

ABSTRACT

INTERIOR REDESIGN AND DEVELOPMENT POINT LAB CO-WORKING SPACE 6TH FLOOR AT GRAHA POS INDONESIA BANDUNG WITH BEHAVIORAL APPROACH

Igit Rizki Alfiansyah

Interior Design, Faculty of Creative Industries, Telkom University
Jl. Telecommunication No.1, Buah Batu Canal, Sukapura, Bandung, West Java
40257

Point Lab Co-Working Space is one of the property businesses managed by PT. Pos Properti Indonesia. Point Lab Co-Working Space 6th floor was inaugurated by PT. Pos Properti Indonesia on February 27, 2020. The main target users are the y and z generations with a vulnerable age of 20-45 years from various professional fields such as startups, freelancers, creative actors, MSMEs, students and other professions. To increase the productivity of space users at the Point Lab Co-Working Space with dynamic work activities and various fields of work, it is necessary to redesign and develop the design by following developments in the 2023 co-working space design trend and adjusting the needs of space facilities. The design of this co-working space uses a data collection method by conducting direct surveys with documentation, interviews, distribution of questionnaires and observations as well as online sources with literature studies, books, and journals. To solve existing problems, this design uses a behavioral design approach and implements 7 co-working space design trends in 2023 into the interior space, to create 3CO (community, communication, and collaboration) and can facilitate staff (managers) and visitors according to their activities, space requirements, and user behavior, so they can work more productively.

Keywords: *Behavioral Approach, Co-Working Space Design Trends 2023, Point Lab Co-Working Space*