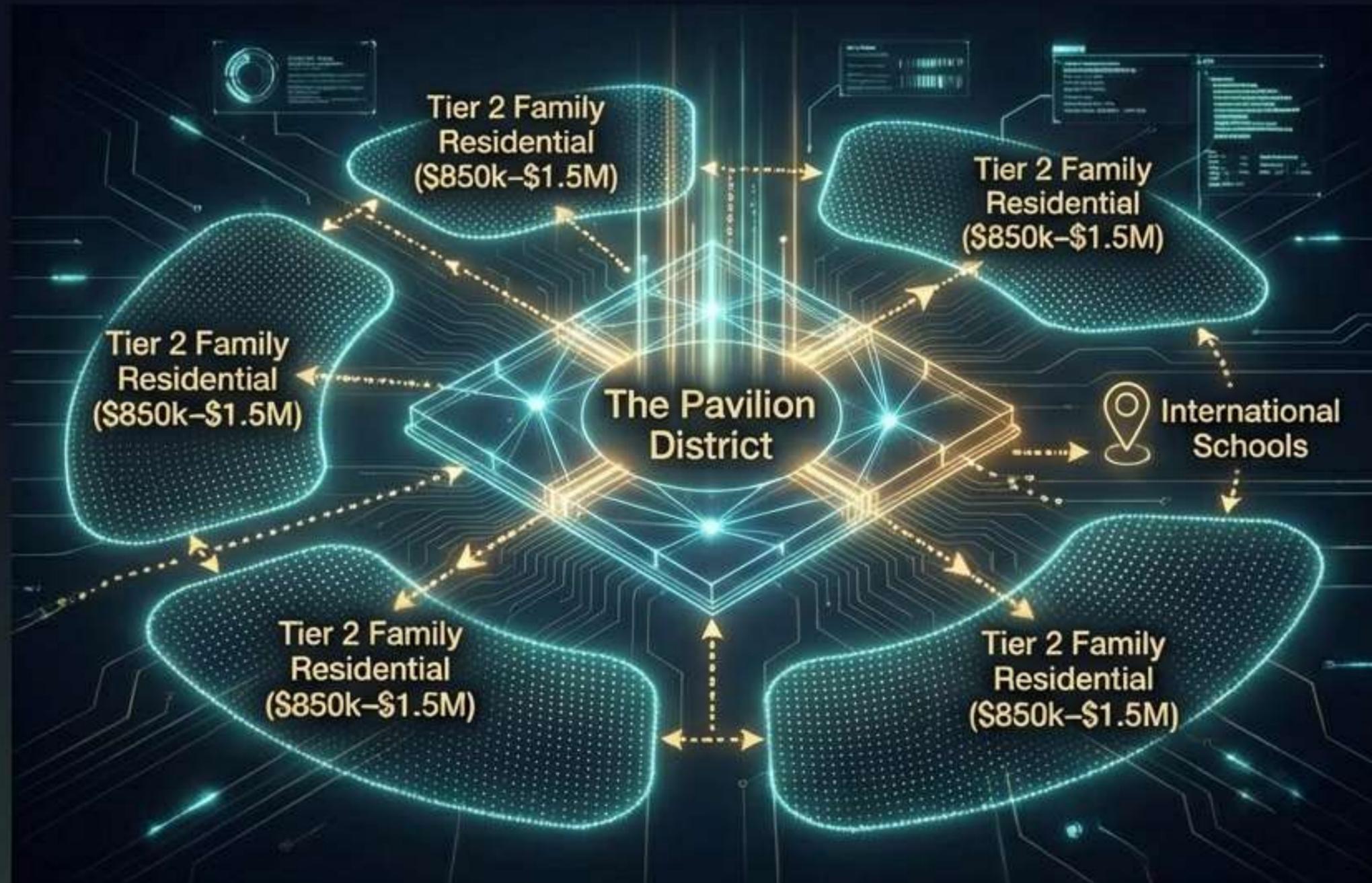


Sunset Sessions: Programmed with Electronic Lounge and Fusion Jazz.

Social Seating: Lounge layouts encourage groups and mixing, distinct from the formal Prestige Quarter.

Beverage Programme: Craft cocktails and ambitious wine-by-the-glass via Enomatic systems.

Serving as the daily social hub for the Tier 2 residential community.



 **The Residents:** Acts as the local high street for family residential zones.

 **Daily Life:** Proximity to schools and family dining keeps the district active 16-18 hours a day.

 **Community:** Residents receive priority booking for Moho events and chef tables.

A high-density revenue model powered by frictionless automated payments.



High revenue density,
1:4 Staff-to-Guest Ratio.

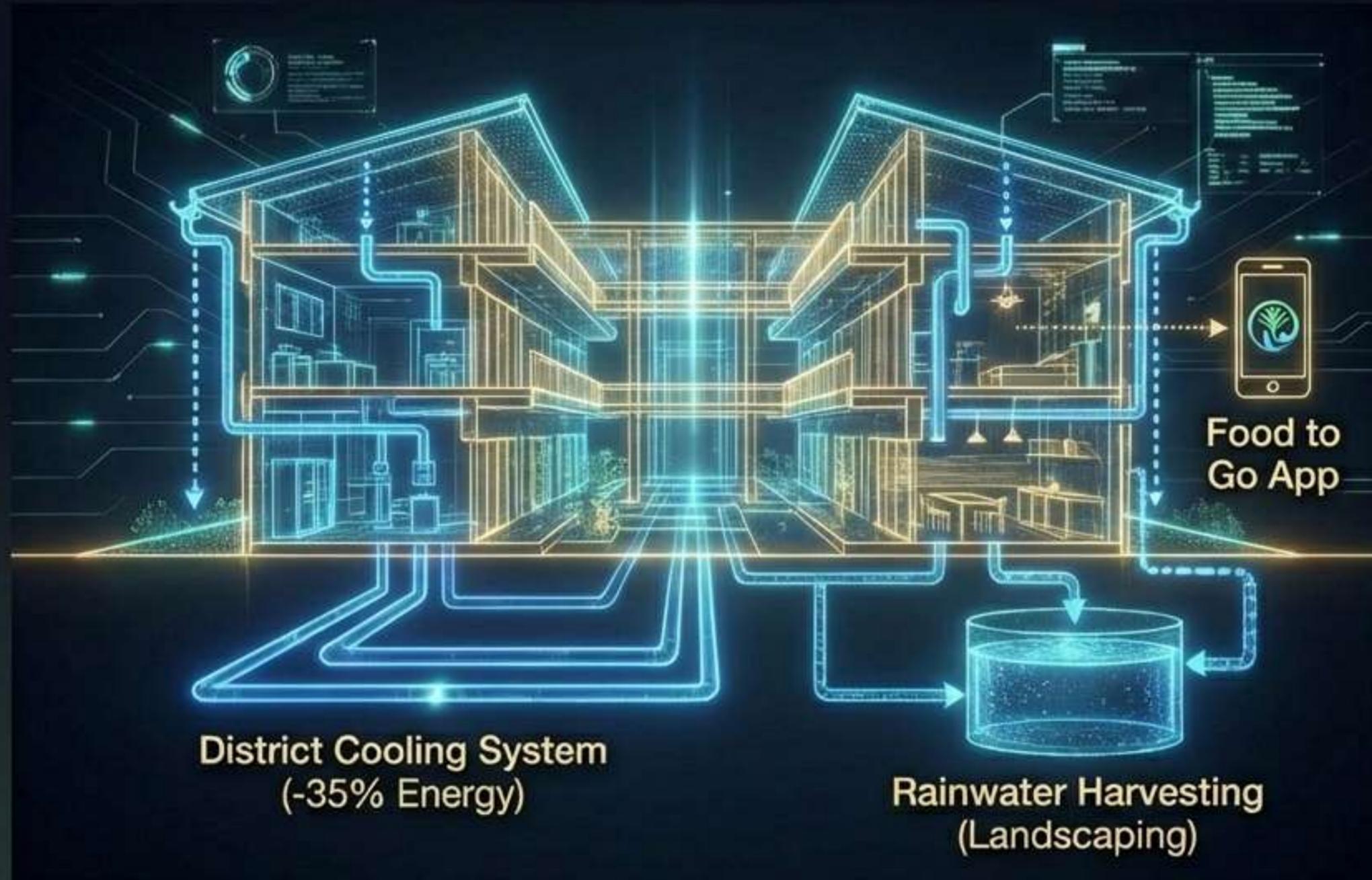


100% Cashless via
MCoin & Palm Payments.
Automated revenue splitting.



Torqua: 1.75% of all
transactions fund the Mentawai
Conservation Foundation.

Invisible infrastructure reduces energy load and eliminates single-use waste.



❄️ **Cooling:** District Cooling reduces consumption by 35% vs split AC.

💧 **Water:** Harvested rainwater drives the non-potable network.

♻️ **Waste:** Zero single-use plastics. Tech-enabled food waste reduction.

The Pavilion District delivers the promise
of high art meeting island ease.



The Role: The beating heart of Mentawai's culture.
The Balance: Between rustic roots and ultra-luxury.
The Promise: Where high art meets island ease.