

# **BANDUNG CULTURE AND TOURISM OFFICE REDESIGN USING CORPORATE IDENTITY**

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## **ABSTRACT**

In this modern era, the interior is growing rapidly as a support for public facilities and the arrangement of a space, one of which is an office building. Currently there are many offices that pay attention to the condition of the interior, because the interior indirectly greatly influences the activities and performance of employees or people who have an interest in the office. In this design, a redesign will be carried out in one of the government service offices, namely the Office of Culture and Tourism of the City of Bandung which is located at the address Jalan JL.Ahmad Yani No.277, Babakan Surabaya, Kiaracondong, Cipahit, Bandung City, West Java.

The application of office identity regarding locality elements of the City of Bandung in the interior concept which should be used as an identity for the Office of Culture and Tourism of the City of Bandung. Corporate identity aims to be more directed to staff through work culture, and more easily through visual aspects. One of these visual aspects is identical to the Office of Culture and Tourism of the City of Bandung.

Keywords : Office, Corporate Identity, Locality