

Abstract

Local startup company, Noice, was faced with the task of designing a new office to suit the rapidly growing audio content market in Indonesia. The main challenge involved the need for 5 flexible recording studio spaces, a multifunctional space, and specialized facilities such as a smoking studio and a nursing mother's room. In the design, focus was put on creating a visual identity that reflects Noice's Corporate Identity, as well as supporting internal communication and incidental events. With the aim of providing comfort for space users, creating a positive impression on visitors, and increasing economic potential in the audio industry, the design of Noice's office involved online data collection, field studies, and literature. With the limitation of a fictitious location and a building area of 1560 m², the design results are expected to provide benefits to the community, educational institutions, and the field of interior science, as well as being a positive contribution to the local audio creative industry in Indonesia.

Keywords: *office, audio, design, studio, Corporate Identity.*