

## **ABSTRACT**

*As the World Creative City, Pekalongan City has a variety of creative industries such as handicrafts and folk arts which are currently growing rapidly. Batik is one of the handicraft industries which is the center of economic rotation in Pekalongan City and known as The World's City of Batik. But not only batik, there are ATBM weaving crafts and folk art that classified into art categories in general consisting of music, fine art, dance, literary art and theater art. But behind the rapid creative industries in Pekalongan City, there are still many society and youth who have difficulty in determining gathering places and training as an effort to develop and preserve. Pekalongan Creative Hub as a place to interact, synergize and collaborate in developing regional economies from the provider side and users engaged in industry (products, fashion, textiles), training (seminars & workshops) and performing arts. It is hoped that with this Creative Hub, the community and young people can continue to innovate and preserve The World's City of Batik and the The World's Creative City.*

*Keyword : Pekalongan Creative Hub, Kota Pekalongan, Interior Design*