

ABSTRACT

Kayu Solid is a company founded in 1985, which focuses on the production of interior materials and furniture made from wood. In 2010 Kayu Solid developed its business in the field of wood furniture manufacturing. In 2014 the company opened a special furniture showroom made from solid wood, due to the increasing demand for furniture made from wood. Solid wood serves the manufacture of furniture with distinctive features with unfinished, wood texture colors, and export quality. The main materials used are selected solid woods such as teak, oak, rosewood and other quality wood which are processed by using high-tech tools and professional workers so that the entire production process can be carried out effectively, both in the economic and time fields. This showroom is located on Jalan Braga, Bandung. Going forward, Solid Wood will open a showroom with additional office facilities in the DKI Jakarta area.

The purpose of this design is to design a showroom office that has office facilities that can support the manager's performance both in terms of finance, custom design, and control of employees. and also showroom facilities that are able to do all exhibition activities, sales, promotions, post-sale services, custom design design services, warehouse facilities for storage packaging and raw furniture, repair facilities used for repairs to furniture. Program the Solid Wood office space and showroom by considering the proper placement of space, space and circulation zones so that inter-space relations can facilitate the movement of activities inside the showroom, display systems supported by lighting and resistors displaying objects made of wood material, and realizing the brand image to interior showroom so that new visitors can be interested and understand about Solid Wood products.

Keyword : *wood solid showroom, brand image, showrrom, and imagination of space.*