

NEW DESIGN OF ARTOTEL HOTEL THAMRIN IN JAKARTA

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ABSTRACT

Hotels are considered very important because as the tourism sector goes, lodging accommodations (hotels) will also continue to grow. Artotel Hotel in Thamrin is one of the boutique hotels or hotels equivalent to a 3-star hotel in the area on Jl. Sunda No.3, RT.8/RW.4, Gondangdia, Kec. Menteng, Central Jakarta City. This hotel is an easy place to find because it has an edgy 360-degree mural facade that is the hallmark of this hotel. In addition, this hotel also collaborates with 8 contemporary artists throughout Indonesia to create a hotel concept with a blend of modern and urban style. However, Artotel Hotel Thamrin has not been maximal enough to incorporate elements of local culture properly. In addition, there are several problems with the acoustic system, such as noise that can be heard from outside the building due to its location close to a public highway. Then, the application of a less than optimal air circulation system in the smoking area. For this reason, a new design is needed at the Artotel Hotel in Thamrin which has the aim of optimizing the function of space by applying the concept of a hotel form that has its own characteristics as a hotel that has a modern urban style, so that visitors get a lasting impression on the hotel.

Keywords : Hotel, Urban, Mural, Interior, Modern.