

ABSTRACT

The character of the office in Industry 4.0 today is not just a series of tables and chairs whose arrangement is based on the administration labors it emphasizes. The current office is more about achieving a connection between users with the atmosphere of a creative office as a place to work as well as a comfortable home. PT. Eigerindo Multi Industrial Products is a product manufacturing company in the field of outdoor activities headquartered in Bandung Regency. The interior of the office of PT. Eigerindo Multi Produk Industri has several design problems that require new design problem solving, namely redesign. Interio design of PT. Eigerindo Multi Industrial Products has the aim to improve the feasibility of office interior pandas by meeting the needs of facilities and infrastructure according to the requirements according to standardization and creating creative and innovative working spaces as a stimulus for the development of office users' creativity. In supporting this design, primary data collection methods are used, namely observation, interviews, and then secondary documentation, namely literature and comparative studies. The redesign in this office applies the concept of Innovative & Creative Office which will be combined with the styling of Nature & Vibrant Office with the approach to creativity, branding as a solution to solving problems found.

Keywords: Redesign, innovative & creative, nature, branding identitiy, Eigerind