

ABSTRACT

Business people in big cities have different needs compared to people who have other backgrounds. Their needs with self branding to ensure their existence to the client and colleagues are needed. Their needs with high prestige can be realized through accommodation facilities during their business trips that offer a magnificent and elegant atmosphere with facilities that can support their business activities.

In designing this business hotel the theme is "Luxury in Arches" by elevating the concept of curved shapes obtained from the shape of the arched main building and packed with concepts that can provide an elegant and magnificent atmosphere to meet the needs of business people.

Keywords: Business Hotels, Business Executors, High Prestige, Arch, Magnificent