

ABSTRACT

Bandung is one of the cities that produced the biggest creative actors in 2016 after Jakarta, one of the fields produced was animation, but it contained no large enough animation studio that could accommodate and facilitate the development of the animation industry, even until 2019 there was still no animation studio which can produce its own animation, from storyboarding to animation concepts to sound input.

Pawitra studio is one of the well-known studios in Bandung besides Kumata and Bonbin Studio. Interior Design Animation Studio Pawitra in Bandung is a design that is located on Cihampelas street, Bandung. This design aims to create an animation studio that can facilitate users in doing production from pre-production, production to post-production. This design also aims to provide stimulation for the development of user productivity and creativity, by stimulating the human senses of visual, smell, touch and sound. Application in the form of facilities and spatial planning, such as the use of indoor plants, meditation rooms and indoor gardens.

Keywords: Creativity, Creative Stimulation, senses