

## *ABSTRACT*

Creative hub is a concept that supports the development of hubs or places that can physically or virtually bring together creative individuals. In practice, creative hubs not only act as physical spaces for creative communities, but also function as business incubators in the creative industry. Art & Creative Hub Denpasar consists of spaces that accommodate residents' creative activities. If you look at a glance, the conditions in the building appear to be less than functional, such as several rooms that are not arranged and utilized according to their function. Apart from that, the lack of use of natural ventilation and lighting in the space is also one of the highlights of the redesign with the green design concept. This design aims to provide comfort and safety when carrying out activities in each room, minimizing the use of non-renewable energy in the room by implementing green design standards. With this aim, it is hoped that the government's vision and mission can be realized in an effort to protect the environment and the concept of green areas. Building an Art & Creative Hub that is environmentally friendly and prioritizes user comfort by applying green design principles is also the aim of designing the Art & Creative Hub to preserve and maintain environmental conditions, especially in green areas and provide psychological impact and comfort to space users.

Keywords: Creative Hub, Art & Creative Hub Denpasar, Green Design