

## ABSTRACT

The former Dian Cinema building is a historical landmark in Bandung, living to the memory and long journey of the movie industry in Indonesia. But after its heyday in the 1960s, Dian Cinema began to lose prestige and was forced to stop operating due to competition with modern cinemas in shopping centers. However, this Class A Cultural Heritage Building in Bandung still stands firmly on Dalem Kaum Street No.58. The empty function of this building, makes it look unmaintained.

Several efforts for revitalization have been initiated, such as the art exhibition “Dian Lentera Budaya” by Tisna Sanjaya, to make Dian Cinema a center of cultural activities in the future. Consider it has a strategic location and is close to the center of government activities in Bandung.

The revitalization of Dian Cinema has the opportunity to restore cultural heritage, knowledge, and its position, as a creative public space and economic development. Visual Identity Design and Placemaking Branding can determine a suitable function for Bioskop Dian, which embraces Bandung's creative and film community. With the implementation of Adaptive Reuse, the previous Dian Cinema building is expected to regain its potential as a special place in the hearts of Bandung's creative community.

**Keywords:** Bandung, Dian Cinema, Visual Identity, Placemaking Branding, Revitalization