

ABSTRACT

INTERIOR DESIGN FOR FOUR POINTS HOTEL BY SHERATON DAVAO, PHILLIPINES

Reisny Alma Anggraeni

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

Davao City is the largest city and the main capital city on Mindanao Island, Philippines. Davao is a multicultural and cosmopolitan city. In this city there are 10 indigenous tribes who live peacefully side by side with migrants both from the Philippines and abroad. Davao is the largest metropolitan city on the island of Mindanao and the 3rd most populous metropolitan area in the Philippines after Metro Manila and Metro Cebu. This highly commercial property is located right in the heart of the Davao City development district. Famous commercial, educational, health and government companies are in the region. Property in this development zone is the highest and most sought after property in the city of Davao. Therefore, it is important to utilize this property to its full potential.

Given the rise of national and international brands that stand in the city of Davao, it can be estimated that the influx of visitors not only in the tourism sector but also in the business sector. Continuous development in Davao City means an increasing need for international-class hotel brands. Currently in Davao City only has 2 classmates, namely Marco Polo Davao and Park Inn by Radisson. The rest are owned and managed locally. So it is planned that hotel complexes and conventions will be built for local, national and international events to become one of the pioneers of the growing MICE industry in Davao.

The design of the interior design of the Four Points Hotel aims to offer accommodation for visitors who come to the Convention Center in the Davao Convention Center & Hotel area. The concept offered by the Four Points hotel design is aimed at independent travelers and designs that have a modern vintage style. Modern vintage style is applied by including elements of shape, aesthetics, motifs to material. The application is realized in the use of weaving patterns in some furniture, the choice of colors that fit the concept, and the use of traditional materials so that it has its own aesthetic value.

Keywords: *davao city, hotel, four points, MICE*