

## **Abstract**

The Creative Center is a facility or supporting facility for the general public and creative industry players to discover new talents and self-potential, develop talent and creativity in the creative industry sub-sector, as well as a gathering place for fellow creative industry players. Bandung as the location of the design object is one of the creative cities in Indonesia. As a creative city, it is necessary to have a container or place that can accommodate the creative industries in the city of Bandung. Currently there are creative center facilities in the city of Bandung, but these facilities have not been able to meet the needs of users of all ages and there has not been a match between the function of space and its supporting facilities. This is one of the backgrounds for a new design, namely the Bandung Creative Center. With the new design, it is hoped that creative industry players will have a container or place that has complete facilities that are appropriate and can support the activities carried out.

The general public is also expected to have new places or tourist spots that can be both recreational and educational places. In this study, the research data sources were obtained through a qualitative approach using descriptive methods and data collection techniques in the form of observing similar facilities and distributing questionnaires which were carried out directly and indirectly as well as through literature study. After conducting research, the spatial program that will be implemented is obtained based on the problems of SMEs in the creative industry sector in the city of Bandung, namely the need for makerspace, studio, and retail. For the general public, the space programs that will be implemented are gallery spaces, co-working spaces, and cafeterias. Furthermore, to answer the problems found and the space program that has been identified, communal space approach will be applied to the design object. Human-centered collaborative space is a collaborative space based on the needs of space users. The application of the approach is expected to be able to answer existing problems and can make design objects into active facilities that can accommodate creative industry players and the general public.

*Keywords : Creative Center , Creative Industries, Bandung*