

## **ABSTRACT**

The rectorate building is the central building of a university that functions as an administrative service as well as the management building of the management of Telkom University. Besides serving as an administrative and management service, the Rectorate Building also plays an important role as a means of externally branding the university. From what happened in the existing building, the interior of the Rector's Building has not yet reached what was intended so far. The introduction of identity in the interior is still poorly implemented. In addition, the use of space and the laying of space are still not optimal. The use of space function on the 2nd floor has not reached its optimum so there is still an empty space on the 2nd floor. On the 1st floor, the use of space is quite optimal, but there are still operational spaces and some spaces that are still less effective in their use. The addition of the hall of fame area on the 1st floor became an important point in the design this time. So that the Rector's Building became a central building that was able to compete with several prestigious universities. The purpose of the Interior Redesign of Telkom University Rectorate Building as a stepping stone so that Telkom University is able to compete and maintain what has been achieved so far.

**Keywords:** Redesign, Rectorate Building, *hall of fame*