

# Rumah Atsiri

#ExperienceTheEssence 

Started to welcome guests since 2018...

Rumah Atsiri introduces the world of essential oils through various wellness activities and recreational programs, transforming the 'Citronella' heritage to be a well-known

**Aromatic Wellness Destination.**



## RUMAH ATSIRI INDONESIA TIMELINES

The silent witness of the economic cooperation between Indonesia and Bulgaria

**1961**

The first agreement between two governments, Indonesia and Bulgaria was initiated and created.

**1962**

The first Indonesian embassy in Bulgaria was created to support the partnership between the two countries.

**1963**

Establishment of 'Citronella' Essential Oil factory in Tawangmangu as an implementation of the collaboration between Techno Export Bulgaria and PNPR (Indonesian State-Owned Enterprise) Kimia Yasa Indonesia.



**1986**

The liquidation of the Citronella plant was taken over by PT. Intan Purnama Sejati.



**2015-2018**

The Citronella Factory was taken over by PT. Rumah Atsiri Indonesia. Renovation began on early 2016.



**2018-Now**

Rumah Atsiri Indonesia first opened its doors to visitors on mid 2018.



Boiler building



1991



## Pabrik Citronella





# *About* Rumah Atsiri

# AROMA

As the DNA of the place, the identity & the spirit of place of Rumah Atsiri, taken from the history of the building.

# WELLNESS

Our core content, the backbone and the why we are doing what we are doing.

# SUSTAINABILITY

Our business is highly dependent on natural system balance. Therefore we believe that we need to build and comply with progressive sustainable development roadmap.



# How are we *delivering* them?

## OUR METHODS OF DELIVERY INCLUDES INTERACTIVE & MODERN APPROACH TO TARGET THE YOUNGER AUDIENCE

We provide an 'essential' experience for everyone in a more fun and interactive approach to stimulate the senses with **aroma** to achieve **wellness**, while being responsible and care for the **sustainable** aspects. This goal is incorporated through Education, Hospitality, and Wellness Product.



## Education

Education & recreation can be an exciting and fascinating way for people to learn and educate themselves about aromatic wellness. We also aim to be the hub for local and international essential oils key players who are interested in production, skill-sharing, research, and development.



## Hospitality

As an ethical tourism site, we invest in the wellbeing of the culture, environment, and society of where we operate, Plumbon Village, by providing aromatherapy wellness programs, treatment services, and MICE facilities.



## Wellness Products

Providing an inspiring and sustainable marketplace or retail complex that stimulates creativity and innovation for essential oils and wellness products.

 **SUSTAINABLE DEVELOPMENT GOALS**



Source: <https://sdgs.un.org/goals>

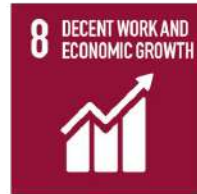
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# SUSTAINABLE DEVELOPMENT GOALS





Goal by 2030:



Ensure healthy lives and promote well-being for all at all ages.

**WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;**

There is universal health coverage and people have access to quality health services without financial hardship.



Rumah Atsiri is doing its business within the *wellness industry*

**WHAT IT MEANS**

We emphasize on wellbeing focused lifestyles, wide-spread preventative treatments and increased focus on mental health.



Goal by 2030:



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for workers and customers

**WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;**

Equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

A substantial increase in the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.



# Edu-recreation activities and vocational institutions

**WHAT IT MEANS**

The main activity or attraction in Rumah Atsiri is education (tours, workshops and classes) with additional two legal institutions for vocational education in aromatherapy and hospitality.



Goal by 2030:



Achieve gender equality and empower all women and girls

**WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;**

The elimination of discrimination in all its forms against women and girls everywhere.

More seats than ever before held by women in national parliaments and local governments. Women have full and effective participation and equal opportunities for leadership at all levels.



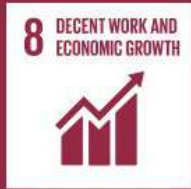
Woman-led company with 58% of its *leaders* being *female*

**WHAT IT MEANS**

We aim to create a safe place for all gender to work. The company is eager to empower as many women as possible. Women workforce percentage: 46%.



Goal by 2030:



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

**WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;**

Unemployment rates plummet as full and productive employment and decent work for all is achieved including for young people and persons with disabilities, and everyone receives equal pay for work of equal value.



Majority of our workforce are *Millennials* and *Gen Z*

**WHAT IT MEANS**

We are filled with youth energy with more than 60% of the workers are younger than 35 years. Most of them are our neighbors.





Goal by 2030:



Ensure sustainable consumption and production patterns

**WHEN THE SDG IS REACHED, WE WILL HAVE ACHIEVED;**

Sustainable management and efficient use of natural resources.

All people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

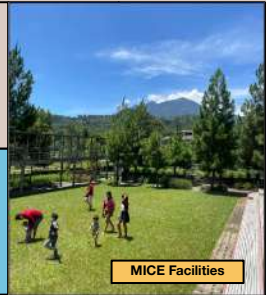
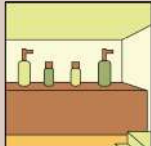


Progressively making consumption *regenerative*

**WHAT IT MEANS**

Green building planning, natural air circulation in most of areas, energy efficiency programme and carbon emission reporting, established KOSARA, a cooperative called Rumah Atsiri Waste Community.

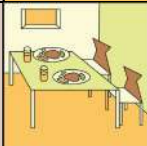
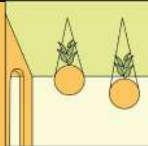




Glamping



# AN AROMATIC WELLNESS DESTINATION:



Pivoted around a restored Indonesia-Bulgaria Citronella factory from 1963, Rumah Atsiri opened its doors in 2018 as a fully-integrated aromatic wellness destination with our **very own**:



#ExperienceTheEssence







# *Inside* Rumah Atsiri

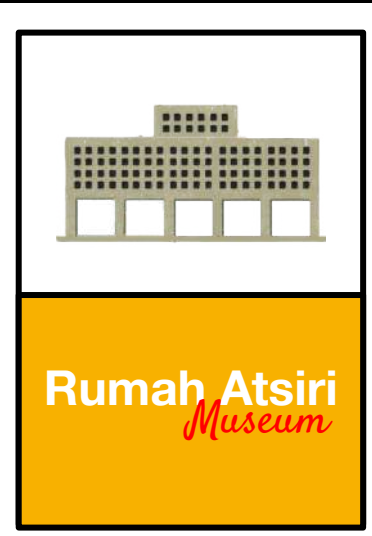


With more than 120 essential oil plants from Indonesia and abroad, each with its own enticing story, fragrance, and characteristics, this garden has the most diverse collection of essential oil plants. Visitors can smell or taste some plants with guidance from our educators. They will gladly assist the visitors to decide which bark, leaves, or petals to pluck.



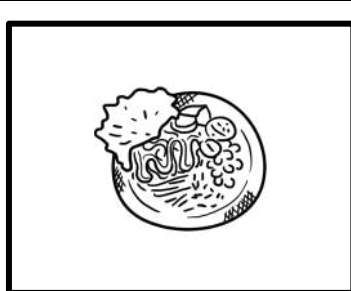


From 50-year old essential oil bottles and documents to vintage distillation machine, find out the history behind Indonesia's dream to be one of the biggest players in the world's essential oil industry.



Rumah  
Atsiri  
Museum





With the breathtaking view of the blooming marigolds of Marigold Plaza, Rumah Atsiri Resto embodies the concept "from the garden to table," that serves both local and international dishes. The delicacies are tinted with freshly picked herbs and spices from our garden.







**Rumah Atsiri**  
*Workshop*

Rumah Atsiri Workshop is a well-equipped science lab that hosts any essential-oil-related courses and programs suitable for kindergarten to adults. The Workshop provides everyone an opportunity to experiment with essential oils and feel the 'chemistry.'





# Rumah Atsiri *Glamping*





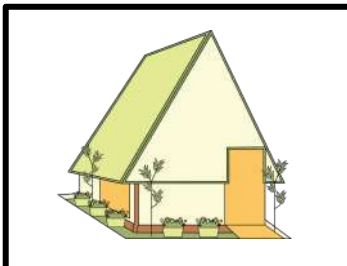
# Atsiri Glamping

*A aromatic wellness journey*

Aiming to take you on a deeper aromatic wellness journey with a focus on the aromatic aspect, Atsiri Glamping offers a variety of programs that you can choose according to personal preferences: depending on your needs and desires.

Get the opportunity to enjoy a luxurious 'camping' experience as your accommodation while participating in the program.





Rumah Atsiri  
*Glamping*





# Rumah Atsiri *Program & Experience*



# Gastronomy *Experience*

## Wellness Ratio



#ExperienceTheEssence with Atsiri Eat as we bring an aromatic dining adventure to your table. We serve a uniquely vibrant menu, crafting innovative healing foods using fresh produce and housemade ingredients while maintaining the Wellness Ratio.

Wellness Ratio is our dietary guideline used to create healthy and balanced meals that the body needs, divided into four units: Protein, Grains, Vegetables and Fruits.







# Treatments *Experience*

Spa & Massage is an alternative therapy for those looking for a non-invasive way to relieve pain, stress and tension from everyday life. The approach we use is a combination of different modalities and techniques learned over the years.

Our treatments are based on investigating problem conditions, asking additional questions, educating patients, and suggesting lifestyle changes play an important role in the healing process.





# Mindfulness *Experience*



Mindfulness means being present with our experiences moment by moment. The various benefits of mindfulness include improved physical and mental health and overall well-being. Practicing mindfulness is easy. Here we offer activities and instructors just to get you in the moment. Whatever your feelings are, be aware of them and accept them. We believe that every activity in our daily life can be practiced with mindfulness.





# Exercise & Outdoor *Experience*





In 2022, Rumah Atsiri opened its new smaller-scale branch in the heart of Jakarta

A photograph of a modern building facade with a large sign. The sign features a white geometric logo on the left and the text 'ATSIRI DI SARINAH' in white capital letters on a dark background. Below the sign, the word 'Sarinah' is written in a red, cursive font. The building has a facade of vertical panels with a diamond pattern. Large, vibrant flowers, including pink orchids and orange cosmos, are superimposed on the image, framing the building and adding a decorative touch. The background shows a lush green wall and a clear blue sky.

ATSIRI  
DI SARINAH

Sarinah

#ExperienceTheEssence

[rumahatsiri.com](http://rumahatsiri.com)

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# Aromatic Wellness Playground

An aromatic oasis in the middle of the bustling streets of Central Jakarta, Atsiri diSarinah is a wellness playground for all to enjoy. Refresh your mind and indulge your senses as you dine, shop and explore with us.

#ExperienceTheEssence like never before.











RUMAH  
ATSIRI  
INDONESIA

#ExperienceTheEssence

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