INTERIOR DESIGN OF MIROTA BATIK SURABAYA STORE IN A CLASSIC MODERN ETHNIC GALLERY CONCEPT

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ABSTRACT

Indonesia is an archipelago country that has large and small island 13,487 that spread around the equator. This led to a fact that Indonesia is known as a country that is rich in culture from each province. In spite of numerous cultures, the variety of quality handcrafted products also are seen in the eyes of the world.

Nowadays, many handicraft industries springing up in Indonesia, especially in large cities. Mirota shop Batik is one of the shop’s craft and batik are sought after by people in Surabaya. The scope of products include accessories made of rocks, antique furnishing of small to large size and batik fabrics. With the modern feel of the ethnic, it hopefully provide a new atmosphere and it can increase the sales presentation of the product.

Design methods include collection of data through field observations and interviews direct to the party concerned. The method of data collection continued with the analysis of the elements forming the interior spaces, so that the obtained a draft.

New concepts that were presented at Batik Shops Mirota Surabaya is a gallery with a product layout and flow of the circulation that is more organized and are expected to increase the comfort of the visitors in addition, increasingly recognized by people in Surabaya.

Keyword —— Mirota Batik Store, Galery, Modern, Ethnic