

ABSTRACT

INTERIOR DESIGN OF BOUTIQUE AMAROOSSA HOTEL IN BANDUNG WITH A CONTEXTUAL APPROACH

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Boutique Hotels themselves exist due to the emergence of saturation from ordinary hotels so that boutique hotels are made where room areas and other areas have their own distinctive characteristics with the aim of providing a new experience for its guests. Design is a new design because it uses a fictitious floor plan. The approach applied applies a contextual approach to Art Deco landmarks in the Jl. Jend. Sudirman area in order to provide unity of harmonization between the interior and the surrounding environment and supported by contemporary Art Deco style. The method applied to the design is by collecting primary data derived from observations, comparative studies, precedent studies as well as interviews and secondary data from literature studies.

Keywords: Hotel Boutique, Contextual, Art Deco. Amaroossa