

ABSTRACT

REDESIGN AND DEVELOPMENT OF POINT LAB CO-WORKING SPACE INTERIOR AT GRAHA POS INDONESIA BANDUNG

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Point Lab Co-Working Space was built by PT. Pos Properti Indonesia which aims as a space to work together for business people both freelancers or startup companies to grow their businesses. The main target users of Point Lab are millennials who are also in the productive age of the Indonesian demographic bonus year. Based on its characteristics, millennial generation who live together with the development of the digital technology industry, they are familiar with using technology and can be more enthusiastic and productive in their work or social life. Including co-workers at Point Lab dominated by users who work in digital jobs such as digital marketing, digital advertising, graphic design, and e-commerce. In addition to the workplace, a co-working space is a work environment that has a great opportunity for users to expand relations and cooperation. This collaboration or collaboration relationship will be created if there is frequent communication and social interaction between users in a co-working space. In an effort to achieve the goals of Point Lab and its tenants, Point Lab is required to implement facilities and interior elements that can have a psychological impact on space that can support the enthusiasm and productivity of users in working and balancing the needs of social life.

Keywords: Coworking Space, Millennials, Digital Jobs, Psychology Design, Work and Social Interaction.