ABSTRACT

The level of life competition higher makes people need tools as a media release is saturated. One of them is watching a movie. Starting from the direct viewing of the movie house, via the internet, or borrow a movie from the video rentals. Video Rental ODIVA opened outlets in Gresik since 2005. ODIVA "Video Rental Chainshop".

In obtaining the necessary data, conducted several reviews of the literature. Among them is an overview of the lighting, colors, furniture, materials and air circulation and futuristic design style. Literature review were used to obtain results with light intensity lighting is good, the selection of harmonious colors, and materials as needed air circulation comfortable style that is expected to appear correctly.

Research methods including data collection held directly or indirectly. Surveys, interviews and pooling of respondents to the parties concerned is the way in which to obtain primary data. While literature, magazines, and internet on the planning ODIVA Video Rental is a great way to get secondary data. Tracing the problem is done by analyzing and comparing ODIVA itself with the interior several equal competitors. After getting the data from the field, literature and the comparison with other competitors continue to analyze the elements - the architecture and interior supporting elements, so we get a new concept to design a Video Rental ODIVA.

This design concept is “High Imagination”. New Idea here applied to the merchandise display with the atmosphere and feel like a movie studio but still based style futuristic design style. The focus of the design lies in the Video Rental, Coffee Shop, and mini-theater. Nuances that will appear on ODIVA interior is futuristic because it reflects a nuanced video rentals future with the theme chosen for each space and provide more functions and benefits of each activity.

Keywords: ODIVA, Video Rental, futuristic, Imagination