ABSTRACT

Culinary development of the more advance of the era to era and follows the pattern of public taste. A lot of shop as a bakery or bread, the reason for the distributors of baking need to open a larger store and offer the baking and equipment for cooking tools are increasingly diverse. Arvian cake is a large scale grocery store is located in Surabaya and the most favourite destination for producers of cake or bread. Urban communities, especially communities of Surabaya who tend to have a high curiosity about the world of cooking, make the Arvian open classroom course to make cakes and other dishes. Arvian baking need’s interior is adopt the style of Modern Country with shapes and colors are more modest.

In Surabaya, not a lot of baking need shop that present the impression of a comfortable interior and the visual impression or a kitchen themed or something that relate directly to the cooking as an attraction for visitors to shop. As seen in store Arvian, the arrangement of the dry baking need product display such as flour, sugar and other wet ingredients such as a butter cake, vanilla essens and other souvenirs, packaging, equipment of cookware and cook books are less organized well. The classroom course should be the main facility, can’t be seen directly because it’s located on the top floor, so that the necessary design as an appropriate solution.

For planning the design, the initial step needs to be done is to capture data directly in the form of survey location, building existing data, interviews with the owner of the store as a desirable for final design, comparison data with photographs the existing and many more. Literature study done by taking the data indirectly obtained through the book that contains articles concerning the discussion about the baking need store and style of Country design, magazines and the information obtained through the internet. The data analysis conducted with rigor and insight simply by comparing the data with the other ones and from that the designer can find the conclusion from the whole data.

Design in an interior deemed as the most important things in advance of a commercial building. Arvian requires a design that is processed in different packaging and content, provide visitor information through the elements of interior associated with cooking, where visitors not only enjoy the facilities, but also tried to introduce a new image of Arvian as the baking needs shop provide a new experience by inviting visitors to feel the atmosphere with homy kitchen as the concept and adopting of style Modern Country design and also can make the visitor closer with anything about cooking.

Keyword : Arvain shop, Homy kitchen concept, Modern Country design style