

DESIGNING AN INTERIOR OF TANGERANG CREATIVE DESIGN CENTER WITH ACTIVITY APPROACH

ABSTRACT

Abstract: *The need for innovation and collaboration space is the main reason for small groups to collaborate in creating ideas and innovations, especially in the creative economy sector which has a role in economic growth. Tangerang is one of the cities that has the potential to increase regional economic growth with fashion and culinary as the leading subsectors. In its efforts to become a more creative city, Tangerang needs to have infrastructure that can accommodate creative economic activities such as creative hubs. Creative hubs are important in this regard because they are places that can support collaboration and innovation. Although Tangerang has a high level of creative economic activities, there is no facility such as a creative hub that can become a centre to accommodate these activities. In addition, a comparative study was also conducted on other creative hubs and found problems in the form of noise, lighting and space that is rarely used. Therefore, a Tangerang Creative Design Centre was designed as a place for creative economic actors and the surrounding community to carry out their activities. With the aim of accommodating creative actors, especially in Tangerang through an activity approach, so that the needs of space users can be met. Research methods used in compiling reports and designs include comparative studies, literature studies, interviews and questionnaires. The result of this design is a creative design center that serves as a supporting facility to boost the regional economy by providing spaces and amenities that accommodate the leading creative economic activities in Tangerang.*

Keywords: *Creative hub; Creative Economy; Tangerang*