

ABSTRACT

Abstract- Bayerische Motoren Werke AG (BMW) is a manufacturer of automotive manufacturing of 2 or 4 wheeled wheels from Germany, a brand that is synonymous with luxury and sophisticated fictit. Currently The phenomenon of shifting the value of motorsport in Indonesia from the means of transportation into a medium of prestige enhancement in the community is one of the triggers of competition among motorsport manufacturers in finding consumers as much as possible. Various efforts are made both in the form of increased service and after-sales service and cause a sense of pride in having one of these motorsport products in consumers. To improve the service of increased service and after-sales required an interior design that is different from other motorsport brand.

The redesign of interior showroom of BMW Motorrad Indonesia presents clean lines and contemporary design style combined with Exclusive Interaction Space theme and Milestone concept will make BMW Motorrad Indonesia showroom to be different look and have its own characteristic in Indonesia. Utilization of more materials using raw and exposed elements on the part that many visitors use to not give the impression too closed and not too open to make visitors and staff who are in the showroom feel comfortable.

The redesign of the BMW Motorrad Indonesia showroom started with the creation of programming obtained from survey results and direct interviews to the owner and head marketing of the showroom, followed by schematic design, followed by the final design.

Keywords-Showroom, Bayerische Motoren Werke, motorsport, clean lines and contemporary, interior design.