

**ABSTRACT**  
**REDESIGN HOTEL THE 101 BANDUNG WITH**

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*The 101 Hotel Bandung is a 4 star city hotel located on Ir. H. Juanda street number 3, Tamansari, Bandung Wetan, Bandung City, West Java 40116. This hotel has a strategic location near the intersection between Ir. H. Juanda street, L. L. R. E. Martadinata street, and Merdeka street towards the Bandung Indah Plaza shopping center. This hotel offers facilities such as a restaurant & café, swimming pool, gymnasium, spa and meeting rooms. The 101 Hotel Bandung has a tagline, namely "Smart and Stylish Experience" which is printed on its social media bio in Instagram.*

*This redesign carries the theme "Bring Back The Vintage" with the hope of bringing a nostalgic atmosphere to visitors. In order to achieve this theme, the Jengki, Googie and Memphis styles were chosen with their characteristic organic shapes and use of colorful colors.*

*Therefore, this redesign is needed to improve the quality of The 101 Hotel Bandung both in terms of room aesthetics in the form of refurbishing the interior design in accordance with the hotel's tagline, namely "Smart and Stylish Experience" so that it can represent the city of Bandung as a creative city and for visitor comfort. in the form of managing a more structured space organization to have ideal space for movement and creating a calm space by applying soundproof interior elements.*

*Keywords: The 101 Hotel Bandung, Memphis, creative city*