

ABSTRACT

Indonesia Red Cross (IRC) is a nongovernment organization that engaged in the humanitarian field since September 17th 1945. This organization have their headquarter in South Jakarta since 1985 until now has not renew their building yet. IRC headquarter kept all files from all over IRC branch from all provinces, but the fact is those files are not well kept. With the condition of the building have the impact to working effectiveness of the staffs.

By that reasons, the interior redesign of IRC headquarter is needed to create pleasant ambience for working, with enough facilities for a better IRC headquarter, that is to organized the system of division based on their objective in the office, such as society service divisions is at ground floor, developer divisions is at first floor, proponent divisions is at second floor, and the chairman of IRC is at the third floor. This interior planning is referred to several IRC's corporate identity that becomes the fundamentals of this design, such as the vision-missions of the organization, Red Cross's Logo, and the Seven Fundamentals Principles of the Red Cross and Red Crescent.

Keyword: corporate identity; design; interior; IRC; redesign