

# **INTERIOR DESIGN INNOVATION CENTER OF BAMBOO IN INCREASING NATIONAL CREATIVITY AND INNOVATION FOR PROCESSING INDUSTRY PLAYERS OF BAMBOO**

## ***Abstract***

*Lately, a lot of exploitation of natural resources committed by parties who are not responsible, causing damage to nature and the loss of the state in a very large number. The negative impact is the global ecological imbalance occurs because the exploitation of natural resources is constantly increasing every year. It forces the creative industries, especially those that focus on material from nature to immediately find a solution to this problem. One such solution is to increase the efficiency of use of natural resources in an optimal way choosing alternative materials. The alternative material is a material that can be updated quickly, for example, is bamboo. Bamboo is one of the materials that have been used by the people of Indonesia since old time. Bamboo can be used as a life-support purposes, such as for home construction, home furnishings, toys, and other crafts. Awareness of the bamboo utility needs to be improved in order to further optimize the potential of the bamboo itself, therefore the presence of bamboo innovation center is needed.*

***Keywords: Bamboo, Potential, Innovation, Creativity***