

## ABSTRACT

Jeannie Wirasugianto

DESIGNING INTERIOR ARCHITECTURE OF DABU – DABU LEMONG SEAFOOD RESTAURANT IN MANADO BY JEANSTUDIO ARCHITECT AND INTERIOR DESIGN FIRM

Designing Interior Architecture of Dabu - Dabu Lemong Seafood Restaurant in Manado is based on the existence of several problems that arise in the operation of restaurants, neighborhoods, client desires, and theories that exist. Supported by the increasing number of new restaurants around Dabu - Dabu Lemong seafood restaurant. This makes the restaurant Dabu - Dabu Lemong want to redesign with the typical seafood restaurant style, and more to follow the current era, because many of the people of Manado today like something related to the trend. Thus the restaurant was designed with the main concept of using a metaphor method of a ship combined with Nautical Modern style. With a blend of Nautical colors (Blue, White, Crem, and Chocolate), the interior and shapes of this restaurant are the result of the implementation of a vessel that will provide an appealing appearance to visitors and travelers alike. JEANSTUDIO is an interior consultant firm, with a concept of modern minimalist style, luxury, modern tropical, contemporary and industrial, and the addition of branding stationery.

Branding stationery is made with the goal to increase the sales of companies that can affect the corporate's profits. A good branding, will be able to easily achieve these two goals. Making branding for businesses in the job of Interior architecture design consultant, requires additional tricks. Not only is the design that are made can be an eye catching design, but the design must also consider the user experiences. This is because the business is a service business. So that our customer satisfaction is our top priority.

**Keywords:**

*Branding, Interior, Nautical, Ship, Seafood*