

PERACANGAN ULANG BANDUNG CREATIVE HUB DENGAN PENDEKATAN HUMAN CENTERED DESIGN

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Abstrak

This final project redesigns the Bandung Creative Hub as a creative space capable of accommodating cross-sector collaborative activities in the city of Bandung. The design was carried out using a Human Centered Design (HCD) approach, which places user needs, behavior, and experience as the main basis in the design process. The Sensory Design theme was chosen to create a space that is able to stimulate and support creative activities through the holistic processing of visual elements, lighting, texture, acoustics, and color. The results of the event emphasize the importance of key moments, inclusivity, and emotional connections between space and users. By integrating these concepts, the Bandung Creative Hub is expected to strengthen the city's identity as a center of creative innovation that is youthful and responsive to current developments.

Keyword : *Bandung Creative Hub, Human Centered Design, Sensory Design, Creative Space.*