

ABSTRACT

Quadra Showroom & Experience Center in Bali introduces a new design concept that focuses on the exploration of marble products in both its interior and exterior. With a tropical design approach, this project aims to present marble as a flexible and sustainable material that can be applied across various aspects of modern architecture. The main emphasis is on utilizing marble to create aesthetically pleasing, functional, and environmentally friendly spaces, in alignment with the natural beauty of Bali's tropical environment.

The design process involves a thorough site analysis, literature review on marble and showroom design, and primary data collection through observation and interviews. The tropical approach is applied by considering natural ventilation, optimal lighting, and the integration of green elements that enhance the comfort of both occupants and visitors. The use of marble is not only focused on its visual appeal but also on its thermal performance and durability in Bali's tropical climate.

As an experiential space, the Showroom & Experience Center is equipped with interactive areas where visitors can explore various types of marble, textures, and finishes, creating a comprehensive multisensory experience. The design outcomes demonstrate that the Quadra Showroom & Experience Center has the potential to become a hub for marble design innovation and an experimental space, while also promoting the concept of sustainability within tropical design that harmonizes with nature.

Keywords: Quadra, marble, showroom, experience center, tropical design, product exploration, sustainability, tropical architecture, Bali.