

ABSTRACT

This research discusses the interior design of the Tema Tea office in Sentul by MARK Associates, with the challenge of limited space of approximately 150 m² and the reuse of existing furniture. Tema Tea, an artisan tea producer, wants their first office to reflect their brand identity. The main issues include the lack of data on the number of space users, the request to optimize old fixtures, and the importance of visual continuity between new and old elements. The design objective is to create a functional workspace that represents the brand's character. The methods used include the analysis of primary data (existing conditions and client sketches) as well as secondary data (company profile, design standard literature, benchmarking study of Tokopedia's office and Sumthin Else workshop, and Google office precedent study). The results show the successful application of identity through design elements such as space, materials, color, shape, lighting, and furniture tailored to the office's needs. In conclusion, the design successfully addressed the challenges of functionality, furniture reuse, and brand visuals. This research is useful as a guide for designing offices with a brand identity approach in limited spaces, with the suggestion to also consider consumer perceptions of the brand that can influence the space.

Keywords: office, identity, Tema Tea