

ABSTRACT

Bandung city has history for the Indonesian nation that has the potential to become tourist attractions, in the form of historical relics of the colonial buildings that have the value of art, history and high culture. It is unfortunate that not all historical buildings in the city can be known well and become tourist attractions in particular, one of them is Villa Isola building. Some of the historical buildings in Bandung city have now returned to exist and draw sufficient public interest to be used as a tourist attraction. Fashion field can contribute to the promotion of introducing Villa Isola by creating fashion designs which take inspiration from Villa Isola building. It can be one way to develop the potential of Bandung city in the tourism of historical buildings, as well as efforts to support Villa Isola existence. In fashion, there are values needed to promote or communicated through what is shown. Fashion as a communication tool functions not only as a work of art, but also as a symbol and reflection of culture brought. The values that exist in the Villa Isola building is manifested in a fashion that represents and depicts the building of Villa Isola in its heyday, namely in the 1930s.

In addition, the development of printing techniques at this time is getting varied more. In 1654, a printing technique was first known by most people in the world. One of the most popular printing technique is silk printing, in which this technique was very popular in the 1930s. This technique by Indonesian public is better known as “*sablon*”. Therefore, the effort to create fashion products that can represent old time Bandung can be realized by taking inspiration from Villa Isola building in 1930s by using screen printing technique on the surface of the fabric. It is expected to help develop and add a reference to historical building tourism in Bandung city.

Keywords: Historical Building, Bandung City, Villa Isola, Fashion, Screen Printing