Interior Design of Mirota Batik Surabaya Store in a Classic Modern Ethnic Gallery Concept

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Interior Design Gallery Concept as to Mirota Batik Store in Surabaya with Modern Ethnic Shades

Contents

- Introduction
- The Study of Literature
- Methodology Research
- Analisa Data
- Mirota Batik Store Description
  - Site Plan
  - Concept – Interior
  - Micro Concept – Interior
  - Micro Concept – Product Placement
  - Blocking Area Concept
- Study of Space Requirement
  - Bubble Diagram
- Analysis of Circulation
  - Alternatif Denah
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Problem Identification
- Lack of circulation room
- The lack of space Division products
- Need a new concept; gallery
- Shops should be more accentuating Indonesian image culture

Problem Boundaries
- Expansion equiponderate the furniture and land for the user
- Areas Division is very important for product at a store. Therefore, it's required a good layout.
- For gallery, objects that are researched in depth is the dimension of human Anthropometry and interior experience.
- The use of engraving, batik motive for the hall.

Problem Formulation
- How to fix circulation of the room on the store so that it can increase the comfort of the visitors.
- How to fix the product zone so that the visitors do not trouble to find the products they want.
- How to combine a shop with the gallery.
- How to raise Mirota Batik store Brand as a handicrafts shop brand Indonesia.

The Goal
- Realization of the interior that is expected to improve comfort visitors
- Absence of difficulties for the visitors in finding the products they want
- With the gallery, expected to improve presentation the sale of products
- The Mirota Batik store will be more known by Surabaya and surrounding community

Introduction
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Review About Culture of Indonesia

Review About the study of comparison

to compare the advantages and disadvantages between the objects to each other

The Study Of Literature
Interior Design Gallery Concept as to Mirota Batik Store in Surabaya with Modern Ethnic Shades

Review About ethnic shade

Form of furniture from ethnic ambiance is curved by means of engraving on certain parts

In shades ethnic color used is a ground colours such as black, brown and beige

Lighting

For interior that uses shades ethnic rely on the unique form of a lampshade, then using light colour such as yellow and white

Material

For the ethnic image, using the most usual material that is teak wood, rattan etc

The Study Of Literature
Interior Design Gallery Concept as to Mirota Batik Store in Surabaya with Modern Ethnic Shades

Review About Modern Style

Form of furniture from modern style is a statical geometric on modern themes, the shape of the lights they use is round and box, then planted at a certain space and only uses white color.

Colour

In shades modern color used is a monochrom colours such as black, beige, and grey

Material

extensive use of glass elements, iron and multiplek

Lighting

The Study Of Literature
Interior Design Gallery Concept as to Mirota Batik Store in Surabaya with Modern Ethnic Shades

The Study Of Literature
Research Methodology
1. 50% of respondents visit the Mirota Batik store in Surabaya once a month.
2. The majority of them know the information store from a friend for 80%, while information from tourism exhibition by 20%
3. Location to Mirota Batik Store 87% agreed that the correspondent is enough convenient store locations.
4. 38% visit the Mirota Batik store correspondent for shopping, while the second goal was shopping for the purposes of tasks 32%.
5. 54% think about the atmosphere of the interior correspondent Mirota stores, the majority did not like the atmosphere.
6. 44% of correspondents wants improvement in circulation and zoning product at room interiors as well as changing the concept of the store's interior into an interior Gallery.
7. For the desired Gallery Nuance by the correspondent is the image of c; where is the picture more than ethnic shades highlight the modernity of 44%.
8. 48% correspondent choose a furniture design that doesn't have many carving and using teak wood material
9. lightning for color matching to the Gallery, use the color combination of yellow and white, as well as using the granite floors.
10. Ethnic cultural nuances typical of Indonesia's most wanted by 30% the correspondent is carved in the meantime other desirable characteristics are shades of batik works of 28%. As the stabilisation of the room, then the correspondent wanted modernity in the form of geometrical furniture 36%
Starting from small stores that sell food and drinks, the store is developed as Mirota Batik Surabaya Store. Mirota Store opened on December 22th 1980. Mirota store is located strategically at Jalan Sulawesi 24 Surabaya 60246. With the variety of products that are displayed in Mirota Batik Store is well acknowledged by the Surabaya folks.

Mirota Batik Store is divided by 4 stories that has the basic concept on society section of product placement so that can be enjoyed on every side of the store. But this also causes lack of interior design aspects, for example the store feels full and narrow by the lack of neat of the right products that causing several products unsighted.

Misi Toko Mirota Batik
Representative store sights for batik and traditional craft

Eksisting
Mirota Batik Store

Visitors Presetages
- Domestic 60%
- Foreign 40%

Tingkat Penjualan Produk
- Batik cloth
- Batik Clothing
- Accessories
- Furnishing
- Home Decor
- Furniture

Domestik
Tourist
Custom order

Shortage of the existings:
- No room management for the interior design.
- Room feels narrow by the amount of product display.
- Lack of area division causing product hunting difficulties.
- Circulation plot’s not well arranged.
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The new Mirota Batik Store Existing will be located at Jalan Lingkar Dalam Barat in a two stories building. The distance of the new building is quite far from the old one. It is still not certain about the extent of the whole future usage. But it is certain that the new building will be larger and wider than the old one. Although there are several shortages that are:

- Building stories is considered high with +3.45 height. It will cause large product placement difficulties
- There is only one elevator in the building
- The building is an out towners existing. Causing difficulties in finding the suitable construction soil in Surabaya

The excesses of product of the gallery will be temporarily placed in the back building storage. Jl. Bronggalan
- Jl. Sumbawa