

ABSTRACT

INTERIOR DESIGN OF TOUCHTEN DEVELOPMENT OFFICE IN MEDCO TOWER JAKARTA

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The development of the game industry in Indonesia is experiencing rapid progress. Especially for online games and mobile games. Until the formation of many game development companies that were heard not only in Indonesia, but also in Asia. According to Newzoo, as an observer of the gaming market in Indonesia. The gaming market in Indonesia reaches US \$ 879.7 million. In 2018, that number will increase to US \$ 1.1 billion.

One of the mobile game development companies is Touchten Games, which stands as the leading mobile game development company in Indonesia. With the growing number of employees, Touchten certainly needs a room with adequate facilities and can also provide a good image to employees. To realize this, Touchten certainly needs the interior characteristics that represent the brand. With a good identity, will generate confidence when in the room.

Keywords: *Game developer, Identity, Touchten,*