

ABSTRACT

The Interior Design Planning of Kumata Studio Bandung is a planning of an Animation company's interior that handled the production process of varied product linked to Animation & Visual Graphic, the problem that are now occurred, is that a lack of facilities and special needs on physical and psychology context in Kumata Studio is a factor that would determine the quality of the companies as the market's demand rates will be rising, resulting in the application on this planning project that will be include to relocate the company's existing staffs to a new building as well as designing its new interior with a several design method, it is started with simply to understand the literature of an Animation, production steps & needs ,corporate identity, creativity and room impact, comparative research which encompass comparison, similarity, and difference in function, facilities, objectives, and concept, the next step is a data analysis which forming into the programming, room organization analysis, interior element analysis that would create a combination of one description that would solved the problems in this project, with the results of the analysis is that the application of an offbeat office concepts will be complete the main objectives of this planning which aim is to fulfill the aesthetic, effectiveness business, functional needs as well as company's image of Kumata Studio, the benefit can be get by the writers, academic community, and the companies itself for developing and studying an optimal Animation Studio design, the concepts of the design is comes from the comprehension of an Animation product itself which was bringing a fantasies into reality, & the character of Animation maker which is known as a unique/offbeat, creative, and insightful individual, that concepts is applied into a richness in visual experience that not only to stimulate creativity and inspires employees but also create a spontaneous atmosphere, as for the example: application of graphic element using mixed material, and unique form that describing the company's images

Keywords : interior design, studio, Animation, offbeat, creativity