

ABSTRACT

The RodaWaktu Automotive Museum is designed to be an educational, recreational, and conservational space with an interactive multisensory technology approach. Despite the increasing public interest in the automotive world, as seen from the high enthusiasm at national automotive exhibitions such as GIIAS and IIMS, the availability of relevant public educational spaces is still limited. Existing museums have not fully met the standards in terms of lighting, ventilation, security, and visitor circulation. Therefore, this museum design integrates interactive technologies involving visual, auditory, tactile, and olfactory elements to create a deeper experience for visitors. By using interactive technologies approach, the museum not only presents collections statically but also offers an immersive experience that enhances the understanding of automotive history in a more engaging way. This museum will also cater to the needs of millennial and Gen Z generations, who are more responsive to digital technology. The RodaWaktu Automotive Museum is expected to become a center for education and recreation that contributes to the preservation of automotive culture in Indonesia.

Keywords: *Museum, Interior, Automotive, Interactive*