DESIGN VISUAL BOOK OF AMBARAWA RAILWAY MUSEUM

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Abstract

Ambarawa Railway Museum is the only railway museum in Indonesia. This museum existed since 1873 which functioned as a railway station, yet it changed its function as a museum in 1976. Today, this museum is managed by PT Kereta Api Indonesia IV Operation Region in Semarang. This museum has 165 collection stuffs and 21 ancient locomotive collections. Those historical stuffs have high values for Indonesian people. It is a must that we have to appreciate our nation historical value by recognising the history Ambarawa Train Museum Collections.

Books are long term communications which are possible as the most influencing in human culture development. Inside books, it is gathered much more human thoughts and experiences than in other kind of communications. While Destination Book is a form of tourism publicity which covered any informations about destinations or tourism objects in a region. The summed information is in a form of article and visual presentation of the tourism object. A Destination Book is like a display or an etalage which sells tourism product in a printed material form.

Scrapbook as a memorabilia of an experience becomes a design concept with audience target characteristic which like to perpetuate a moment. This scrapbook concept becomes a visual approach which will be implemented in the design concept. The form of this visual book design and research is a book tittled “Catatan dari Museum Kereta Api Ambarawa” in a scrapbook edition.

Keyword : Information, Museum, Tourism Experience