

ABSTRACT
**NEW DESIGN OF CREATIVE CENTER IN BANDUNG WITH TECHNOLOGICAL
APPROACH**

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Bandung is nominated in the UNESCO Creative Cities Network as one of the creative cities in the field of design. There are important factors for a city to be called a "Creative City", one of which is the Urban space and facilities factor. There is a Bandung Creative Hub as an urban space and facility, but Bandung Creative Hub is still not sufficient to accommodate creative activities in Bandung due to insufficient capacity and facilities. By building a new Creative Center with facilities that can function better and standards that are in accordance with creative industry activities so that it can accommodate creative economic activities in Bandung and provide a role as an Urban space and facilities factor for Bandung, the Creative City. In its implementation, this new design makes the Bandung Creative Hub a comparative study to create facilities based on user interests and needs, as well as by literature study and using a technological approach to design a Creative Center with a good audio and acoustic system, an automated lighting system that is in accordance with standards for activities at the Creative Center as well as better general standards so that activities can run more optimally. With the new Creative Center facility in addition to the Bandung Creative Hub in Bandung, it is hoped that creative industry activities in the city of Bandung will be better accommodated so that it can support the creative industry of Bandung city and create Bandung as a Creative City with well-built urban Creative Center facilities.

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