

## *PADANG PANJANG CREATIVE HUB*

*Naufal Aulia Farras*

*Desain Interior, Fakultas Industri Kreatif, Universitas Telkom  
Jl. Telekomunikasi No.1, Terusan Buah Batu, Bandung, Jawa Barat. 40257*

### *Abstract*

*Padang Panjang is improving and trying to achieve the target of becoming one of the creative cities in Indonesia. Of course this requires a massive and constant movement. And to support this movement, there was a discourse for the development of a Creative Hub in Padang Panjang. This discourse targets the economic development of the creative industry sector. With the establishment of this Creative Hub, this building will function as a center of activity for creative workers, both working as creative actors, and the general public who are interested in the creative sector. This will trigger an economic turnaround from the creative economy sector. This will be a driving, supporting and accompanying factor in the process of developing the Creative UMKM/HR (Human Resources) community towards a creative city.*

*As a Creative Hub, of course this building must meet the needs of creative actors. Therefore, it is very important to know the pattern of user activity and behavior. Therefore the design approach used in this design is the Behavior approach. And after conducting an analytical study of several relevant comparative studies. In addition to conducting analysis methods, interviews and observations were also carried out on several UMKM/communities/studies that were active in the city of Padang Panjang. After conducting observations and interviews, it is continued with the narrowing of the subsectors that will be focused on developing space at Creative Hub Padang Panjang, namely the performance and music subsectors. Referring to this, of course the city of Padang Panjang will focus on the subsector so that it becomes an identity for the city.*

*By focusing on these interrelated sub-sectors, of course the distribution of layouts that are responsive to activities and user zoning areas is one of the main focuses in this research. And After going through several research methods, and searching for information about MSMEs/communities/studios related to the activities and flow of activities in these activities, it was found that the open space program is a reflection of the attitudes of users who are described as creative and collaborative. And by giving the impression of space and visuals that are able to describe the uniqueness of the environment in the city of Padang Panjang, Padang Panjang will be one step closer to the characteristics of a creative city. Completion of the design of this interior element can be achieved through the theme "Alam takambang becomes a teacher", in which this theme will explore the character of the Padang Panjang city environment*

*so that it becomes a distinctive nuance, which through this theme will focus on how to maximize collaborative and flexible furniture processing. And the use of the concept of creative connectivity with the natural nuances of Padang Panjang will increase collaboration and innovation to stimulate the creativity of creative actors. The environment and open discussion area are expected to be a place for the collaboration process to take place. To create a creative and innovative work.*

*Keywords: Creative City, Creative Hub, Creative, Collaborative, Padang Panjang Nature*