

ABSTRACT

REDESIGNING INTERIOR OF ART:1 NEW MUSEUM GALLERY WITH A LIFESTYLE AND TECHNOLOGY APPROACH

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The management of the display system that is less interactive causes a lack of interest and understanding of the presentation of artwork to visitors. The circulation of space is not well organized because the arrangement of displays causes confusion for visitors about the flow of activities in the exhibition space. Creating an interior design for Art Gallery:1 New Museum which has quality, appearance, philosophy and facilities that keep up with the times and can attract public interest in art. In collecting data, this design performs several steps, including direct and indirect monitoring, documentation of images, photos, videos and recorded needs, interviews, literature and approach studies, analysis of physical data, activities, size of space, determining themes and concepts. Conditions where there is a lack of attractiveness in the display of artwork that should be able to support the presentation of the artist's work so that the message of the existing artist the work can be felt by the public. In addition, the display system which is deemed unorganized creates a new problem, namely the disruption of visitor circulation. Most of the visitors could not understand the flow of activities in the Art:1 gallery and considered the display system to be less attractive and interactive, so they could not have a good experience observing the works of art that were being exhibited. The need for redesign so that it has quality, appearance, philosophy and facilities that keep up with the times so that it remains a gallery that has an attraction for the community. Efforts can be made to pay more attention to the arrangement of the artwork display system that is regularly also attractive and interactive in the eyes of visitors. The addition of a sign system is deemed appropriate so that it can provide direction for a clear flow of activities for visitors. As well as support for supporting facilities in order to accommodate activities in the gallery.

Keywords: Gallery, Display, Circulation, Interactive