

REDESIGN BUSINESS CONDOTEL SWISS-BELRESIDENCE KALIBATA WITH SUSTAINABLE AND CORPORATE IDENTITY APPROACH TO DESIGN IN JAKARTA

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Abstract: *Condotel. Hotel is a temporary resting place which usually set as lodging accommodations in a city with tourism purpose. However, now appears another kind of condotel/ hotel that focuses on the business sector. The difference between the business condotel with the tourism/ normal hotel is the location itself which surrounded by office buildings and placed in the city center or sub-urban that close to the city center. The business condotel/ hotel is not only used for lodging purpose, but also used for business's purpose, such as meetings, conferences, or seminars. This types of condotel/ hotel appears to provides more value dan gets different athmosphere with meetings that usually done inside the office itself with its formal ambience. To provide a different athmosphere on every single rooms inside the business condotel, a character/ characteristic is needed to distinguish the difference between the business condotel with another condotels/hotels by using the owner or administrator's identity in the interior elements. The environmental factor is also need to be considered in order to simplify the treatment process in the future and also can give a positive impact for users who's staying inside the building. The approach of environmental sector can be achieved through the application of sustainable design both in use of furniture as well as the implementation of solutions in the interior space. Thus, the users could feel more comfortable and able to do their works optimally.*

Keywords: *Redesign, Condotel, Corporate Identity, Sustainable*