

## **ABSTRACT**

Wiro Budyowinarto. 1403100019. 2015. Planning of a BMW Group Museum Interior in Jakarta. Final Project : Interior Design Major Faculty of Creative Industries Telkom University Bandung.

BMW as a premium automaker that manufacture a lots of conceptual vehicle, haven't got the public facility to introduce it in Indonesia. BMW Group is a German automaker that headquartered in Munich, established since 1929. Thus, Planning of a BMW Group Museum Interior Design in Jakarta hopefully can grabs people attention about what happen inside BMW, learn about technology and history, and last but not least they'll have a new alternative recreational place. The Concept that shown in this project is contemporary. So the overall atmosphere is simple, and yet have a nice blend of color, shape, material, and character of BMW that well screwed together inside. The purpose is to make all the collection nice and laid, also interesting to look at for the visitor. Supporting facility including gift shop, café, library, and simulator, so everybody can feel comfortable.

Key Word---: Planning, Interior, Museum, Jakarta, BMW