

ABSTRACT

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*DESIGN OF DMP MUSIC SHOP USING THE SENSE OF PLACE
APPROACH BY LV STUDIO INTERIOR ARCHITECTURE CONSULTANT*

Economy issues and community lifestyle are affecting the commercial area design. Commercial area design is required to be trendy and more attractive. During this COVID-19 pandemic, commercial areas are also required to pay attention to the safety and prevention of virus transmission. One of the fastest-growing commercial areas is the retail store. A good design concept is very needed in building a retail store because consumer purchasing decisions are affected by the atmosphere of the store interior. The role of an interior consultant is needed to produce good designs for a commercial area. LV Studio takes an opportunity from this problem and chooses to apply a sense of place in its every commercial project. Sense of place not only produces an aesthetic design but is also able to give identity and connect the user to the place. This sense of place design value is implemented in the design process of the DMP Musik shop in Surabaya. DMP Musik is a complete musical instrument shop in Surabaya. As time goes by, the owner wants his business to grow and be known with good image in the community. This design is also motivated by store condition which doesn't reflect the music from the façade and interior design, etc. The problems are answered with the world music concept that is oriented to the sense of place. The world music concept can visualize music into the interior and answer problems such as space optimization, interior design that affects acoustics, and attractive facade designs.

Keywords:

Commercial, Retail Stores, Music, Interior, Sense of Place