

A modern, dimly lit hotel suite. The room features a large, dark, circular bathtub in the foreground. To the left is a long vanity with two oval mirrors and two sinks. In the background, there is a desk with a chair and a bed with a white coverlet and a green patterned pillow. The room has a contemporary design with dark wood paneling and a colorful geometric rug.

CREATOR'S

CREATOR'S are not in the hospitality business!
'We are in the real estate business.'

Unleashing Brilliance / A Symphony of Expertise

Ever since our establishment in 1998, CREATOR'S has flourished into a dominant force within the realm of hospitality consulting. With a dedicated team of skilled professionals and collaborative partners, we embark on our explorations from Bali, Bangkok and the Maldives.

Led by visionary founders Bert Bykes, a citizen of the world, and Surapong Meknavin, along with our esteemed team members, we possess a combined 35+ years of active involvement in designing, developing, operating, and conceptualising hospitality and residential sectors across Asia. Drawing from this vast wellspring of collective experience, we have with our esteemed clients delivered 2,000+ diverse projects. By forging close alliances with our clients, we consistently elevate the distinctive and timeless essence of their hotels, resorts, and residences. Our unwavering commitment to quality, efficient delivery, safety, and cost-effective budgets ensures that their visions materialize without compromise. Count on us as your unwavering partner in creating extraordinary and enduring hospitality experiences.

CREATOR'S

Crafting Your HOW / The Power of Collaboration

In harmonious unity, we assemble a **dynamic and visionary** team of hospitality experts, joined together by a shared passion for storytelling, innovative guest experiences creations and design. We implement agility, flexibility, creativity, sustainability with flawless profitable executions.

Through our **collective endeavours**, we foster collaborations with exceptional designers, developers, owners, hospitality groups, and family offices, empowering them to make a purposeful impact. Our expertise encompasses a comprehensive grasp of the entire spectrum, from grand visions to subtle intricacies, all with the unwavering pursuit of excellence in both design and construction deliveries.

Our network is fortified by robust collaborations and partnerships, forged by a mutual dedication to quality. Together, we weave a **tapestry of success**, united in our mission to bring your vision to life.

CREATOR'S

HOW We Work With You

Crafting Your Vision: Navigating Creations Together

CREATOR'S, embarks on the hospitality design planning and development journey with you, starting from the spark of a captivating story and culminating in the grand opening that welcomes your first guests. As your dedicated partner, we assist you in navigating the intricate complexities of creating remarkable hotels, resorts, residences, F&B outlets, senior living spaces, and more.

Our comprehensive range of services includes hospitality advisory, project appraisals, feasibility assessments, acquisition advisory, renovations, re-build, re-branding, property rescue, repositioning, re-capitalising support, design planning implementation, contract negotiation, technical services, as well as pre-opening and post-opening stages. When it comes to developing restaurants, bars, nightclubs, and retail outlets, our turnkey service covers everything under one umbrella, from interior design and AV & lighting design to kitchen design, branding, and food and beverage concepts.

CREATOR'S

Projekt Delfin / Maldives

| | |
|----------|--|
| LOCATION | Male Atoll / Maldives |
| SCOPE | Project Consultancy Design, Build & Deliver |
| TYPE | Luxury Estate / Marina |
| GF AREA | 2,820,000 sqm / 421-keys |
| STATUS | Reclamation |

CREATOR'S

Concept Resorts / Bali & Thailand



| | |
|----------|---|
| LOCATION | Bali, Thailand |
| SCOPE | Concept Design Design, Build & Deliver |
| TYPE | Villa Resorts |
| GF AREA | 49,500 sqm / 200-keys |
| STATUS | Planning |

KAMPONG / POOL ZONE

VILLA / RESORT "FOR DIGITAL NOMADS"
OCTOBER 27, 2023

CREATOR'S

CREATOR'S

The Laguna Luxury Collection \ Bali

LOCATION Nusa Dua / Bali
SCOPE Construction & Project Management
Full Resort & Spa Renovation
TYPE 257 Guestrooms + 19 Suites
GF AREA 38,000 m²
STATUS Completed / 2023

CREATOR'S

JOEWY RETREAT Lembongan / Bali



| | |
|----------|--|
| LOCATION | Nusa Lembongan / Bali |
| SCOPE | Concept Development Masterplanning & Design |
| TYPE | 120-keys Mixed-use Cliff Resort |
| GF AREA | 41,500 m2 |
| STATUS | Concept / In Progress |

Panca Indera Village Nusa Lembongan
Preliminary Conceptual Design and Development Plan
CREATORS



Marasca Resort / Koh Samui

| | |
|----------|---------------------------------------|
| LOCATION | Koh Samui / Thailand |
| SCOPE | Project Management Cost Management |
| TYPE | 66-keys Lifestyle Resort |
| GF AREA | 5,768 m ² |
| STATUS | Pre-Opening |

CREATOR'S

Buraran Estate / Bang Saray Thailand

| | |
|----------|--|
| LOCATION | Bang Saray / Thailand |
| SCOPE | Development Consultancy Design, Build & Deliver |
| TYPE | Luxury Residential Estate |
| GF AREA | 689,600 sqm |
| STATUS | Planning / Study |

CREATOR'S

Disruptive LifeStyle / TheHYPE™

shot

| | |
|----------|--|
| LOCATION | Bali & The Philippines |
| SCOPE | Concept & Branding Design Design Architecture+Interiors |
| TYPE | 170-keys High-rise Lifestyle |
| GF AREA | 22,000 m2 |
| STATUS | Design Development |

CREATOR'S

JOEWY / Bangkok

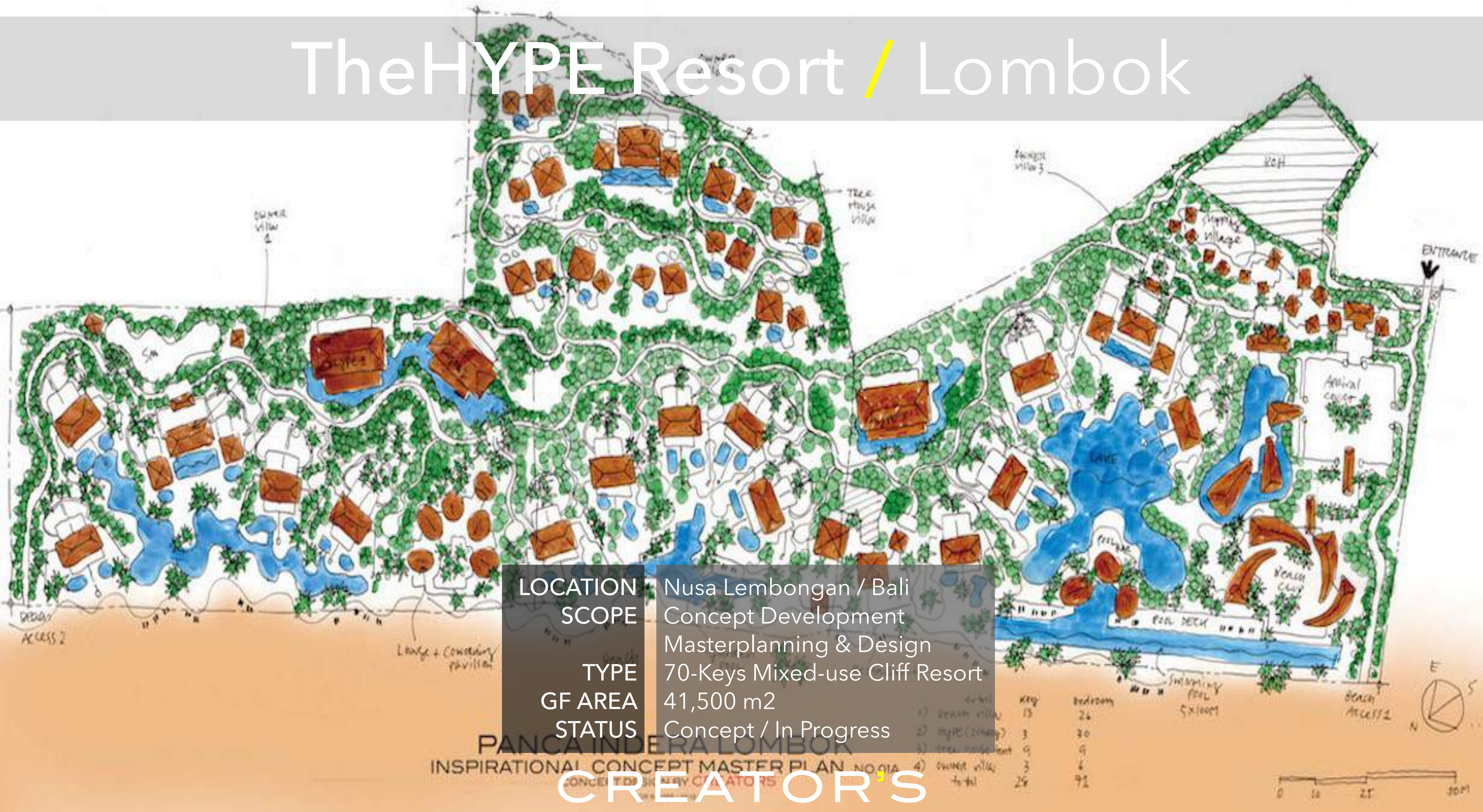
| | |
|----------|---|
| LOCATION | Bangkok |
| SCOPE | Fun Mystery Creation Design, Build & Operate |
| TYPE | High-End Residence Concept |
| GF AREA | 12,500m ² |
| STATUS | Concept / Rebranding |

CREATOR'S

Maumere Resort / Flores



TheHYPE Resort / Lombok



LOCATION
SCOPE
TYPE
GF AREA
STATUS

Nusa Lembongan / Bali
Concept Development
Masterplanning & Design
70-Keys Mixed-use Cliff Resort
41,500 m²
Concept / In Progress

CREATOR'S

PANCA INDERA LOMBOK
INSPIRATIONAL CONCEPT MASTER PLAN NO.01A

| Key | Bedroom |
|----------------------|---------|
| 1) Beach villa | 24 |
| 2) Villa (20m x 20m) | 30 |
| 3) Villa (10m x 10m) | 9 |
| 4) Dinner villa | 4 |
| 5) Villa | 91 |

Bulgari Residences Uluwatu / Bali

| | |
|----------|---|
| LOCATION | Uluwatu, Bali / Indonesia |
| SCOPE | Development Consultants Project Management |
| TYPE | 5-Units Luxury Residences |
| GF AREA | 5,200 m ² |
| STATUS | New Build / Completed |

CREATOR'S

Amandari Resort Ubud / Bali

| | |
|----------|--|
| LOCATION | Ubud Bali / Indonesia |
| SCOPE | Client Representative Project Architect |
| TYPE | 30- keys Resort |
| GF AREA | 30.000 sqm |
| STATUS | New Build / Completed |

CREATOR'S

Holiday Inn Resort Benoa / Bali

| | |
|----------|--|
| LOCATION | Bali, Indonesia |
| SCOPE | Client Representative Design Management |
| TYPE | 170- keys Beach Resort |
| GF AREA | 16,750 sqm |
| STATUS | New Build / Completed |

CREATOR'S

InterContinental Canggu / Bali

LOCATION Canggu / Bali, Indonesia
SCOPE Client Representative
Design Management
TYPE 178-Keys Luxury Beach Resort
GF AREA 62,350 sqm
STATUS Re-Flagged as Regent Canggu

CREATOR'S

Westin Resort Ubud / Bali

LOCATION

Ubud / Bali Indonesia

SCOPE

Client Representative
Project / Design Management

TYPE

Luxury Mountain Resort

GF AREA

44,750 sqm

STATUS

New Build / Completed

CREATOR'S

Anantara Uluwatu / Bali



| | |
|----------|--|
| LOCATION | Uluwatu / Bali Indonesia |
| SCOPE | Client Representative Project / Design Management |
| TYPE | 92-Keys Luxury Beach Resort |
| GF AREA | 29,600 sqm |
| STATUS | New Build / Completed |

CREATOR'S

InterContinental Resort \ Samui

LOCATION Koh Samui / Thailand
SCOPE Client Representative
Full Renovation & Extensions
TYPE 78-Keys Luxury Beach Resort
GF AREA 104,750 sqm
STATUS Remodelling / Completed

CREATOR'S

Luxury Mountain Resort \ Thailand

| | |
|----------|--|
| LOCATION | Confidential, Thailand |
| SCOPE | Concept Creation / Advisory Market Research |
| TYPE | 120-Units Luxury Mountain Resort |
| GF AREA | 225,500 m2 |
| STATUS | In Progress |

CREATOR'S

Park Hyatt Resort / Phuket

| | |
|----------|--|
| LOCATION | Phuket / Thailand |
| SCOPE | Client Representative Design Management |
| TYPE | 120-Keys Luxury Beach Resort |
| GF AREA | 190,773 m ² |
| STATUS | Conceptual Design |

CREATOR'S

Sheraton Phu Quoc \ Vietnam

| | |
|----------|---|
| LOCATION | Phu Quoc / Vietnam |
| SCOPE | Graphic Design, Way-finding Branding, Menu Concepts, |
| TYPE | 120-Units Luxury Beach Resort |
| GF AREA | 75,200 m ² |
| STATUS | On Hold |

CREATOR'S

Hard Rock Cafe \ Bali

| | |
|----------|---|
| LOCATION | Bali / Indonesia |
| SCOPE | Development Consultants Project Management |
| TYPE | 180-Seat Cafe & Restaurant |
| GF AREA | 1,600 m2 |
| STATUS | Completed |

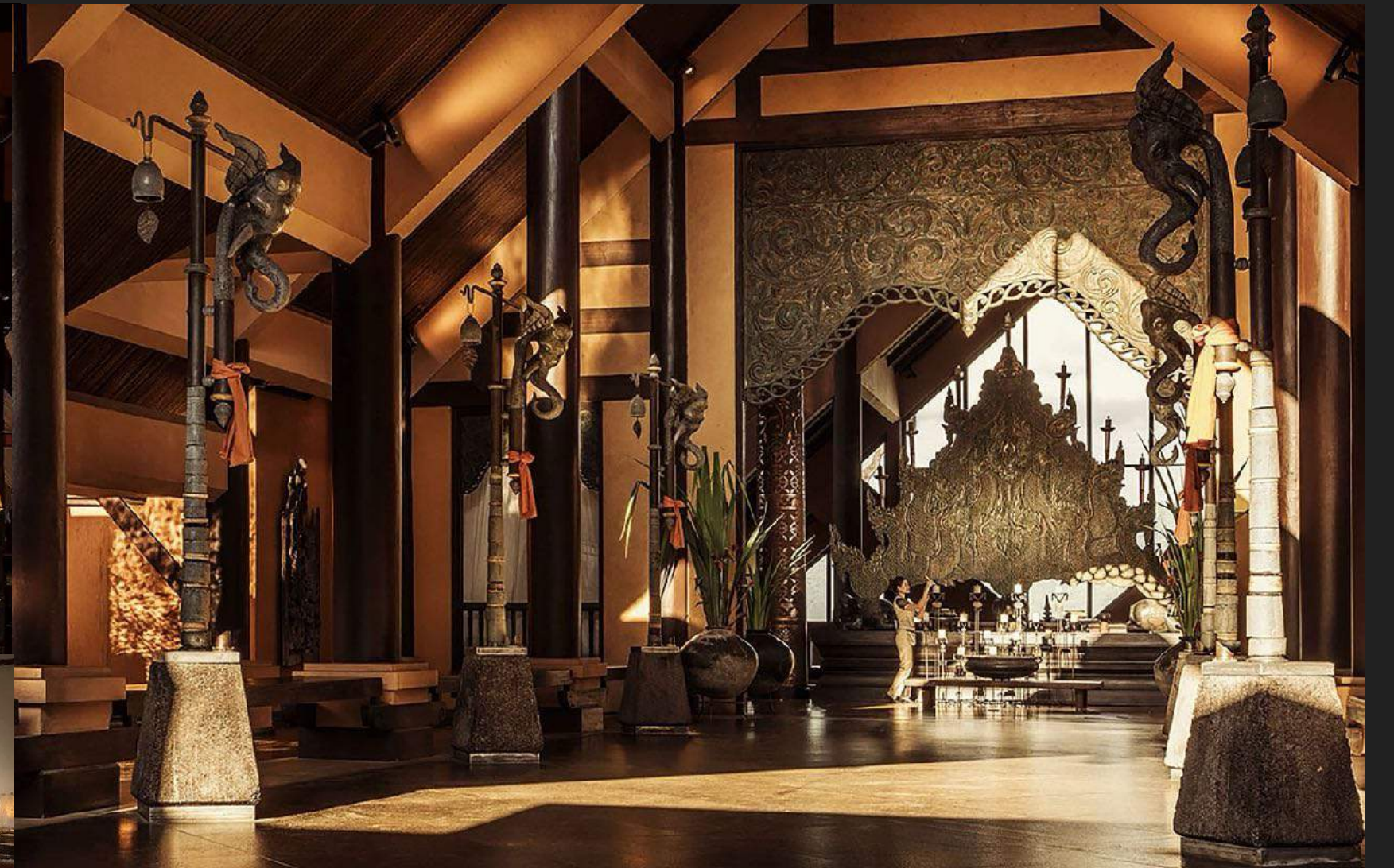
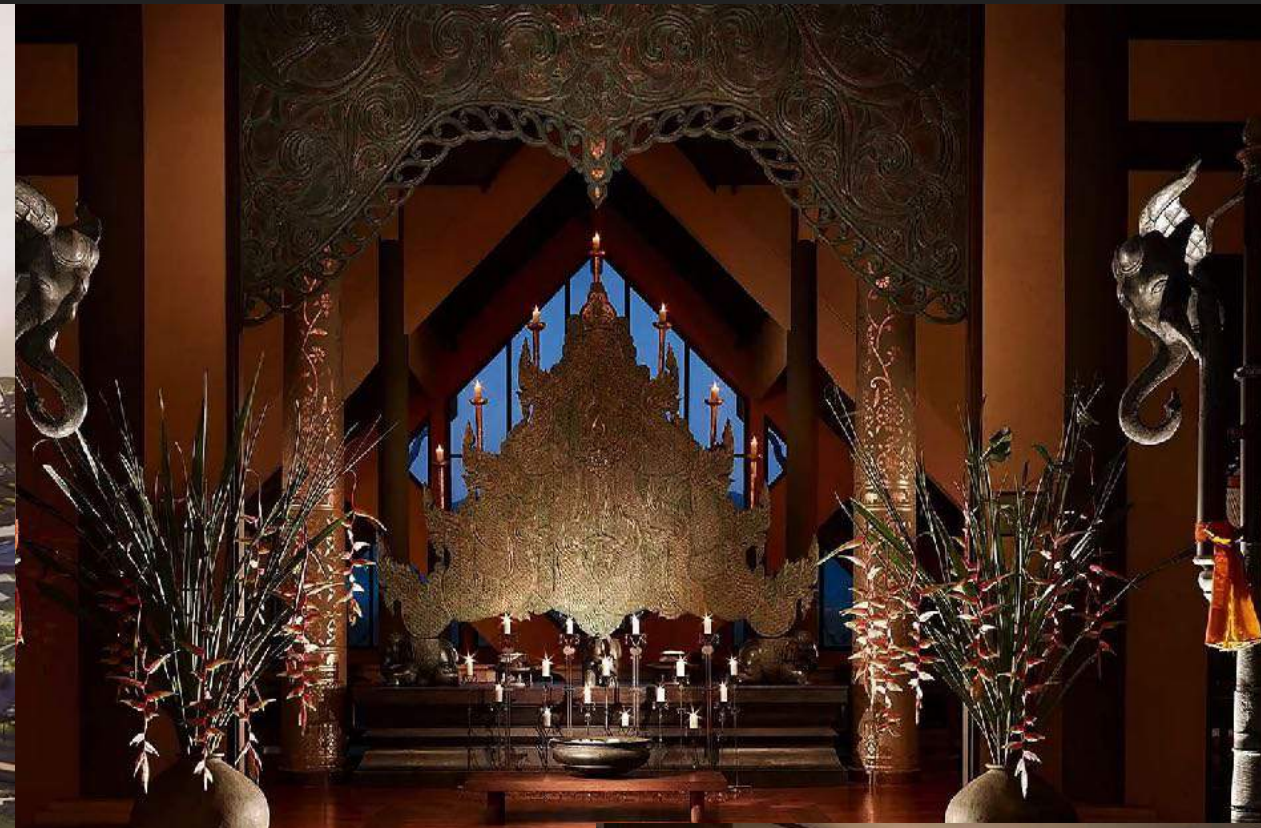
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Resort Inspirations



CREATOR'S

Resort Inspirations



CREATOR'S

Your Creative Story Deliverables

1. Developing a White Paper Story narrative that outlines the property's unique selling points, project budget, P&L statement, and operational procedures.
2. Providing alternative proposals for the use of the hotel/resort's spaces and facilities, with a focus on maximising revenue and guest satisfaction.
3. Creating high-quality mood boards with specific proposals for the design concept of all hotel/resort amenities, including rooms, reception, swimming pool, and common areas. This helps to speed up the architectural, design, and engineering studies.
4. Specifying the concept for the hotel/resort's restaurants and overall food and beverage experiences, with a focus on high profitability for the F&B department.
5. Providing specific proposals for hotel/resort wellness facilities, including spas and beauty areas, as well as wellness activities based on the property's premises and possibilities.
6. Defining signature experiences that are unique to the property and create a memorable stay for guests.
7. Providing an initial communication and visualisation brief that helps the hotel create high-quality promotional content and materials, including photoshoots, website specifications, indicative communication key messages, and dynamic keywords to target.

At CREATOR'S, we are committed to delivering exceptional results and exceeding expectations. Our creative deliverables are designed to help our clients stand out in the highly competitive hospitality industry.

CREATOR'S

Your Team + Collaborators

Surapong Meknavin **FOUNDER / CHAIRMAN**

Surapong leverages over 30 years as Founder and Managing Director of the SEA Consult Group. His main expertise and experience is across business, property development, mega-infrastructure projects, project management, and corporate real estate advisory.

He began his career in the United States working with the esteemed consulting firm Louis Berger Group, contributing to major engineering and public works projects.

Andi Dialandi

LOCAL ARCHITECT / PROJECT MANAGER

Based in Bali, Andi serves as our licensed architect, client representative, and project manager overseeing all activities for our hospitality projects across Bali and the Coral Triangle islands.

With extensive experience successfully delivering major branded hotels and resorts, Andi has led projects for prestigious clients including Bulgari, The Luxury Collection, Holiday Inn, Westin, Anantara, InterContinental, Amandari, Hard Rock Cafe, and more.

Bert Bykes **FOUNDER / DISRUPTER**

Bert is an innovative disruptor and citizen of the world. With studies in architecture and interior design, he brings over 30 years of experience collaborating with iconic designers on major hotel, resort, and boutique branded projects globally.

Also Founder of TheHYPE, Bert's creative vision and ability to identify unique value propels the company's luxury lifestyle Hospitality projects. He leverages his extensive network and diverse expertise to deliver one-of-a-kind experiences.

John Douglas Wright **ARCHITECTURE / DESIGN**

Based in Bangkok & San Diego, Douglas is focussed on masterplanning and architectural design of mixed-use developments and collaborating on projects throughout China, India and South East Asia.

Douglas has over 36 years expertise in Hotel & Resort, Residential along with Master Planning, and Landscape design. He is capable of resolving complex architectural programs to achieve world-class marketable solutions.

Giles Anslow-Wilson **REAL ESTATE / PARTNER**

Giles Anslow-Wilson is a Fellow of the Chartered Management Institute and Associate of the Chartered Institute of Arbitrators, he has a career in real estate management and development and has been based in South East Asia for the last ten years.

Giles is based in Bangkok and, he is an analytical, hands-on, persistent and driven executive with thirty years experience of establishing and implementing Asset Management and Project Management solutions.

James Nolan **PROJECT DIRECTOR / MEP**

James has over 40-years experience in the construction industry in Australia and South East Asia. James is an accomplished project, construction, LEED, Technology and M&E professional with 3-decade track record in the delivery of offices, co-working spaces, F&B outlets, hotels & resorts, residences and retail interior fit-outs and roll-outs within Asia Pacific. He is technically astute in all facets of hotels, resorts and residential projects.

CREATOR'S

Selected Clients & Projects

Hotel / Resort / Residences

Amandari Resort, Ubud
Anantara Resort, Uluwatu Bali
Barr Residence, Bangkok
Bulgari Residences, Uluwatu
Buraran Estate, Bang Saray
Chateau De Bangkok
Four Seasons, Bangkok
Grand Hyatt, Phuket
Hippie Hideouts, Flores
Holiday Inn Resort, Benoa Bali
Holiday Inn Chidlom, Bangkok
Holiday Inn Baruna, Bali
Hyatt Regency Kathmandu, Nepal
InterContinental, Bangkok
InterContinental Canggu, Bali
InterContinental Resort, Khao Yai
InterContinental Resort, Samui

Hotel / Resort / Residences

JOEWY RETREAT, Lembongan
Katamanda, Phuket
Marasca Resort, Samui
Mauhere Resort, Flores
Movenpick Living, Phuket
Omni Hotel, Saigon
Park Hyatt, Phuket
PARKROYAL, Bogor
Peninsula Hotel, Bangkok
Pullman Resort, Khao Lak
Sarasvati The Luxury Collection, Bali
Sheraton, Phu Quoc
TheHYPE, Brisbane
TheHYPE Hotels
The Laguna Resort, Bali
Westin Ubud, Bali

F+B / Commercial

Banque Nationale de Paris, HCMC
Bangkok Bank Limited
Bar Rouge, Bangkok
Bumrungrad Hospital, Bangkok
Cali-Mex Restaurants
Embassy of Israel, Bangkok
Honda Wings & BigWings
Hong Kong Shanghai Bank, HCMC
OTOYA Restaurants
Motorola Siam Paragon
Metro Department Stores, Jakarta
Qantas Airlines Australia & NZ
Qatar Airways Lounge Bangkok
Singapore Airlines Melbourne
Siam Commercial Bank
Starbucks Coffee
Thailand Creative & Design Center
Uluru National Park Museum, AU
Wine Connection Thailand

Embrace the Challenge / Innovate or Perish!

In a nutshell, the world craves audacity! Only a few dare to venture into uncharted territories. To embark on a new journey with you demands courage, especially in a market teeming with saturation. Those who fail to disrupt, pioneer, or innovate are destined to fade into oblivion.

This truth resonates across all industries, but it holds particular significance in the realms of hotels, resorts, residences, and senior living developments, where experience and human connection reign supreme. If you refuse to embrace uniqueness or lack a captivating narrative, your endeavors may as well be forgotten.

Innovation is not a mere option; it's an imperative. It's a matter of survival—either rise to the challenge or face inevitable demise.

CREATOR'S



THANK YOU!

For further information and details regarding **CREATOR'S**, contact us at

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Working from our outposts in Bangkok, Bali and Elsewhere

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