

ABSTRACT

The college is a unit of education higher education providers. Learners are called student college, whereas the college educators are called lecturers. The college is also the place to continue the previous education high school to higher lever to generate community members who have academic and professional ability. Universities in Indonesia can be shaped institutes, polytechnics, colleges, high schools and universities.

The Institute of Arts and Culture is a college that is based on the arts and curriculum that is used also in relation to local arts and culture. The institute specializes in education in the arts, which is grouped into three faculties, namely the Faculty of Fine Arts, the Faculty of Performing Arts, and the Record Arts Media Faculty. ISBI Medan demands a design that looks to be developing now and in the future. In addition, teaching and learning activities that are so dense cause design to create something that seems relaxed and comfortable and users can concentrate more. By applying Friendly and Natural design. Through the method of analyzing subject and object design objects with interviews and location surveys and getting some problem identification, designing by applying a natural design makes the impression of a warm, relaxed, cool and comfortable space so that the design of the existing space is not designed in general, namely the design of space looks too formal and serious.

Keywords: College, Medan Indonesian Culture Arts Institute, Friendly & Natural Design, Traditional Approach.