

## ABSTRACT

Hotel is a type of accommodation that uses some or its entire parts for accommodation services, food and beverage providers and other services for the general public which are managed commercially, this is based on the decision of the Minister of Parpostel no km 94 / HK103 / MPPT 1987. Business hotels are hotels that prioritize their meeting, incentives, conferences, exhibitions (MICE) facilities in hotels. Grand Angkasa Hotel was established in 1994 then changed their management and the name of the hotel became Hotel Grand Mercure Maha Cipta Angkasa in 2015. This Grand Mercure Hotel is a 5 star business hotel. From observations and field studies that has been done at the Grand Mercure Hotel, there are inequality or shortcomings founded. Such as the lack of recognition of the brand vision, which is the merging of local values with the design of the Grand Mercure Hotel, and hotel facilities that does not meet the standards, and the design of the main room of the hotel that still uses the design of the Grand Angkasa hotel becomes one of the problem as well.

So from the inequality or shortcomings above the hotel Grand Mercure applies the theme "Maimun Palace" and aims to provide an atmosphere of locality in the hotel and use the concept of "*curved*" which is the hallmark of the Maimun Palace building, one of the historic building in Medan.

Keyword : Redesign, hotel, MICE, Maimun Palace, curved, locality.