

ABSTRACT

DESIGN OF UMKM AREA AT SHOPPING CENTER WITH BIOPHILIC APPROACH IN BANDUNG CITY

Puspa Alifah Almas

1603183212

Interior Design, School of Creative Industries, Telkom University

The existence of shopping centers in recent years has decreased due to several factors, including the occurrence of a "discovery deficit mall", which is a feeling of boredom visiting shopping centers because the building do not have many aperture (Verde & Wharton, 2015). In Bandung, there are approximately five shopping center buildings that are in danger of being sold due to lack of visitors. As a solution to increase the existence of shopping centers, it can be done by changing the atmosphere of the shopping center using a biophilic approach. Based on research, the atmosphere by combining biophilic designs can attract consumer interest which can create a positive response and can encourage visitors to linger and spend money in the shopping center. This increase in value will be very helpful in reviving the community's economy, which had retreated due to various factors that influence each other. In addition, local governments can strengthen the economy by providing a place for UMKM in shopping centers to encourage the development of local products so that they have more value in the wider community. The use of six biophilic patterns in this design includes patterns of visual relationships with nature, the presence of water, dynamic diffuse light, biomorphic shapes & patterns, protection, and mystery, which are expected to be a solution to current problems and can revive community activities in shopping centers.

Keywords : *shopping center, biophilic, UMKM, economic recovery.*