

ABSTRACT

The development of technology is currently increasingly advanced and development is accelerating, one of the fields that is quite developing with the times is the business field, the emergence of many start-up companies, creative workers and freelancers. The city of Medan as one of the big cities in Indonesia has a fairly influential contribution in the creative economy sector and in recent years has had significant growth in the startup business. For example, in 2019, an event titled 1000 digital start-ups was held in Medan and has a target to be realized this year (IDN Times). As a metropolitan city that is growing in the fields of business and technology, the need for public space facilities, especially coworking spaces, is also increasing. So this is what drives the realization of the Coworking Space design idea in Medan City. The design method is carried out with the stages of data collection through documentation, observation, interviews, comparative studies directly or taking data from the internet. By considering the elements of productivity and comfort at work. Not only focusing on personal productivity but also the value of collaboration as one of the functions of a coworking space. This design uses a productivity and work comfort approach with the theme of the design concept "Productivity in comfort" which is expected to provide start-up workers in Medan City a comfortable work environment to work, discuss and collaborate.

Keywords: Coworking Space, Medan City, Productivity, Interior Design