

ABSTRACT

Currently the office is not just a place to work melanikan as a brand image of a company. PT. XL - Axiata Tbk is a company engaged in mobile telecommunications in Indonesia. Along developments and changing the brand of the company XL - Bandung Axiata want the character and identity of the companies were able to highlighted the interior design office. Coverage of this design is the Lobby Area, Customer service, work areas, meeting areas, coffee shop, gaming area, multipurpose room. Application of Dynamic Fusion theme with contemporary style been selected according to the type and character of a company that has a concept combines the character of Bandung and character of the company. The aim of this concept wanted to give a fillip with new designs by combining several landmarks, Bandung character that distinguishes office provider XL - Axiata that exist in the city with other cities.

Keyword : PT. XL – Axiata Tbk, interior, office, bandung character