

**“REDESIGN OF THE BAMBOO ARTS AND CONSERVATION CENTER  
SAUNG ANGKLUNG UDJO”**

**Firmansyah Akhmaddien Al Ghovari**

*Telkom University*

Interior Design Creative Industries, Bandung 40257

*ghovarial@student.telkomuniversity.ac.id*

**ABSTRACT**

*A redesign based on the need and one of the movements to support the government in marketing Indonesia's artistic/cultural wealth to foreign countries. Through traditional arts and cultural learning from an early age, especially in the Pasundan area, **Saung Angklung Udjo** since 1966 with its tagline "**Nature Culture in Harmony**" has been able to have a significant impact on the development and preservation of Sundanese culture in Indonesia and is expecting to be followed by other regions in Indonesia. The experience of staging art performances in various countries also affects foreign visitors who visit the Saung Angklung Udjo area when they are in Indonesia. So the renewal of each element, especially the comfort between visitors and visitors with the environment itself, must be maintained so that it can continue to be accepted by the public without having to lose their identity.*

**Keywords:** *Metropolis, Culture, Nature, Symbolic Value, Dynamic.*