

ABSTRACT

Abstract: Parna Raya Group Office Project and the Bank Mandiri Competition Project are two commercial projects handled by PT Titik Garis Bidang. The Parna Raya Group Office Project described as a redesign of an office in a high-rise building located in Jakarta, covering an area of 7,840 m². The design concept focuses on grouping work areas for each subsidiary company, as requested by the client. On the other hand, the Bank Mandiri Office Project is a design competition for a new building in Bandung, where the design concept provided by the organizer was further developed by consultant into a cultural and visual identity concept. The design process used a combination of site observation and literature, adjusted based on the needs of each project. The results of this article indicate that the implemented design concept significantly influenced several interior aspects, such as including layout organization, furniture and material selection, lighting, acoustics, and user safety. Both projects highlight the importance of analyzing user needs in accordance with interior design standards. This study demonstrates that direct involvement in real projects can enhance practical knowledge in the field of interior design.

Keywords: interior, design, office, design concept, layout