

ABSTRACT

The development of the times also has an impact on the diversity of means of transportation in the world, especially land transportation. Almost all land transportation uses tires as a means of supporting the weight of the vehicle so that it can move. By looking at the production developments of existing transportation equipment, it is certain that the amount of waste produced will also increase. On the other hand, there has been an increase in the number of cafes that require interior equipment such as tables and chairs (Set Table Chairs). To overcome this problem, the authors propose the right solution, namely by utilizing waste tires by applying the Upcycle technique, the authors also aim to use the Urban Industrial concept which has a character that matches the waste tire material which aims to add value to the processed waste tire material.

Keywords: *Set Table Chair, Upcycle, Tire Waste, Urban Industrial*