

ABSTRACT

In the city of Bandung there is a new city development called the city of Summarecon Bandung which was built since 2015 in the Gede Bage District. The city development aims to become a new city service center (PPK) which was established in 2004. As a City Service Center, practically the Gede Bage area is planned to become a new center for the city of Bandung so that all supporting facilities will be realized there. The new city center is also projected to become a city based on Information and Communication Technology. With an area of 800 hectares, the Gede Bage area is expected to join forces with companies engaged in technology, information and communications. (Wonderful life, Vol 8. 2nd Edition, 2016). In this way, this plan will present various public services, one of which is a center for creative activities that support the creative industry sector and its activists, namely the creative hub.

The design of this creative hub is also influenced by the pandemic aspect which requires the implementation of standard government recommended protocols. Then the adaptation of this health protocol will be implemented in 3 systems, namely circulation that is spaced between furniture in the workshop area and work area, then with the spraying of disinfectants in the room using sensory technology such as sprinklers after and before any activity, the last is the application of easy clean materials on furniture that is high intensity of hand touch.

So this creative hub interior design will better adapt from several comparative studies with comparisons in terms of facilities that support the activities in it as well as space organization that underlies the experience of space that makes an impression for the user. Of course, the Creative Hub design must also adapt the standard health protocols according to government recommendations.

After determining the theme " changes in the habits & activities of the creative hub " are obtained the process of contextual analysis and analysis of the objectives of the development of Summarecon Bandung itself. Through this process, it is hoped that the design of a creative hub in the Summarecon Bandung area can present the integrity of Summarecon Bandung and stimulate the creativity of creative actors in their work. then the Creative Hub activities during the pandemic and post-pandemic (New Normal) continued to provide maximum service with supporting facilities according to health protocols and received appreciation and became a foundation for the community in maximizing their abilities as creative industry players.

Key Word : ICT, Creative Hub, Covid-19.