DESIGNING WONOKROMO MARKET SIGN SYSTEM

Name : Aditya Wirabakti
NRP : 3406100096
Department : Department Of Industrial Design
Faculty of Civil Engineering and Planning
Mentor : Rahmatsyam Lakoro, S.Sn, MT

Abstract
In the modern era as present, modern shopping centers or modern markets have advanced, especially in big cities. On the other hand, there are many traditional markets are underdeveloped. In fact, traditional markets are also evident as the motor of the national economy. Although located in the middle of the competition with the existence of modern markets, traditional market contribution to the economy remains high. Therefore, be needed to make the revitalization of traditional markets. Some cities have done the revitalization that is expected to improve the quality of traditional markets.

In Surabaya, the PD Pasar Surya has made the revitalization of traditional markets, one of them is Wonokromo Market. In these revitalization, Wonokromo Market will improve the market quality, starting from the crowd of visitors equality, improved facilities, until the aspects of visual communication design. Wonokromo market is a public area with high complexity. So, in the revitalization, Wonokromo market create sign system in the market environment. However, having done the research, the results of the application of the sign system is not maximized. Therefore, in this project, will be designed the Wonokromo Market sign system with a better wayfinding concept so that benefits can be felt optimally and support the improvement quality of Wonokromo Market.

Keyword: Wonokromo Market, sign system, informative