

**DESIGN CONCEPT**  
**WIJAYA RESIDENCE INTERIOR**  
**“Warm Interior Space”**



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## **ABSTRACT**

Current housing development increased along with the human need for shelter. Nowadays residence is not only used by the owner directly, but also has shifted as a function of investment or leased to other parties. In order to satisfy the desire to be hired, the homeowner did not hesitate to invite interior designers to remodel the residence to be rented. Design process more emphasis on the concept of "Warm Interior Space", which when translated, it refers to the elegant warm and cozy, this is due to the location of residence in the South area of Jakarta. Environmental areas as well as the condition of the building architecture concept adapted to the interior.

## **CHAPTER I**

### **INTRODUCTION**

Nowadays the need of space designing especially interior has increased; interior design has become a way of life or lifestyle in a modern society. The desire to have a dream dwelling that expressing owner personal characteristics encourage people utilize the services of an interior designer to give input on the design of the space. It is of course a positive development for the design environment in Indonesia in particular and the world in general.

Design process of this work consists of designing interior spaces as well as adjusts the layout of the furniture in the room. The process of creating on residential interior design requires physical and non-physical data. The physical data is data relating to the physical building, consisting of windows height, ceiling level, floor level, width of the space, and the layout of doors and windows. Then the non-physical data is form of the views and desires of homeowners and their families who will occupy this space, the balance between the desires of the designer will bring a satisfactory outcome for both parties.

Design needs in residential homes have its own uniqueness compared with interior design that functioned as a commercial or other residential dwelling. Residential space is a place where a person or group of people spend personal time and time with family members, so the convenience is the top priorities. However, vision of comfortness is different between one person and another, so here a designer demanded must have ability to translate the desire of the house owner and apply into interior work in accordance with the character and needs of the client. Bridge the gap between the needs and desires of the client with a blend of furniture and materials used in the interior will be affected the budget, so that expertise in processing interior with some limitations also become a designer challenge.

Herewith the explanation of the interior works will be explained detail in the next chapter, from the idea convert to the concept, than imply into the physical data to produce correlation design between owner desire and the environment reality.

## **CHAPTER II**

### **DESCRIPTION**

#### **A. Concept**

Concepts raised in this residential interior design space located at South Jakarta are "Warm interior Space", with translation of elegant and cozy. Elegant because it is in the form of a fairly elite by building a modern theme, so the choices of materials and colors are correlated with elegancies of a dwelling. Cozy or comfort embodied in the design that showed uniqueness and distinction in the bedroom area, where residents each have a different character and habits, so that the space is expressing comfort ability during activity.

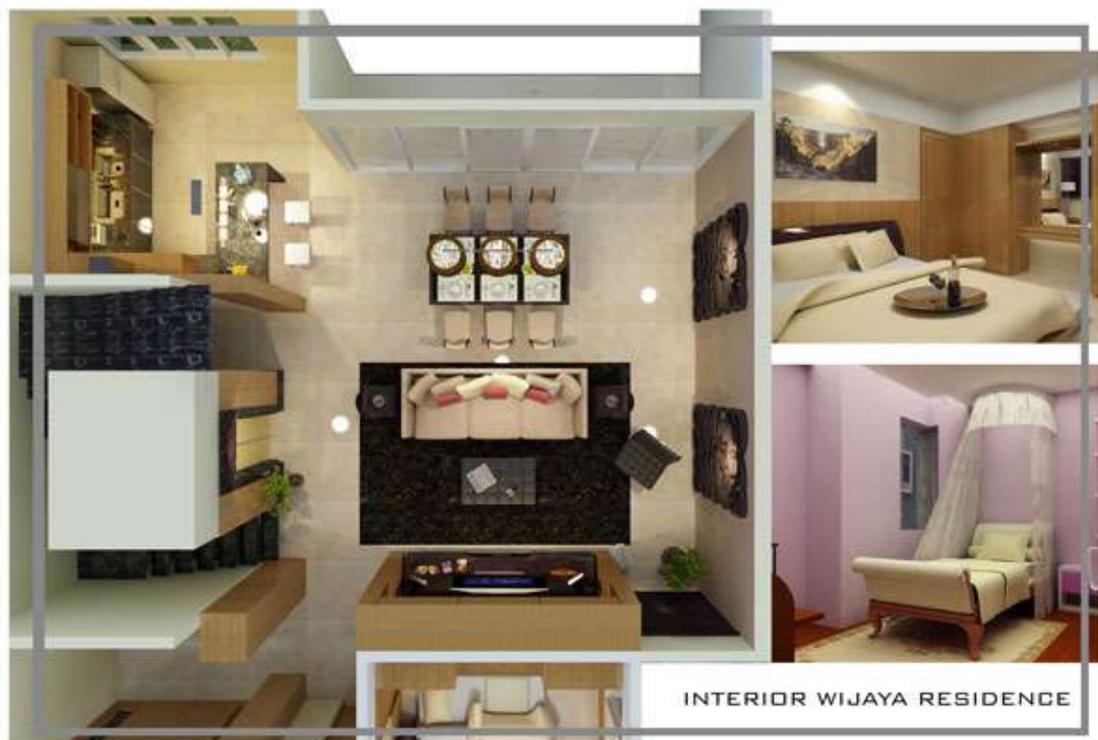
Conceptual design is done with fairly quickly process due to execution of this project, the client concentrate into interior design. On the other hand, urgent deadlines also affected the design process. Initial concept to the choice of materials and color theme of each room has received approval from the client.

The next stage towards the development process of drawing is a fairly short process with the application of assisted Photoshop and AutoCAD software program. After finishing development drawing, the next process is presentation, using 3dmax software to generate the maximum rendering, the images can show atmosphere as the actual interior space. It is quite helpful in the process of presentation, especially when confronted with clients who are unfamiliar to the interior space.

Once presentation to the client's get approval, continued with the process of drawing which includes the construction and interior working drawings. Construction drawing consists of the details of which are not common to the point that must be blown up, so that the contractors in the field understand how to manufacturing the process.

To support the elegant impression, then used of lighting is maximized, and the use of hidden lamp and spot lamp arranged in such a way, so as to produce a light system that supports the impression of luxury. In addition, the selection of furniture is also adjusted to the concept of elegant, chosen of Corbusier sofa look become one of the mainstays and of course the use of marble materials not only for floor finishing but also some parts of the wall.

## B. Design



The first image describes the view family room, dining room, and kitchen. This is the central part, where the day-to-day family members gather to watch or just for dinner, so the atmosphere in the room is made warmer with the selection of colors and materials that support the atmosphere.

The second image illustrates view of guest room, filled with synthetic wood lined walls make the room nuance become warm and comfortable to be occupied.

The third image illustrates view of child's bedroom, which is dominated by purplish pink color, giving the effect of a dynamic and excitement of the children, in addition to the classic form of a bed and a mosquito net to adjust the wishes of the homeowners that their daughter want to get a bed with princess atmosphere.

### **CHAPTER III**

### **CONCLUSION**

The work of this interior design is located in a residential area at *Wijaya*, South Jakarta. Project that took only six months time execution, maximize the concept of elegant and cozy. The design result is exhibited through online media exhibition collaboration the University of Western Australia with the Moores Gallery in Perth, Australia.

Thus the description of this work was made, with the goal of delivering as explanation of this work, so that making it easy to understand.

**APPENDIX**

**Moores Project 2011 - In Conjunction - ALVA  
Internasionale Exhibition - curated by Paul  
Trinidad**

[HTTP://BFA1.ALVA.UWA.EDU.AU/MOORES\\_GALLERY.  
HTML](http://BFA1.ALVA.UWA.EDU.AU/MOORES_GALLERY.HTML)

**CATALOG - Welcome to the In Conjunction Internasionale GALLERY Page**  
Here are some of the works in the exhibition along with bios and additional  
information

**Artists**



**I Made Bendi Yuda**  
Oil painting



**I Komang Arba Wirawan**  
Child Dancer  
Digital Photograph



**Prof. LN. Lahiri**  
Family  
Digital Reproduction



**Made Saryana**  
Bedugul  
Digital Photograph



**Amoga Lelo Octaviano**  
Heaven Can Wait  
Digital Photograph



**Anis Raharjo**  
Kelaparan 2010  
Digitally Processed Image



**Nyoman Dewi Pebryani**  
Warm Interior Space  
Digital Image