

Abstract

The writing of this paper aims to explain the concept of designing a fictitious new design from Hip Hop Center Bandung. As for the background of this writing because the city of Bandung is a creative city that every citizen has an interest in that field. Proven from the city of Bandung as one of the five creative cities in Asia thanks to its citizens who are indeed supportive. Bandung City's human resources have had many talents especially in the field of Hip Hop such as breakin, mcng, graffiti and disk jockeys.

Breakin is a movement that relies on power from the hands and turns the legs, mcng makes vocal abilities that produce a rhyme and is put together into a song, graffiti is a hip hop actor who portrays street art on wall media and disk jockeys that combine electronic beat which will be combined into one the unity of electronic dance music songs. Hip Hop performers in the city of Bandung have the potential but some of them do not have a proper place to practice. Starting from the material, supporting facilities to the recognition of local residents about these hip hop talents.

The hip hop performers have filled out many events, especially in the entertainment industry, but the place to hone their skills is still not in accordance with existing standards. A simple example is the East Rider Crew, one of the best breakin communities in Indonesia, carrying the name Indonesia on the Korea Tourism Orgaization R16 event. Also Wildson, a 13-year-old bboy in 2013, has succeeded in taking the bboy round of the Red Bull BC One battle elimination.

Therefore it is expected that with the creation of this Hip Hop Center, every pillar of hip hop builders in Indonesia can also be developed. To be ready to compete on a larger scale, namely the international scale. So that the Hip Hop Center in Bandung is an answer to the growing needs of hip hop culture, especially in Indonesia.

