ABSTRACT

Object : Surabaya BMW Center
Theme  : Bangle-ism

Surabaya BMW Center is a place in the form of Showroom as major facilities equipped with supporting facilities such as workshops, gallery, club corner and also the office. Surabaya BMW Center present as an effort from BMW to portray their products in middle to upper class cars. It is also in accordance with the tradition of BMW who always innovating for their products. Due to competition among automotive industries are so fierce, so it is necessary to presenting new innovations. For this time we just meet the showroom which only displaying their products and also as a place to transact the purchase of the car. However, at Surabaya BMW Center, the functions of a showroom is also coupled with the function of education and also social functions. This is a form of innovation-led BMW as the holder of the european car market which has exclusivity.

The reason for selecting the theme “Bangle-ism” because of these theme have a criteria that are suitable for representing the character of BMW’s today products. Selection of themes in the form of contemporary issues will be able to bring up images of BMW who always follow the times. BMW has a distinctive design lines and also a lot followed by the design of the cars of other manufacturers. As chef designer, Chris Bangle has its own familiar design. In the automotive world, Chris Bangle’s design is always called “Banle-ism” because its design is very unique. This theme is also capable of providing really like what the character of BMW’s design so that exclusivity on that products is also able to applied to the design object, namely Surabaya BMW Center.

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