DESAIN OF STREET FURNITURE SYSTEM AS A SUPPORT OF SURABAYA’S CITY BRANDING

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Surabaya is a lot of things need to introduce himself fit characteristics that truly rooted. Positioning continue to search until it found the most interesting, namely that Surabaya is a city with potential, supported aspects of the maritime industry and trade is strong. The title was chosen because of street furniture which have still not been able to show the image you want displayed, also there is no integration between systems street furniture with the environment as well as between types of street furniture elements. Then the problem of vandalism and abuse of function is also an issue on the environment in Surabaya. One way to branding yourself is through the promotion of physical nature, and street furniture is a medium that could be a reflection of the identity of the city. Through a disciplined approach to the science of Industrial Product Design, how to create a public facilities which must remain concerned over the comfort of their functional aspects, safety, cleanliness. Aesthetic and functional factors here achieved by repetition of the module’s form.

Among the many elements of street furniture that is chosen few who have the highest priority level, canopies, benches, pots, bikestand, litter bin, street lighting, whose post on the pedestrian. Modular design which uses a frame structure so as to minimize the risk of vandalism, as well as facilitate integration with the street furniture itself, as well as with other elements. System module used will facilitate and shorten the installation time. From the overall results achieved, is expected to deliver more value to the pedestrian in Surabaya, as the application of branding.

KEYWORD
Maritim, comfort, integrative, modular, anti-vandals