

ABSTRACT

Bandung City Government has a vision to develop the ICT (Information and Communication Technology) industry through Bandung Teknopolis. Teknopolis, a new technology-based city center that has been established by the Bandung city government, is located in the Gedebage region. So in collaboration with the city government of Bandung, PT. Summarecon Agung Tbk developed the area under the name Summarecon Bandung which contained projects in the form of residential, business and technology on 300 hectares of land based on the tagline Live, Work and Play. Summarecon Bandung is a large-scale city project or township that is designed in a modern and innovative way to be a place for the creative industry to grow and develop.

Summarecon Bandung as part of Bandung Teknopolis is not only housing that will be built, it is also a business center and creative industry or Creative Hubs. This was made clear by the words of PT Summarecon Agung Tbk's president director, Adrianto Pitoyo Adhi "Bandung, our creative people will build a creative center within Summarecon Bandung to accommodate their needs and interests," the statement said after an extraordinary general meeting of shareholders reported by Kompas.com.

Therefore Summarecon plans to present a space where creative activities are accommodated and in it have the means to develop the creativity, productivity and collaboration of users in accordance with the vision of Summarecon. And a place where creative actors can gather from communities or individuals and as a facility for groups and individuals who want to collaborate, and add relationships.

keywordsi : creative hub, industry kreatif