

ABSTRACT

The design of Boutique Hotel in Bandung adopts a locality-based approach by implementing the Art Deco style as a visual identity that reflects the city's rich colonial architectural heritage. Located in the heritage area of Jalan Jenderal Sudirman, this project aims to create a temporary dwelling that functions not only as accommodation but also as a medium for preserving Bandung's visual culture. The methods used include literature review, field observation, precedent analysis, and mapping of three-star hotel standards in accordance with national regulations. The outcome of this design presents an integration between local aesthetic values and user comfort standards, featuring Art Deco elements such as geometric forms, elegant materials, and bold contrasting colors to deliver a space with strong character. This design is expected to serve as a reference for other boutique hotel developments that prioritize locality as a core aspect of their design identity.

Keywords: Boutique Hotel, Art Deco, Locality, Interior Design, Bandung.