

ABSTRACT

PERANCANGAN INTERIOR BANDUNG CREATIVE FASHION CENTER

Safira Andriani

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

Bandung is a city that has a rapid development in fashion. According to data from the Central Statistics Agency (BPS), the Gross Domestic Product (GDP) of the city of Bandung is dominated by the fashion subsector at 43.71% of the 14 subsectors. Fashion sub-sector development, there are several problems and challenges faced by the fashion sub-sector, related to quality Human Resources (HR) education and possessing special technical skills, promotion tools and fashion waste. According to data the fashion industry ranks second after oil as the industry that pollutes the environment the most. (kumparan.com). Bandung Creative Fashion Center is needed to function as a training center and development of the fashion subsector which is centered in Bandung, with facilities that can support the activities of the fashion subsector based on existing problems. Bandung's creative fashion center will implement a sustainable design approach, one of which is by utilizing fashion solid waste that is applied to the interior field. The design process includes the stages of literature study relating to Fashion, Creative Center, standard facilities that will be available at Bandung Creative Fashion Center, as well as space standards for fashion development and training. It is expected to be able to support the activities and fulfill the needs of the fashion subsector according to the previous problems, as well as a healthy communication between the fashion subsector, becoming a promotional media for fashion business start-ups, a gathering place for the fashion community from several sub-fashion (bags, shoes, accessories) with communication, collaboration can occur and continue to make this subsector productive and have a good impact on the GDP of the City of Bandung.

Keywords: