

ABSTRACT

RE-DESIGN HOERIJAH ADAM THEATRE BUILDING ISI PADANGPANJANG WITH CORPORATE IDENTITY APPROACH

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Theater is a building with functions to serve and facilitate various performances. ISI Padangpanjang already has a theater building called Hoerijah Adam Theatre Building. This building is used for staging or performances from ISI Padangpanjang student and also often used by the people of Padang Panjang City to hold an event. However, according to the questionnaire survey, literature review and interview result, many problems were found, such as inadequate seating, inefficient interior acoustics that disturbed the performance event, and the lack of aesthetic value in the building's interior.

Based on the problems, the write solves the problem using corporate identity approach and transformation grammatical techniques which are ornamental, where the values of local ornamentality are applied in the design. Redesign Hoerijah Adam Theatre Building ISI Padangpanjang raised the theme of "Padang Panjang : Fortunate City" where the ambience of the space can give a magnificent impression to vistiors and building users. This theme is expected to be able to restore the glory of Hoerijah Adam Theatre Building which was once the best theatre building in Southeast Asia in 1990.

Key Word : *Performances, Minangkabau, Padang Panjang.*