

ABSTRACT

The emergence of co-working spaces is closely related to changes in work habits due to the advancement of the digital ecosystem and the adaptation of the mindset of today's generation. In the industrial era 4.0, the digital ecosystem facilitates human activities, allows work to be done anywhere and anytime, and encourages the presence of creative economic actors that require innovation and collaboration. Creative workers, freelancers, and digital nomads often face limitations of adequate workspace facilities at home, which can reduce productivity and hinder social interaction. Co-working spaces provide a solution by providing a shared workspace that combines elements of informal and creative spaces, enabling more dynamic collaboration. Bandung, as one of the major cities in Indonesia known for its innovation and creative economy, is a strategic location for the development of co-working spaces. Bandung is also dominated by generation Z and millennials who prioritize work-life balance. Despite a decline in numbers, co-working spaces in Bandung are growing again with the support of the government and market demand. The design of this new co-working space in Bandung uses the "Concrete Space" brand identity approach that focuses on connection, creativity, and collaboration in accordance with its vision and mission. The design addresses the problem of overlapping space usage by offering a more effective division of zones. Each floor is designed based on the brand's activity characteristics for specific functions, from collaborative workspaces, open event areas, closed event areas, to private areas for rental offices. There are also collaboration booths for specific collaboration needs that can connect tenant relationships with the public in accordance with the brand's vision and mission. The brand identity approach is applied both externally and internally, through design elements such as shapes, colors, materials, and lighting that reflect brand characteristics. With a concept that actively holds events, this co-working space aims to be the center of creativity and collaboration in Bandung.

Keywords : *Co-working space, Bandung, Brand Identity, Flexible, Collaboration.*