

ABSTRACT

DEVELOPMENT OF BANDUNG DIGITAL VALLEY COWORKING SPACE

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In recent years, workspaces are trending in big cities. The number of providers of shared workspaces or shared workspaces in Indonesia continues to grow considering startups and Micro, Small and Medium Enterprises (MSMEs) in various fast developing regions. This also encourages the birth of the first joint workspace in Indonesia. The first shared workspace was present in Bandung in 2011, Jakarta in 2012, Bali in 2014. The development of a shared workspace in Bandung began with the founding of Bandung Digital Valley in 2011. The main objective of developing Bandung digital valley is so that users can provide new services and provides the appeal of Bandung Digital Valley beforehand or other shared workspaces in Bandung. The method used in this design project is the stage of data collection carried out with the data carried out through interviews, observations and field studies. Besides collecting secondary data, it is also done related to the study of literature, books, magazines, to literature from the internet.

In this design, use a space psychology policy based on color. Color psychology is very important for indoor buildings. According to Damera, 2007: 10, Color is one of the visual stimuli that has a large enough on user psychology. Therefore based on function, the upper room in the workspace design must be able to provide comfort. The colors that are categorized to stimulate a sense of comfort, relax and calm are spaces with the dominance of cool colors combined with white. The final result of the design of the Bandung Digital Valley workspace which is applied in the Neo Digital Valley Theme must have a new understanding. Neo here means new or approved. The theme of this workspace is different from the previous Bandung Digital Valley or even other workspaces in terms of visualization, while users are relatively very dislike of things called monotonous. The concept used is progressive, progressive, here is the design to improve the current situation. This concept is used to answer Susana's space questions that need to be questioned.

Keywords: shared workspace, color, atmosphere.