

ABSTRACT

NEW INTERIOR DESIGN OF CIANJUR CREATIVE CENTER

Isyfina Syifaah (1603190102)

Interior Design, School of Creative Industries, Telkom University

Jl. Telekomunikasi No.01, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

Cianjur has quite a lot of potential and competence in the creative industry. Sandiaga Uno as the Minister of Tourism and Creative Economy, through the 2022 Creative Regency/City (KaTa) program, said that Cianjur has three creative sub-sectors, namely photography, craft and culinary. However, the facilities available for creative actors have not met the needs of the Cianjur creative industry community and the coverage taken is too broad so that they have not met the specific interests of users. The design of the Cianjur Creative Center has the goal of becoming a center of creativity, productivity and having the means to develop innovation, ideas, soft skills and hard skills, and can develop each individual's creativity with adequate facilities so that it is expected to have a positive impact on the community and can also support educational activities, interaction and collaboration in it by using a creative and collaborative approach. The design method is in the form of primary data collected from field study observations, documentation, interviews, and questionnaires and secondary data from literature review.

Keywords: Creative Center, Creative, Collaborative, Cianjur