

## **ABSTRACT**

### **REDESIGN THE INTERIOR OF BEAUTY CLINIC ERHA DERMACENTER IN BSD WITH ICONIC APPROACH**

Vania Dhiya Pramudita

*Interior Design Study Program, Faculty Of Creative Industries*

*Telkom University, Bandung*

*Email: vaaniadhiyaa@student.telkomuniversity.ac.id*

*vaniadhiyaa@gmail.com*

*Clinic Erha Dermacenter in BSD is one of the beauty clinic place and facial skin care by a specialist. Based on the results of a survey conducted on clinic Erha Dermacenter BSD there are some problems which required settings circulation and the organization of space, the adjustment of the related standards and the needs of the facilities, as well as create an atmosphere of beauty clinics that can attract visitors. One of the facilities need to add on the Erha Dermacenter is to add Erha Priority and all other care facilities skin tightening therapy, facilities pico laser rejuvenation treatment, and all the ultimate skin restoration by photoultherapy. With the approach of the iconic will produce a design that has a characteristic such that the interior of the clinic Erha Dermacenter can attract more visitors. With the theme "Privilage of Beauty", where the theme will generate an atmosphere of space that gives comfort to the visitors because the visitors will feel privileged in terms of interior and terms of service. On the interior will be given a cozy atmosphere and has the distinctive feature of Erha Dermacenter, merging approach and this theme is expected to attract more visitors and will make the visitors keep coming and using the services of Erha Dermacenter because you already believe and are already comfortable with the interior presented.*

*Keywords : Erha Dermacenter, Facilities, Glamour*