ABSTRACT

Image board and interior concept need has great meaning for interior successful in market. Interior designing is activity to make design idea need design transformation process. Transformation develops by much method and positioning interior make interior successful in goals to make customer satisfying.

Some question arise in order to develop image board is how is the image board model that works for interior. The second question is how and what the unique statement that will use in interior disciplines.

The answer for those question is image board need to modified until its usefull for interior.

The development of interior image board will be use with image that have same concept. Analtic level will influent by several factors they are : interior style, aktifity, positioning in konsumen mind. Image condition from analitic level will be set into style quadrant that potential from image competition.

Image board process that develop are consumer behaviour and consumer life style, SWOT research, and quadrant analitic, and design transformation research also.

Keyword: Image Board, Positioning