

Exhibition Interior Design Darwis Triadi School in Surabaya, with Concept of Material forms and Cultural Heritage

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Abstract

Photography phenomenon nowadays increased rapidly becomes modern society lifestyles with high mobility, not only large cities in this republic but also people in every corner until foreign countries. Along with technology development as well as social media, the camera becomes the second primary needs after the smartphone to people. All of the camera types continue to be a trend, both of the previous camera such as analog but also digital as today, with better quality over time increased. Likewise as social media which now promote a visualization of images on its main featured. People as a social humans need a camera to captures every moment in their life. Informal education facilities as art photography number in Surabaya are increased follows the phenomenon. However, as a learning tools branch of evolving technologies, existing school of photography generally have a space needs that does not fit into the users, or location of the learning place which are less strategic and difficult to reached, or also the interior design which is less innovative and inspiring as a place to learn of art. As the city of hero, Surabaya known as historical relics, one of them is the classic colonial buildings. Therefore, the author relocated DarwisTriadi School of Photography into one of cultural heritage buildings with the most of strategic location in Surabaya, by adding the primary media in an exhibition spatial form, which will become a city media commonly by exploring the contemporary style in it. DarwisTriadi big famed names and a series of other Indonesian professional photographers are expected to captivate the consumers. In designing the interior of good photography school required special methods namely, through data collection, literature, search and analysis problems. The data collection obtained by direct surveys, interviews and questionnaires, while the literature study obtained from the literature, books, magazines and information over the internet. From this methods are expected to produce an Exhibition Spatial DarwisTriadi Interior Design with Contemporary Cultural Heritage Concepts.

Keywords: Cultural Heritage, School DarwisTriadi, Exhibition material in forms

1. Introduction

A. Background

ENTERING this globalization era, our society is required in order to compete with the foreign community that freely in and out Indonesia. Maintain the legacy of one of the archipelago, especially the city of Surabaya, which is a city with many heritage buildings are approximately hundreds the number of buildings mute witness to the history of bloodshed homeland, is an obligation as citizens of the host country to preservethe surrogate ancestors though some of which gone but most of the others still remain stable until now.

To begin with, the first reason is Surabaya city development being a metropolitan city boasts all of the society levels. This is supported by modern buildings proliferation of new residence developers who carries basic prototype or sample some of the great cities of Europe to be made a miniature concept. Hotel residential architecture or elite residential in Surabaya city has also been highlighted in an international conference in Eindhoven-Holland. One of them is the development of the West Surabaya area which began pioneering efforts to adopt some of the greatness of cities like London with his Big Ben, the Colosseum in Rome by presenting some typical Roman classical sculpture and Singapore with the cleanliness concept. This is particularly disturbing cultural and identity issues Surabaya observer. According to the Dutch study that has built the city of Surabaya era of the 17th century until the 20th century, the development conceptswhich adopt a foreign culture without regard to local wisdom would be fatal to the city's identity. The impact, there will be a friction culture and identification of the city. In this case, the heritage buildingexistence needs to align their existing phenomena so as not to drown the Surabaya city as the iconic hero.

A physical heritage building blends is followed by the urban metropolis lifestyle of Surabaya citizens by exploring free-form modern contemporary in an empty space, the city of hero more renowned as a city of art following the emergence of art galleries variety are qualified that can be realized in the function space as one of an art tools which is photography. This city should thank to the young generation whom had more work diligently.

Besides,with technological advances that make presence tools are increasingly sophisticated as a media to capture the moment, the photographic development greatly affects the general public to learn more about the photography worlds nowadays. Photography is widely used as supporting tools of the variety activities such as the mass media, documentation, science, education, medicine, art and culture, and others. With a rapidly development of photography, it is increasingly seen that there are many needs to be fixed to follow these developments, take for example as the place needs that can help people to know more about the photography world such as photography school, photography gallery, photography equipment shop, as well as photography community. The community that is used as the appreciation tools of the photography artwork, community is such an exclusive and with the tendency of high technical aesthetic and its characteristic has it away with purely art world.Photography is one of visual communication major that has many enthusiasts in Indonesia which is recently, increased become a science branch that is much in demand by the public that encourages the existence of principal photography as one of the facilities to support people who want to develop insights in the photography major. Public interests to learning photography are grown rapidly as a friction in photography status as a lifestyle.In Indonesia's photography worlds, DarwisTriadi knownedas an expert of glamour and fashion senior photographer.

As a utility to appreciate the work of artists primarily as a campaign media, exhibition spatial is needed. Exhibition spatial designs are designed in the today's style is expected to public interest,

especially young people of Surabaya.

B. Problem Boundary

With the needs for a means of entertainment during the holidays, especially the means of art, interior designers will be faced with a problem: how to design a gallery in accordance with user needs to be secure and comfortable. In the process of designing there are several considerations, among others:

1. How to create a photography learning environment which are fun and can attract more consumer interest?
2. How to create the incentives for photography learning experience which is fun adapted to the consumer character, the sold products and the DarwisTriadi company image?

C. Problem Determination

To focus the issues to be raised with the aim fulfilled with good spatial design as desired and then do the restriction problems. Restrictions include the following issues:

1. Design only in terms of the interior of the DarwisTriadiSchool of Photography. The increase in space and housing partition or wall is possible without changing the exterior forms.
2. DarwisTriadi as a corporate identity in interior design research planning.

D. Purpose and Advantage

Purposes of the exhibition spatial interior design consist of:

1. Provide the facilities in exhibition spatial of photography as an accommodation to pour the creativity in photography world and as an alternative for different entertainment.
2. Designing the interior to exhibition spatial of photography that fits into needs and lifestyle of Surabaya people.
3. Analyze the problems that exist in the artwork facilities in Surabaya which it can be seen that there are deficiencies in artwork facilities and accommodation facilities in Surabaya, thereby making an interior design of Exhibition Spatial DarwisTriadi with Contemporary Cultural Heritage which is comfortable and have adequate facilities and make this exhibition spatial is different from others.

This exhibition spatial interior design suggestion expected to provides a comprehensive benefit, which consist of:

1. Increase comforts in learning and enjoy the artworks at DarwisTriadiSchool of Photography in Surabaya.
2. Maintains the existence of DarwisTriadiSchool of Photography and the public interest.
3. Being one of DarwisTriadi's campaign media as a professional photographer and learn more about the art of photography to minimize the errors that can be occurred.

2. Research Methodology

E. Data Collection Phase

In the data collecting phase can be divided into 2 parts, namely:

1. Primary Data

The data collects from the user by direct interviews (to parties concerned) and use questionnaire tools on user. Moreover, make a direct observation in the field by data recording, collecting documentation and so on.

2. Secondary Data

The data collects and information by literature on theories and things that have a relevance to the object.

In the data collecting phase was done through some method of the data, namely:

1. Field Studies or Existing (Direct Surveys)

Performed by conducting survey such as seeing, observing, noting information needed, and do documentation as that existing aimed to know the actual condition of the interior also activity in the DarwisTriadi School of Photography in Surabaya. Observations are divided into two objects of study, namely:

- a. Observation into an object of study in this case is DarwisTriadi School of Photography in Surabaya.
- b. Direct observation against a comparison object that will be used for the study of space needs in an exhibition spatial (photography school).

2. Interview

Interview will be aimed to:

- a. Branch Manager of DarwisTriadi in Surabaya
- b. Staff at DarwisTriadi School of Photography
- c. The visitors or the consumers of DarwisTriadi

3. Literature Study

The study can be obtained through literature, internet, magazine and other information media that support the research particularly those related to DarwisTriadi interior design research for enrich information that has been acquired through field studies and interviews.

F. Data Analysis Phase

On the data analysis phase, approach research used is descriptive by data processing stage into three methods. The method that used in the data processing is an inductive method, by collecting all of the existing data then analyzed based on literature and then taken in conclusion. In addition data analysis can also use a deductive and comparative method.

A deductive method is a method of processing and analyzing the data of a general nature, and then reanalyzed the data into a more specifically which is appropriate with the thesis' heading.

A comparative method is a method of combines the data to do an existing data comparison. Furthermore, these data are matches the thesis' heading. The methods used are:

1. Collecting overall the data
2. Sorting based in reviews and interests of the thesis
3. Determine a facility that will be the object of the thesis
4. Compare and synchronize the data into the heading of thesis
5. Determine the data according to the process of the thesis

G. Design Methodology

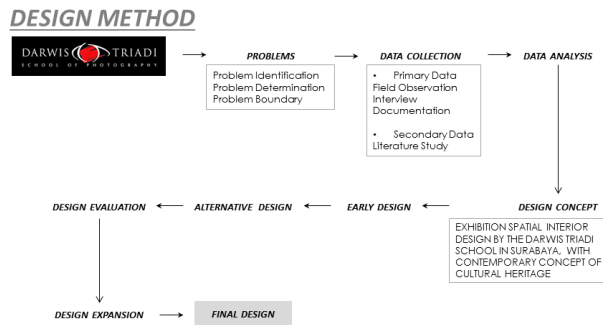


Image 1. Design Method

Design method phases starting from identify problems then, formulate the contained issues in DarwisTriadi School of Photography in Surabaya. After that, collecting the primary data namely observation, interviews and documentation and also secondary data with literature study. Literature study can be obtained by browsing and getting information from a guide book. After collecting the data, accordingly the data is analyzed and obtained the design concept of “Exhibition Spatial Interior Design by the DarwisTriadiSchool in Surabaya, with Contemporary Concept of Cultural Heritage.” After formulating the concept then design process begin until get the final design of DarwisTriadi School of Photography finally.

II. DESIGN APPLICATION

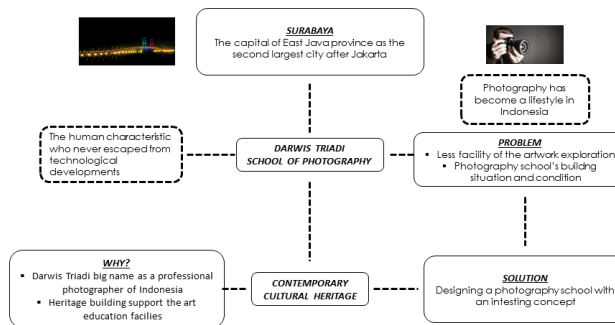


Image 2. Background of the Title Election

A. Macro Concept

Contemporary interior design, in addition to having a clean look and timeless or not outdated, a room with contemporary style also describes or reflects a modern life for its owners. Contemporary interior design identically with a modern lifestyle that is simple and stylish.

B. Micro Concept

- Flooring

There are two types of flooring that has been applied into the buildings that will still be maintained for the object of this design, namely the broken white marble floors and plain red and yellow tiles. Broken white marble flooring applied into the most of the space and building

area. Floor tiles plain red and yellow in some rooms only, such as the classroom.



Image 3. Marmer and Tegel Kunci Tiles

- Wall

The wall will be use a clean finishing material. For staining on the wall will be given by natural colors (contemporary).Finishing on wall use the wall paints. Color of the walls are dominated by warm white color as the color that was brought from the own cultural heritage buildings so, as to give the impression of clean and simple. Some specific wall spots are given by wall sticker with geometric shapes as contemporary accents. The addition of those stickers are in order to not to damage the paint or even replaced the protected buildings.

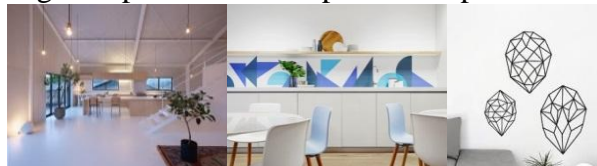


Image 4. Geometric Forms for Applicatio on the Wall

- Ceiling

Ceiling will be given by white. Notching created is contemporary forms that are freely.



Image 5. Exposed Ceiling

C. Concept of Space Element Support

- Coloring

Modern colors consists of monochrome colors that tend to be pastel and create the impression of elegant, warm, simple, unobtrusive and has a lower color strength. Here's a modern colors that will be applied to the DarwisTriadi School of Photography interior design concept.



Image 6. Color Scheme Source and Application

- Lighting

From the lighting study in previous sheet, which will be applied into the interior principal of photography is used light distribution of downlight spotlights and pendant lamp, while the uplight, backlight and front light is attached to a specific area to accent the room. Task light colors and day light to be used is white and yellow.

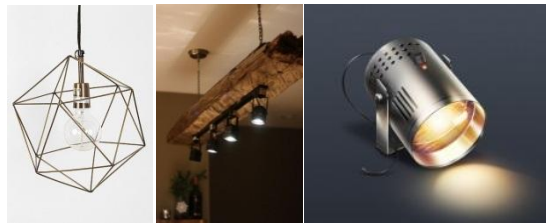


Image 7. Pendant Lamp and Spot Light

3. Final Design

D. Selected Space Classroom

On the building, classrooms occupied two rooms with similar function which are located opposite each other. There are three full windows with sliding system makes those rooms are getting maximum light inside. The floors that have been applied and maintained are red and yellow *tegelkuncitiles* with 20x20 cm. Rooms layout use the “u shape” system which is still efficient learning by group without spending a lot of spaces. Teaching and learning processes use a wall plasma TV. The lighting systems use a pendant lamp and in a room corner is functioned as a mini gallery by purposes to keep maintaining its character as a school of photography.

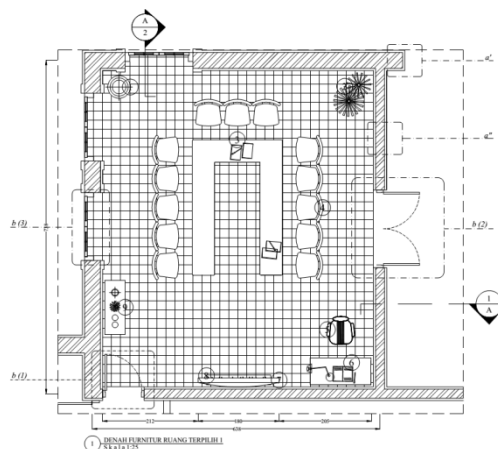


Image 8. Layout of Selected Space 1



Image 9. View 1 Classroom

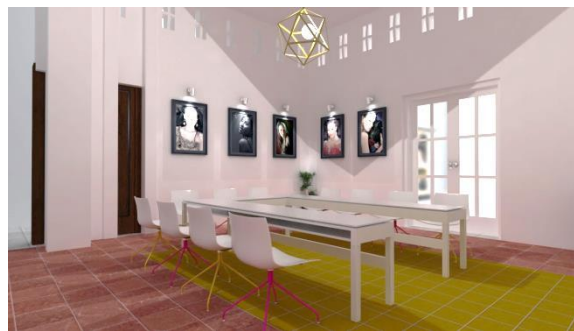


Image 10. View 2 Classroom

E. Selected Space Exhibition Spatial

This exhibition function is located on the main access to the building which is the main entrance until the main hall. In this room functions was only placed four benches on the right and left side of space to the visitors. The lighting systems use a pendant lamp in the centered of the room ceiling and also spot lights in each every artwork.

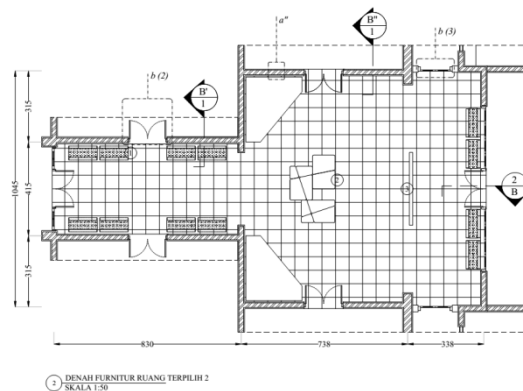


Image 11. Layout of Selected Space2



Image 12. View 1 Exhibition Spatial



Image 13. View 2 Exhibition Spatial

F. Selected Space Lobby Area

The lobby area is located by the main entrance of school building. There is a lobby desk that served for receiving and directing the customers who want to find more information about the school, as an information center. In the corner area, behind the desk and among the main entrance, coffee table and stool provided by customers as the waiting spot. Marble floor size used is 60x60 cm, while the lighting applied are using spot lights and a pendant lamp with geometric forms frame as representation symbol of contemporary character. Also, the white color on the walls be maintained according to the concept of cultural heritage. The lobby area is located among the receptionist room and canteen room.

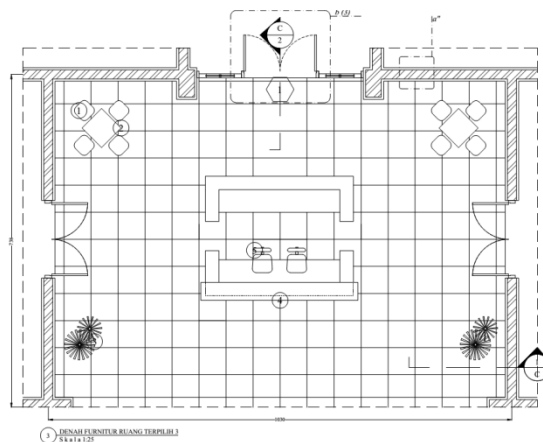


Image 14. Layout of Selected Space 3



Image 15. View 1 Lobby Area



Image 16. View 2 Lobby Area

4. Conclusion

Based on the analysis performed as well as referring to the existing problems, the conclusions that can be drawn are as follows:

1. DarwisTriadi School of Photography in Surabaya known as an informal education, where the interiors less fulfilling the visitor needs which will be relocated into a system that is expected to answer the strategic location. Have been found some problems by designing the interior of DarwisTriadi School of Photography in Surabaya, is the spaces and facilities needs of school which is less fulfilling its user requirements as well as the lack by maintaining sense of the nation's culture. The idea selection of exhibition spatial media with the contemporary cultural heritage concept is a correlation between the facility needs by students in learning process case to providing a source of inspiration to the artwork but still maintain the elements of Indonesian culture.
2. Overall, the design concept followed by a good method into the plan prepare of exhibition spatial interior design by the DarwisTriadi school in Surabaya, with the contemporary concept of cultural heritage are the answers to the problems in the first conclusion above.

Interior design program of exhibition spatial by DarwisTriadi with the contemporary concept of cultural heritage as far as possible is able to provide the facilities, infrastructure are properly for the photography students and the general public of Surabaya, to the purpose of supporting facilities of the school building users' needs in conducting the activities in it. Therefore, this design is expected to work very well in accordance with the correct method in order to obtain a

design that fits with the existing problems and needs. Here are some suggestions that can be taken into consideration based on the conclusions by the analysis that has been done before.

1. Application of interior space requirements in school by the user are consistency expected as a reference in layout arranging by each spaces.
2. The mindset of the contemporary of cultural heritage application should be retained as a reference by each drafting.
3. Technical application various has associated with the contemporary concept of cultural heritage adjusted into the interior or exterior of the building.

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