

ABSTRACT

DESIGNING CREATIVE HUB IN PEKANBARU CITY

Dwi Purnamasari

*Desain Interior, Fakultas Industri Kreatif, Universitas Telkom
Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257*

Creative Hub is a place that functions as a center for community activities that work as creative agents in the creative economy sector, as well as the general public who are interested in working in that sector. The creative economy has several sub-sectors consisting of applications and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and also television and radio. Since the issuance of the Republic of Indonesia's Presidential Regulation No. 6 of 2015 concerning the Creative Economy Agency, the Riau Provincial Government has made various efforts to develop the creative economy in the local area by developing its priority subsectors namely the Film, Fashion, Culinary and Craft sub-sectors. The design of the Creative Hub aims to support the needs of the subsector, especially the priority subsector, for the development of the creative economy in Riau, especially in the city of Pekanbaru, in order to achieve innovation so that a creative climate is achieved through the development of ideas and skills, creative collaborations and creative businesses. As a center of creative activities used by creative actors, programming of space that can meet the needs of creative actors is the main thing in this design process. Therefore, to find out the pattern of activities and behavior of these creative actors, it was conducted with an analysis method of 2 comparative studies namely Bandung Creative Hub and Jakarta Creative Hub. It was found that each Creative Hub operates in a different category. Where Bandung Creative Hub focuses more on collaborations and Jakarta Creative Hub focuses on Makerspace facilities. In addition to the analysis method, interviews and observations were also carried out on the communities in the city of Pekanbaru. Starting from the knowledge about community participants, community activities, the flow of community activities and the many creative actors who participate in these activities. After doing some of these methods, it was found that the open and active space program was in accordance with the behavioral and personality styles of creative, optimistic, innovative, assertive, expressive, and competitive creative actors. Completion of the design of interior elements that can stimulate and maintain the creativity of creative actors can be achieved with the concept of Creative and Connectivity. Where connectivity can be applied with collaboration and flexibility that will be processed more deeply through furniture processing that does not limit the user's territory so that it opens opportunities for communication with each individual. The application of loose furniture is to increase the flexibility of space so as to open different layout patterns. The application of embedded power source furniture can also increase flexibility so that users can comfortably charge their electronic devices. To stimulate creativity, creative actors can apply colors that can stimulate creativity, an open work environment, and bright lighting that is equivalent to natural light that can maintain the mood and work more focused. Fresh amenities such as brainstorming rooms, games corners and cafes are supporting the collaboration process. Where is expected in these places the users can meet, discuss and collaborate to achieve a work that is creative and innovative.

Keywords : Creative Hub, Creative, Connectivity, Collaboration, Flexible