

ABSTRACT

Abstract - In 2016 PT. Garansindo Euro Sports as the Brand Holder Agent (APM) of Ducati in Indonesia officially introduced the Ducati Showroom Jakarta. The Ducati Jakarta Showroom is the first Ducati Indonesia dealer and is the largest Ducati dealer in the world, located at Jalan Kemang Utara no. 28, South Jakarta, DKI Jakarta. The purpose of the development of the Ducati Indonesia Showroom is a form of commitment from Ducati in an effort to meet the needs of Ducati fans in Indonesia for Ducati products, Ducati technology and increasing services and to provide facilities and a complete lineup of the latest products from Ducati.

In the interior design of this building, the main thing is how to create new designs according to trends that can make employees and visitors comfortable and safe while in this Ducati showroom, by paying attention to circulation, lighting, handling, use of materials, ergonomics, and security for buildings and product.

The theme used in this design is The Story of the Ducati. and the concept is L-TWIN. The use of these themes and concepts is expected to all users and visitors to experience new experiences at the Ducati Jakarta Showroom. Keywords-- Showroom, Ducati, Motor Sport, Scrambler, interior design

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