

METAPHORICAL APPROACH TOWARDS THE INTERIOR DESIGN OF KAMPUNG LANGIT, BALI

Canisha Chrystella¹ & Fivanda^{2*}

¹Interior Design Study Program, Faculty of Art and Design, Tarumanagara University

²Interior Design Study Program, Faculty of Art and Design, Tarumanagara University

Email: fivanda@fsrd.untar.ac.id

*Corresponding author

Submitted: July 2022, Revised: December 2022, Accepted: February 2023

ABSTRACT

Kampung Langit is an educational tourist spot located on the top floor of The Keranjang, Bali. Kampung Langit is aimed for children where they can enjoy various educational activities related to Balinese culture as well as providing retail areas where visitors can shop for souvenirs and snacks. Kampung Langit is a 1600 meter square area with various activities in each corner. The renovated area is one of the retail areas for sweets products, such as candies, ice cream, marshmallows, cotton candy and many other kinds of sweets. The design process was carried out by using a two-stage design process pioneered by William M. Pena and descriptive analysis process was also done by literature study on the metaphorical approach towards architecture and interior design. In this interior retail project, tangible metaphor is implemented directly towards the visual aspect of the interior. This metaphorical approach can be seen in the interior elements of Kampung Langit which are created according to the original shape of the sweets which will be sold. Metaphorical approach is also used in determining the colors used in the design, which are pastel colors inspired from marshmallows. By using a metaphorical approach towards the interior design of Kampung Langit, additional selling and commercial value is present. Metaphorical approach on the interior design improves the selling and commercial value of Kampung Langit.

Keywords: Design, interior, metaphor, retail

1. PREFACE

Kampung Langit is an educational tourist spot that provides various activities related to Balinese culture. Kampung Langit is located on the top floor of The Keranjang which is one of the famous tourist destinations in Bali. The Keranjang is known as a souvenir shop. However, aside from souvenir shopping, The Keranjang offers many other activities that includes educational and cultural activities [1]. While parents are shopping, children can visit Kampung Langit. Kampung Langit provides a great number of facilities and activities where children can learn and experience Balinese life through works of art, language, games and a variety of culinary delights that are presented artistically and interactively. The overall interior of Kampung Langit is also designed using Balinese elements.

Kampung Langit is 1600-meter square in size, which is the whole top floor of The Keranjang building. However, this interior renovation project does not cover the entire area of Kampung Langit.

Figure 1
Renovated area of Kampung Langit



The areas renovated area the shopping areas for candies, ice cream, marshmallows, cotton candy, and other various kinds of sweets. With that, the client requested this area to be designed according to the purpose of the area itself, which is to sell these products mainly for children customers. As a result, the interior of Kampung Langit is specifically designed to attract children.

Every single design begins with an idea or intuitive understanding of how a problem can be solved. An idea is the beginning of a journey consisting of various approaches, source of inspiration and creativity to designing something [2]. Designers have their own creative ways to come up with a design. Creating a design does not only mean solving a problem. Designers might also be inspired by utilizing metaphors [3]. Even the simplest things around us can be used as an inspiration to create a design [4].

Applying metaphors to a design can help to better understand the concepts presented and enrich the idea or depiction of the design. Metaphors are widely used in various design media, such as in branding, visual communication, and even architecture and interiors [5]. Metaphors can be a starting point of a design process which will then be followed with a full exploration of design. The implementation of metaphor in an interior design will be able to direct the concept of the design to a much higher level of perception so that it is useful for expressing interior design for the reason that it focuses on a certain picture that can translate the core idea of the design [6]. “The use metaphor as a channel to architectural creativity has been architects throughout the century. It has been found to be powerful channel, more useful to the creator than to user or critics.” [8], and Antoniades mention in the same page that metaphor can be helpful in achieving the “new” at many points in the building and the design/conceptual process.

2. RESEARCH METHOD

For this interior retail project, the design method used is the 2-stage design method according to William M. Pena. The following are the stages of the design process: [7] [8]

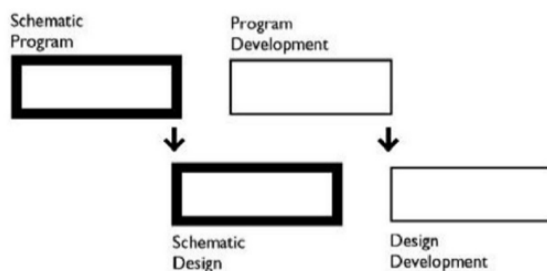
(a) Programming (analysis): At this stage, firstly the author set the goal of this project, namely to design the interior design of Kampung Langit, specifically the shopping area of candy, ice cream, marshmallows, cotton candy and many more sweets products. Then the author collects data and analyses the original location of the project through documentation and information given from the client who is located at the project site which is in Bali. The author also receives the measurements of the site from the client through online communication media. After acquiring the essential information that will be useful for the designing process, the author determines and analyses the problems that must be solved in this project;

(b) Schematic Design (synthesis): In this stage, the author starts the schematic and design program. At this stage, the author begins by making a moodboard and then presents it to the

client so that the client can know the direction of the design visually. Once approved, it is continued with design development by providing alternative layouts and 3D design modelling including revisions until it is approved by the client.

Figure 2

Two stages of design process



Theory of Metaphors

Metaphors may be a solution and starting point in the design process as an attempt to transfer references from one subject to another, an attempt to see a concept as if it were something else. According Anthony C. Antoniades, metaphors in architecture can be identified into 3 categories [9]:

Table 2

Types of metaphors in architecture

Intangible Metaphor	in the form of a metaphor that is not applied to the architectural form but is abstract and does not look like the concept, idea, or character.
Tangible Metaphor	metaphors that are applied directly to the visual aspects such as the architectural form or the material of a real object.
Combined metaphor	a metaphor which is a combination of intangible and palpable metaphors where the metaphor is applied to a form or concept or idea in a design.

Figure 3

The Keranjang, Bali (source: The Bali Bible)



The architecture of The Keranjang itself uses a tangible metaphorical approach where the shape of the building is in the form of a very large basket. As a result, the design of Kampung Langit also implements tangible metaphor towards the interior design where the shapes of various of

sweets, such as candies, ice cream, cotton candies, etc, are used directly on the design of the furnitures and other interior elements of the sweets shopping area.

Figure 4
Floor Plan

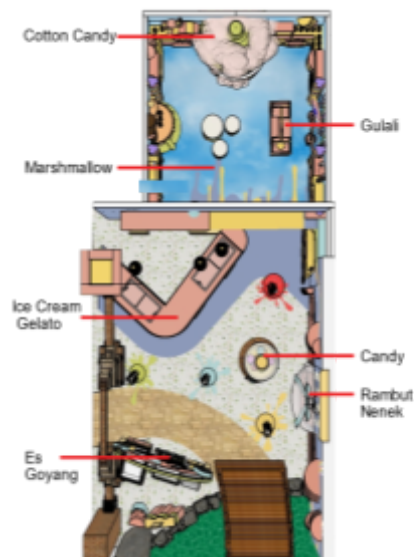


Figure 5
Terrazzo flooring resembling sprinkles



Figure 6
Sky flooring, walls and ceiling



Figure 7

Melted chocolate floor transition



3. RESULT AND DISCUSSION

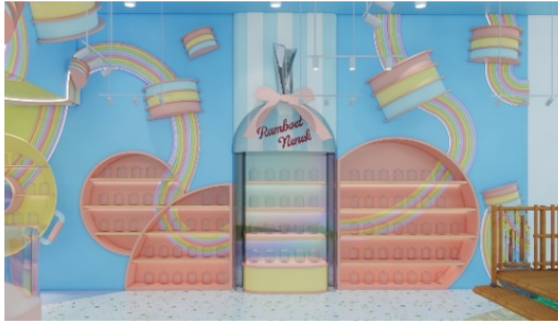
The Keranjang is one of the popular destinations for tourist visiting Bali. This place is famous as a souvenir shopping center. However, this place is not just a souvenir shop, The Keranjang also includes Kampung Langit, an educational cultural center where visitors, specifically children, can learn about Balinese culture. Therefore, the interior of Kampung Langit is designed with the aim of attracting children customers.

Imaginative interior concepts are the main choice for designers to give the impression of space that provides new experiences and sensations and also stimulates children's creativity [10]. In this interior project, metaphors are implemented in the interior elements so that the purpose of the area is clear which is to sell candies, ice creams, sweets, etc. With that, the application of metaphors is seen in various interior elements of Kampung Langit.

The flooring for the front area of Kampung Langit is inspired by sprinkles which are generally colourful. For that reason, as shown in figure 5, the material used is terrazzo with colourful flakes which resembles sprinkles. According to the name 'Kampung Langit' itself, 'Langit' means sky in Indonesian language. Therefore, the floor and walls for the back part of the area uses the sky theme which can be seen in figure 6. In order for the area to be clearly divided between the gelato ice cream and *gulali* areas, the floor is designed to take the form of melted chocolate as a floor transition, as shown in figure 7.

Metaphor approach is also seen in the furniture design by taking the shape of the original form of ice cream, candy, *rambut nenek*, and other sweets so that each piece of furniture reflects the product it displays. With this, the product classification of the shopping area is more clearly distinguished according to the shape of the furniture. On figure 8, the shelf was designed according to the shape of the wrapping of *rambut nenek* with pieces of colourful *rambut nenek* attached on the wall.

Figure 8
Rambut Nenek area



On figure 9, which is the gelato area, the cart to store gallons of gelato was designed by making use of melted ice cream and cone texture. In addition, the shelf behind the cart counter is completed with ice cream scoops pillars which is made from fiberglass.

Figure 9
Gelato Area



In the *gulali* area, figure 10, the cart was designed according to the traditional cart which Indonesian people usually use to make *gulali*. In the background, enlarged *gulali* lollipops are created to clearly represent that the area is to sell *gulali*. The stick of the large *gulali* in fact acts as display furniture designed to display the *gulali* lollipops. The stick has holes where the *gulali* lollipops will be stored (figure 11).

Figure 10
Gulali Area



Figure 11
Gulali Display



The candy area, as shown in figure 12, consists of a large candy dispenser machine-shaped shelf to display candy products. Around it lies reversed lollipops. The stick of these lollipops have holes that are designed to display lollipops, just like how the *gulali* lollipops are displayed.

Figure 12
Candy Area



Shown in figure 13, the *es goyang* area is designed based on the shape of *es goyang* which is in the form of a popsicle with various colors which represents numerous flavours generally *es goyang* offers. The marshmallow area, as shown in figure 14, is designed with a large cup which represents a cup of hot chocolate as it is not uncommon to enjoy marshmallow with a cup of hot chocolate. Marshmallow products can be displayed on top of the cup as well as on the marshmallow shaped shelvings on the wall.

Figure 13
Es Goyang Area



Figure 14
Marshmallow Area



The main objective of interior design is to create a suitable environment, both functionally and aesthetically. Therefore, it is required to study the behaviour of the user to determine how the interior elements should be designed. One of the most important elements is the use of colour [11]. Children are known to favour colourful scheme. With that, the colors used in this interior are a variety of pastel colors inspired by colorful sweets. The materials used to make the interior elements in the Kampung Langit project generally use multiplex with a duco paint or HPL finish, as shown in figure 15 and 16.

Figure 15
Gelato cart made up from multiplex



Figure 16

Gulali cart made up from multiplex and finished



For more organic forms, such as the twisted marshmallow shapes as well as the ice cream scoop pillars in the ice cream area, the material used is fiberglass which is finished with duco paint, as shown in figure 17 and 18.

Figure 17

Marshmallow shapes made from fiberglass

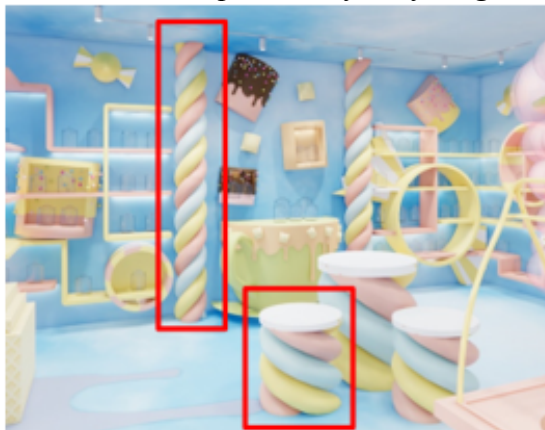


Figure 18

Ice cream scoop pillar made from fiberglass



4. CONCLUSIONS AND RECOMMENDATIONS

By implementing metaphorical approach to a design can help to better understand the concepts presented and enrich the idea or depiction of the design. In designing Kampung Langit, a metaphorical approach is implemented in the interior by using candies and sweets shapes as display furniture so that it reflects the concept of an imaginative world of sweets. The interior is also finished by making use of various pastel colours to appeal children customers. Therefore, by way of using metaphorical approach on the interior design, improves the selling and commercial value of Kampung Langit.

Acknowledgement

The author would like to express gratitude the client of this project. The author also does not forget to thanks all involved parties for providing the opportunity and support in writing this journal.

REFERENCES

- A. C. Antoniadou, *Poetics of Architecture: Theory of Design*, John Wiley & Sons, 1992. ISBN: 978-0-471-28530-4
- B. Bielefeld, *Basics: Architectural Design*, 1st ed., Birkhauser, 2013. ISBN-13: 978-3038215608
- C. Chrystella, "Metaphoric Concept Implementation of Water Lily Towards 'Lilya' Luminaire Design," in 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021), 2021. <https://doi.org/10.2991/assehr.k.220404.016>
- D. F. M. Attia, "The Impact Of The Color Schemes In The Interior Design Of Some Groups Of Special Needs Children (Autism, Hyperactivity and Distraction)," *International Journal Of Design And Fashion Studies*, vol. 3, no. 1, pp. 6-9, 2020. doi: 10.21608/ijdfs.2020.180049
- H. P. Casakin, "Assessing the Use of Metaphors in the Design Process," *Environment and Planning B: Urban Analytics and City Science*, vol. 33, no. 2, pp. 253-268, 2006. <https://doi.org/10.1068/b3196>
- Hey et al, "Analogies And Metaphors In Creative Design," *International Journal of Engineering Education*, vol. 24, no. 2, pp. 283-294, 2008.
- Primayudha et al, "Fungsi dan Makna Warna Pada Desain Interior Toko Bertema Anak," *Jurnal Strategi Desain dan Inovasi Sosial*, vol. 2, no. 1, 2020. <http://dx.doi.org/10.37312/jsdis.v2i1.2346>
- R. Trocchianesi and M. Pirola, "Metaphorical spaces. The art used by designers to explore, experiment and express concepts of Interiors," *The Design Journal: An International Journal for All Aspects of Design*, vol. 20, pp. 261-272, 2017. <https://doi.org/10.1080/14606925.2017.1352793>
- Trusmi Group, "Kampung Langit," trusmigroup.com, 2020. [Online].
- Utami et al, "Aplikasi Metode Pemrograman William M Pena," 2011.
- W. M. Peña and S. A. Parshall, *Problem Seeking: An Architectural Programming Primer*, 5th ed., Wiley, 2012. ISBN-13: 978-0471126201