

ABSTRACT

As quoted from an article about Office interior that "Since human civilization was further advanced, paced digital world so things that could not be denied. Without exception the problem of the development of the form of the Office including interior problems, could be called more and more creative here. " It tells that the development of the interior of the Office will continue to experience increased. But from the results of a survey on some offices noted that there were still many offices that have not been in accordance with the standard design and has not shown how the characteristics of the company. As one example of cases as well as objects from the design on the headquarters of PT Astra Otoparts Tbk., Jakarta, especially in the area of activities of customer area. For that final project writing to find out how the right redesain for a standard Office interior in accordance with the design and how designers can implement the company's character into the Interior. With the use of a descriptive method, analysis and implementatif expected to report this final task can be one of the literature for similar cases. The output of this final project is the final result of the design goals in the visualize in the form of worksheets interior, manual and digital space perspective, as well as in the form of scale.

Keywords: Redesign, Office Standard, Astra Otoparts Character, Customer Area
