ABSTRACT

At this time, culinary world has rapidly increase and becomes a part of our life style. As we know that eating is one of the human primary needs that has to be fulfilled for human viability. However, eating is not only primary need. It transform into life style. Wherein, it’s not all about the satisfied but also about pleasure and experience. Therefore, it’s necessary to found a better solution by creating a new environment, something that will gather many kinds of foods at one place. It’s offer many variation of taste and a fresh new atmosphere, which is different than another. Thus, the visitor can get a new dine experience and recreation that is unique and impressive.

Surabaya Culinary Square offer a culinary central with street festive experience concept. Thus, it will treat people who pined for public uproar and automatically show many differences commercial building with a sort of a kind building which is masif and monoton. In Surabaya Culinary Square, there are some facilities for eating, food, and etc. The main building divided into 2 section which are eastern and western. Those area are food court, food supermarket, exhibition hall and food booth.

Festival is the theme of this building. And the theme itself has been applied into the building by metaphora phenomenological. Here, the characteristic of festival
that has been translated into architect language is applied. To make the design easier, from the festival theme, we take the sub section which is curve concept that taken from palm fronds. The selection of concept and theme are based on uniformity between the building and the concept that is supported by the characteristic of festival theme itself. Furthermore, a festival is a citizenry activity that always stuffed with happiness and summon people’s enthusiasm. Hopefully, by using this theme, the existence of Surabaya Culinary Square will give the same impression as well as in the festival that is full of happiness, festive experience, merry, and invite public enthusiasm.