





True to Their Hearts

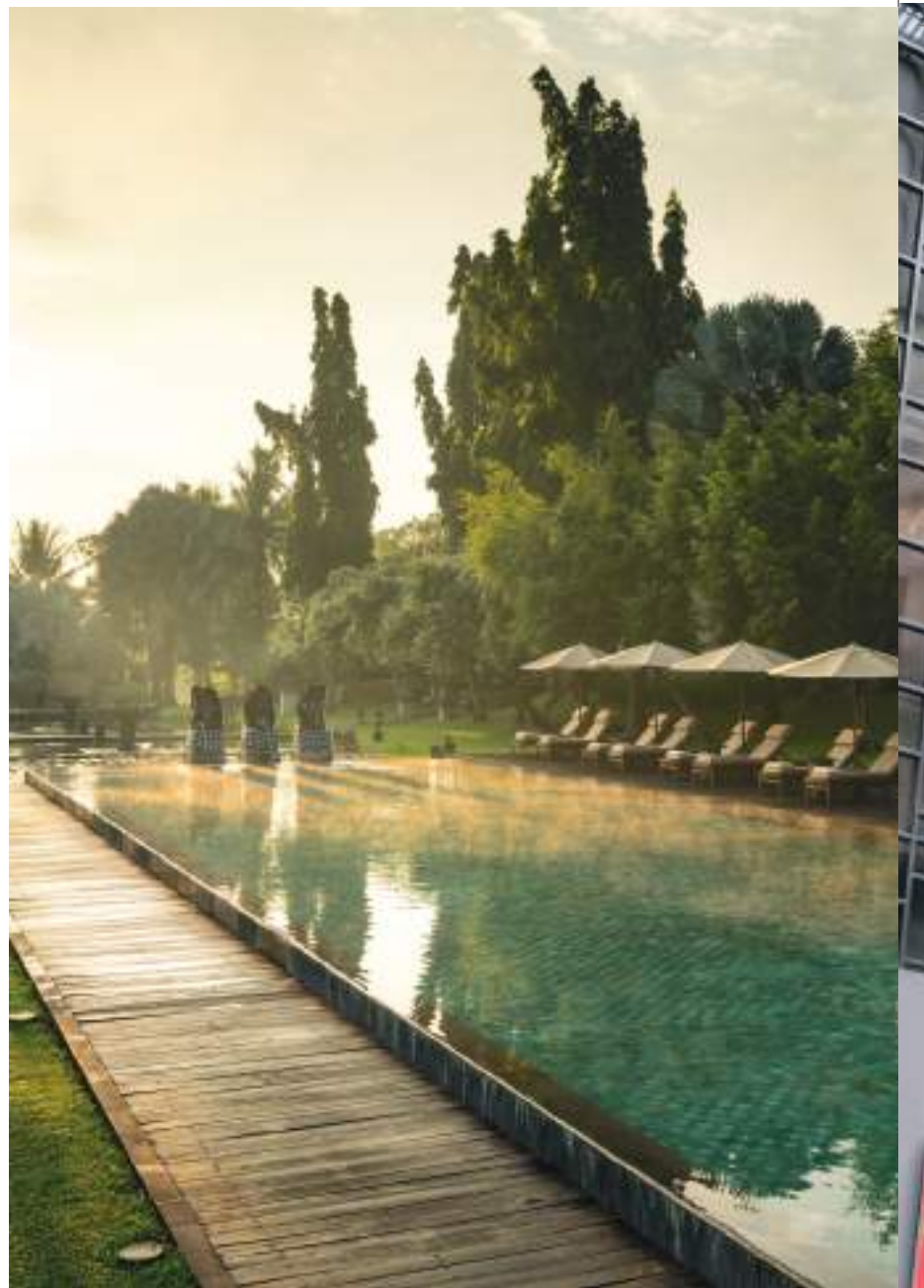
Mother-daughter duo Puri Hadiprana and Sekaraya H. Surjaudaja talk history, philosophy and legacy of their family business through six decades of challenges and growth *By Edith Emerald*

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The air had a slight chill high up in the golden clouds, with the mist covering treetops in the distance interspersed with glassy mosaics of paddy fields. Morning has broken in the Ubud highlands, deep in the northern part of the Island of the Gods, and the view from the hot-air balloon was unbeatable. Launched from the vast 5ha property of Tanah Gajah, a Resort by Hadiprana, the first and only ballooning service in Bali had always been a favourite for in-house guests and tourists alike. The business was booming last January; however, with the spread of Covid-19 to Indonesia, February and March saw a quick decline in occupancy.

Then, in the early morning of April, a fire razed The Tempayan, an all-day dining room at Tanah Gajah. To the surprise of its proprietary family, the Hadipranas, a couple came the next day for a long-term stay of three months. “We told the guests about the recent fire, with the building still smelling burnt in the background, but they insisted about staying,” Puri Hadiprana said. “Since then, guests kept coming, new and returning ones alike, and I am just grateful for God’s provision. This incident has taught me to have faith in action by doing our best, and He will provide just enough for us to live day by day.”

One could indeed see the beautiful fruits of their work at Tanah Gajah, which used to be the family’s



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holiday home until it grew big with more houses. Today, the 20-room resort carries the eclectic, unique, and contemporary Hadiprana signature style that elegantly juxtaposes different elements. As reflected through the property, the brand brings the best Indonesian arts, design, property and hospitality industries under the family’s curation and care across eight main businesses. “Our calling and legacy are to preserve, develop and promote Indonesian culture through art,” she said. “Overall, we have one-stop services for consultancy in architecture, interior design, artwork and lighting; gallery to highlight rising Indonesian artists; the Hadiprana Art Center; hospitality with Tanah Gajah, a Resort by Hadiprana, and Duadari, a Residence by Hadiprana; and Mitra Hadiprana to host retails focusing in Indonesian-inspired fashion, jewellery, crafts, furniture and lighting retail.

The business empire had started with the patriarch, Hendra, upon his return to Indonesia from the Netherlands in 1958 and setting up Hadiprana Architects. “My father had a choice to stay in Europe just like many of his peers, but he had a heart for Indonesia,” said Puri. “In that same year, he chanced upon an art exhibition from local artists, which became the seeds of who we are today.” Back in the 1960s, Indonesian

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One gorgeous, well-appointed room at Mitra Hadiprana. **Opposite page:** A beautiful morning view at Tanah Gajah, a Resort by Hadiprana





A diverse range of arts and crafts done by the Hadiprana Group's artisans.

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Opposite page, from top:
Three generations of the Hadipranas; Movenpick Resort and Spa in Bali

artists did not get much appreciation, and the art gallery scene was in a vacuum. Although the young architect could not yet afford Gregorius Sidharta's painting until three years later, his passion for local arts and crafts had bloomed with fervour. Hendra started to include their works in architectural works and interior design and opened Hadiprana Gallery in 1962.

While Puri takes care of the Gallery in Kemang and properties in Bali, her sister, Mira, is in charge of Hadiprana Design Consultant. With six decades of stellar track records, the firm has created and designed a wide range of projects, from the Movenpick Resort and Spa in Bali to Plataran Hutan Kota, the Blue Bird office tower, and even private residences and villas. With complete services inside and out down to the artful details, clients have poured in from all around Asia. Puri herself has developed several more brands located within the Mitra Hadiprana boutique mall: House of Hadiprana for furniture and lighting; Hadiprana Signature for clothes and accessories; and Hadiprana Jewelry.

With all of these brands, projects, and many more branches within the group, the family saw a need for rebranding to unite them under one dynamic entity. In 2018, Sekaraya, Puri's daughter, joined the family business. "I was not quite sure what to do after I came



back from studying in the US," Raya chimed in the conversation. "However, my mum told me to learn about branding and to research everything about the business and its people." The result was an extensive exhibition about Hadiprana's history and legacy at the Indonesian Contemporary Art and Design in Kemang. "Thenceforth, I started to meet people with the same vision, and everything began to fall into place."

One example was the recent events from April to May





A showcase of the eclectic, unique, and contemporary Hadiprana signature style; the pool view at Dua Dari, a Residence by Hadiprana in Ubud. **Opposite page:** Variety of events at the Hadiprana Art Centre before the pandemic





“The brand brings the best Indonesian arts, design, property and hospitality industries under the family’s curation and care”

featuring designer Didiet Maulana’s exhibition and book launch, among many other activities. “I was surprised that we could plan and execute it within a short time with less effort and get a maximum result. I learned that to succeed, from now on, we need to collaborate and not do things on our own,” Raya said. Often working together with her mum, she also helped strengthen the group’s presence online and on social media—a strategy proved timely during the prolonged pandemic. Until earlier this month, Hadiprana Gallery held the Flash Auction over Instagram and WhatsApp. Its success has helped local artists survive the hard times and encouraged young people to begin investing in art.

Re-strategising their business also extended to the hospitality arm, above all, to ensure the livelihood of its employees. “Our workers have been with us for a long time, the longest ones for around 20 years. They

make the place feel like home,” Puri said. “During the pandemic, we focused more on the local market even though previously Tanah Gajah catered to more foreign tourists.” Moreover, the management also turned over some of its lands for employees to plant vegetables and manage fish ponds for added income.

“My dad always said, ‘Look at those below you and how you could help them through whatever resources you have,’ she said in closing. “As such, we are also sharing all these blessings with the underprivileged children in the Pademangan area. Although mainly we teach them art and extracurricular subjects, the goal is to build their character and integrity.” Raya nodded in agreement with her mum, having learned that working in the family business meant more than capital gains. “It is not just about ourselves; the Hadiprana family is here thanks to God. We are blessed to be a blessing.”

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