

ABSTRACT

NEW DESIGN OF INTERIOR DESIGN

YOGYAKARTA CREATIVE HUB

WITH LOCALITY APPROACH

Farizqi Aditya

*Interior Design, School of Creative Industries, Telkom University,
Telekomunikasi Street No. 1, Terusan Buah Batu, Sukapura
Bandung, Jawa Barat 40257*

Yogyakarta, a hub of creativity with over 172,000 creative industry players, necessitates the establishment of the Yogyakarta Creative Hub. This space will serve as a collaborative hub, showcasing, and business development center for culinary, fashion, handicrafts, and various creative sectors. Emphasizing local potential, the hub aims to highlight Yogyakarta's rich cultural and artistic heritage. Its purpose extends beyond strengthening relationships among industry players, also providing recreational space for locals and tourists. Through a localized approach, the Yogyakarta Creative Hub aims to become a unique innovation center that not only distinguishes itself from other creative hubs but also serves as a source of information, education, entertainment, and inspiration for creative ideas among the wider community.

Keyword : Creative Hub, Creative Industries, Locality