ABSTRACT

As the second largest city in Indonesia, Surabaya will continue to grow especially in the entertainment industry. Many ideas are developed in order to attract consumer, and evidently we can see many pubs and other entertainment place offering various kinds of drink and atmospheres.

3SUM as one of pub & lounge that supports the night life entertainment in Surabaya has the need to increase their quality both from the aspects of interior and service. Being a pub & lounge that serves the entertainment purpose for the adult (21-35 year old), 3SUM must be able to adjust their interior design to support the style and atmosphere that will suit the need of the consumer. The targeted consumer are those that needs places to hangout as a part of lifestyle, such as pub & lounge. In the case of 3SUM, necessary added facilities are given to serve the purpose of thematic events such as wet party and bubble party which becomes the background of interior space, bar, and stage redesign.

The concept presented in 3SUM Pub & Lounge is “Bubble Blink” which has wide meaning in form transformation. In this case, from transformation is interpreted as a condition that brings modern futuristic atmosphere inside a pub & lounge which will give new touch and dynamic impression within the pub & lounge activity.

Bubble Blink itself is a theme discovery, discussed in this final paper is how the element of bubble will be applied inside the interior of 3SUM Pub & Lounge. On the other hand, blink referred to the glamour atmosphere that is usually reflected in a night-life entertainment places. Combined, Bubble Blink becomes a term which will reflect the sparkle of bubble presented in the overall design.

Key word: Bubble Blink and Modern Futuristic