ABSTRAK

SHOWROOM LIGHTING LED is the center information and services about led lamp technology. Based on the fluctuation needed of society for led lamp technology which energy saving and environmentally friendly, showroom lighting led will bring knowledge about led lamp technology.

Site location near bukit darmo boulevard street in west Surabaya that grand design as central business district area. the building will be planned as showroom and office.

Theme that is utilized is FLUORESCENCE, this themes choose based on physicaly nature of fluorescence which is absorbing light spectrum and then being reflected. The explanation of theme divided by few thing related to function, technology, and esthetic building associated to physicaly nature of fluorescence which is absorbing then reflected.

Keyword : showroom lighting led, led lamp, fluorescence