

ABSTRAK

REDESIGN OF TAKASHIMAYA HOTEL IN LEMBANG

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This final project aims to redesign Takashimaya Hotel in Rembang by emphasizing Zen theme in its design. With a Japanese cultural brand identity, Takashimaya Hotel has not represented the Zen theme in its interior design. The interior design of the hotel should carry the Zen theme by using natural colors such as; white, gray, green, beige, and pink. Natural materials such as wood, stone, and bamboo should also be used to create a calm and harmonious atmosphere. The Zen concept emphasizes simple design, using straight lines and avoiding excessive decoration. Soft natural light and open spaces to improve air circulation are also important elements in the redesign of Takashimaya Hotel. With the Zen theme, the author aims to provide a calm, harmonious and refreshing stay experience for hotel guests. This research uses qualitative methods with data collection techniques of observation, interview, and literature review. The result of this research is the renovation of Takashimaya Hotel which incorporates a stronger Zen theme into the interior and exterior design of the hotel.

Kata Kunci: *Design, Hotel, Brand Identity, Zen*

