

## **ABSTRACT**

### ***DEVELOPMENT OF BLOCK PRINTING TECHNIQUE USING LASER CUT TECHNOLOGY WITH INSPIRATION FROM THE EXTERIOR OF SAVOY HOMANN HOTEL***

*By*

***JILAN HAFIZHAH JAUZA SUHENDAR  
NIM: 1605200027  
(Textile Craft and Fashion Study Program)***

*The development of technology, especially laser cut technology, has significantly impacted the creative industry, including manufacturing block printing plates in textile crafts. This research aims to optimize the laser cut technique in making block printing plates by taking inspiration from Art Deco motifs on the Savoy Homann hotel building in Bandung. With a focus on developing streamlined deco motifs, this research explores the precision, accuracy, and complexity that can be achieved through laser cut technology in creating block printing plates. The research method included a literature study, direct observation of the hotel exterior, and exploration of print plate making using laser cut technology. This research outputs block printing plate development with Art Deco as inspiration and application on fabric sheets. The results of this research can contribute to increasing the utilization of laser cut technology in the fashion industry and opening innovations in using Art Deco motifs inspired by the Savoy Homann Hotel.*

***Keywords: Laser Cut, Block Printing, Alternative Printing Plate, Art Deco, Savoy Homann Hotel***