

YAMAHA MUSIC SCHOOL DESIGN IN BANDUNG

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ABSTRACT

Yamaha Music School is a music school that quite popular in society. Even though the music school is popular, there's still a deficiency on the interior. The problem that often found in Yamaha Music School is the lack of cultivating the interior that reflecting Yamaha brand itself. The methods that used for answering the problem is by gathering data then analyze the data and the design systematically so it will find the design that meet the civitas, activities and service of the Yamaha Music School. From this analysis it is conclude that designing the interior of Yamaha Music School must paying attention to what the school needed like Group Classroom, Recording Studio, and auditorium, other than that, cultivating interior in design improvement that according to Yamaha Brand character using the material, color, shape, furniture, and certain lighting so it will be quite reflecting elegant scene and friendly that suitable with Yamaha Brand Character.

Keywords : *brand, branding, music school, yamaha, interior, elegant, friendly.*