

ABSTRACT

The atrium plays a significant role in a shopping mall as it functions as a circulation area, a space for social interaction, and a venue for various events that reinforce the mall's image as a lifestyle destination. However, the current condition of the atrium in Shopping Mall Depok remains passive, serving only as a circulation corridor and bazaar area, and therefore has not been optimal in attracting visitors. This final project aims to redesign the atrium area by adopting the Performative and Experiential Space concept to enhance its function, aesthetic value, and the visitor experience. The qualitative method applied includes observing the existing conditions, conducting comparative studies, user surveys, concept development, and producing three-dimensional visualizations. The design results indicate that implementing a flexible spatial layout, utilizing natural lighting, adding digital installations, and providing a stage area can activate the atrium as a public activity hub. This redesign is expected to extend the duration of visits, support performative activities, and strengthen the mall's identity amid the competition of modern shopping centers. Furthermore, the outcomes of this project are expected to serve as a reference for interior designers in developing more innovative and contextually relevant public space concepts.

Keywords: atrium, function, experience, shopping center