

ABSTRACT

Pusa: Pusat Kertas is an archive exhibition information media design project that documents the late Setiawan Sabana's artistic exploration of paper as a medium. This exhibition serves both as a tribute to his significant contributions to Indonesian graphic art and as an effort to preserve his archival works, which have been scattered and largely undocumented. The core issue addressed is the lack of comprehensive documentation and limited public access to Setiawan Sabana's archival materials. This project aims to create informative media that not only records artistic traces but also communicates them in a contextual and engaging format.

Using a qualitative approach, this project employs interviews, participatory observation, literature study, focus group discussions, and documentation, followed by thematic and matrix analysis. The result is a physical catalog designed with experimental editorial and visual approaches, supported by secondary printed media such as a yearly program book, poster, booklet, and infographic. These media aim to enhance the visitor's experience, expand archival accessibility, and present a compelling visual narrative. Through the exhibition and its supporting media, this project does not merely preserve Setiawan Sabana's legacy, but also revives his spirit in uncovering the conceptual depth of paper as a center of artistic thought.

Keyword: *Exhibition Archive Catalogue, Paper Medium Exploration, Setiawan Sabana*