ABSTRAK

Indonesian women are now entering a dynamic rhythm of modern life. Various professions who had not or could not enter the women are now more wide open. This was made possible by the opening of an opportunity to obtain higher education, increase open door of culture and information.

The number of women working outside the home more and more. Now women has no longer live in a world of narrow, and limited in the domestic environment. Women have a space of self-actualization more broadly, into various fields which previously seemed only be done by men. Thought R.A. Kartini in the early 20th century, now began to materialize. Differences between men and women in various fields of professions in the modern era nowadays, it is irrelevant.

On the other hand the participation of women in nation-building and rapidly developing countries too, so there arose an idea to plan a new facility that can support the advancement and participation of women. Progress and participation of women, is an important subject that still want to always be improved. However, until now still quite many women who still do not participate directly participate in nation building and his country. It is caused by several inhibiting factors, one of which is lack of confidence held by women.

To support self-esteem for women is to increase the potential for women to appear beautiful and attractive. Means that support for women to look good is beauty care and fitness. While the theme of the design object Beauty and Fitness Centre for Women which was chosen is "Natural". The background theme selection is based on the premise that a natural beauty and has the authenticity (plain what they are) can be applied and explored into a building. That is, with a beautiful design and modern buildings but still stamped naturalnya elements, which are still associated with the theme of this project.
Then, in designing this building designs will become a distinctive landmark than building around because this building is a special building women of form and atmosphere of sweetness. This will manifest desire Indonesian women in the process of relaxation with a memorable beautiful natural ambience and modern. This will give a psychological condition of its own for the visitors are women.