

ABSTRACT

Bandung is crowned as "Creative City" has a rapid development, especially in art and design. Art and design industry in Bandung City has given birth to a variety of works, among them are calligraphy and graffiti. As for senior calligraphy artists such as Ahmad Sadali and A.D. Pirous who has given birth to many works, as well as the FAB Family Crew and ZNC as a graffiti artist in Bandung. In 2007 one of the graffiti artists in Amsterdam sparked Calligraffiti art. Then have been many who participated to Calligraffiti Ambassador from various corners of the world in the last 10 years. The knowledge of Indonesians on Calligraffiti art is still low, but it is very useful as an opportunity for sources of income and reference for the next generation. So needed a way to inform history and development of Calligraffiti art in Bandung City. The design uses observation, interview and literature study as a method of collecting qualitative data and SWOT analysis. Media information designed is an art book about the development of Calligraffiti art in Bandung that will be useful for the era after. So that target audiences who have interest in Calligraffiti art can have knowledge and references in work through the visual style.

Keywords: Art Book, Bandung, Calligraffiti