

ABSTRACT

North Celebes is a province known for its natural beauty. The geographical position of North Celebes are located on the coast makes the richness of the underwater world as the most desirable potential. However, with the utilization of natural resources carried out continuously takes also the maintenance that natural potential is not damaged. Therefore, to maintain the existence of the culture of North Sulawesi, things that need to be addressed, namely culture, arts and crafts typical of the region. The phenomenon of consumer society behavior can be used as an approach to preserving North Sulawesi culture through the development of Cultural Shopping Center typical North Sulawesi. Cultural Shopping Center will provide good prospects for the province of North Celebes, because it can be an asset to the region with the characteristic that differentiates it from other shopping centers in the city of Manado. So that tourists who visit can enjoy Sulut culture and could be a means edutainment for the public to maintain existing cultural preservation.

Shopping Center Cultural design theme is that "Kawanua Lifestyle" with eclectic styling. Application of the theme "Kawanua Lifestyle" in the design of which is through the concept of space, form, color. Determination of the restaurant as an anchor community adopted the philosophy of Manado who love to gather and eat together. For application forms concept of dynamic forms on the pattern of the floor, ceiling and furniture represent the character of society sociable and adaptable. For the application of eclectic style that is by combining materials such as custom home Sulut Nyatoh with materials such as glass, steel and marble wewakili modern impression. So as to produce the impression of a harmonious modern traditional space.

Keyword: *Shopping Center, Kawanua Lifestyle, Edutainment, Eclectic*