

INTERIOR DESIGN
SHOWROOM HONDA MOTOR SPORT
IN TANGERANG

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ABSTRACT

Indonesia is still have no special motorcycle sales that selling sport-type motorcycles from Honda brand, making it difficult for consumers to obtain information and buy a sport bike when the public interest is quite high. Need to build showroom Honda sport bike with the design interior design shows the Honda brand identity and portrayed to the maximum, and that the circulation of the building can be in accordance with scientific principles of interior design including the arrangement of display area that corresponds to the character of the items to be exhibited and sold. Expected showroom was not only functions as a motor sales alone, but also equipped with supporting facilities such as cafes, and galleries that aim to attract consumers as well as demonstrate the existence of Honda in the automotive world today. The theme chosen future synonymous with sophisticated technology, fast, and aerodynamic designs according to motor sport also interactive concept selection based on the function of a showroom that sells products to customers who require interaction between the two. The analysis process is required in a design showroom is good to create a design that not only can be seen visually, but also have the convenience and safety for visitors, employees and the products in it by paying attention to things like circulation, ergonomics, lighting , air circulation, use of materials, and system security.

Keywords: Showroom motorcycles, Honda, Future, Interactive