

APPLICATION OF ART DECO STYLE IN APARTMENTS IN SUDIRMAN AREA

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ABSTRACT

Sudirman area is one of the strategic locations in the city of Jakarta. This is because the Sudirman area is in the central city and is surrounded by many commercial areas such as office buildings and shopping centres. The Peak Sudirman Apartment is one of the apartments that is classified as luxurious and has a high value in the Sudirman area. Adapting to the lifestyle of the high-end area, this apartment is designed using the Art Deco style. A style that is decorative, elegant, modern, and functional. This Art Deco style is combined with orientalism as an accent in the design. In the process of designing The Peak Sudirman apartment, it is necessary to conduct research in the form of data collection for analysis. The method used in this article is qualitative descriptive. The design process is divided into 2 stages, namely analysis and synthesis. Data collection techniques are carried out through field studies and online. This design produces a residence for 1 (one) person which is divided into several rooms. The use of decorative elements of shape, texture, and color gives a unique abstract impression, making the Art Deco design even more attractive. By using bold colors in the room, it gives a striking and luxurious impression to the room. Decorated with distinctive lamps according to the Art Deco style, it gives a new atmosphere to the room. This article is intended for someone who is doing interior design planning, especially in the Art Deco style.

Keywords: Apartment, Art Deco, Interior.

1. PREFACE

House is one of the most basic needs in human life. According to Siswono Yudohusodo (Rumah Untuk Seluruh Rakyat, 1991: 432), a house is a building that functions as a place to live or a residence and a means of fostering a family. So, in addition to functioning as a place to live or shelter that is used to shelter from climate disturbances and other living things, the house is the initial place for the development of life. So it can be concluded that the house plays a role as the heart of life so it needs to be designed properly and comfortably according to the user's needs.

The user bought an apartment unit in the Sudirman area as her choice of housing. Sudirman area is one of the strategic locations in the city of Jakarta. This is because there are many commercial areas such as office buildings and shopping centres in this area. This causes apartments in this area to have a fairly high price. She choose The Peak Sudirman, luxury apartment as an apartment to be lived in privately. According to the generation type of assumptions, we divided the existed work into two categories.

Interior space in the house plays an important role. Beautiful and organized visualizations provide a comfortable atmosphere for users when living and doing activities at home. In accordance with the location, needs, and lifestyle of modern and luxurious users, The Peak Sudirman apartment is designed in an Art Deco style. Art Deco is an ornamental style that was born after World War I and ended before World War II which is widely applied in various fields including interiors. This design style developed and became popular around 1920 to 1930, especially in Western Europe and the United States. Art Deco has a very thick decorative nature, is considered elegant, modern, and functional. Not only Art Deco style, according to the user's

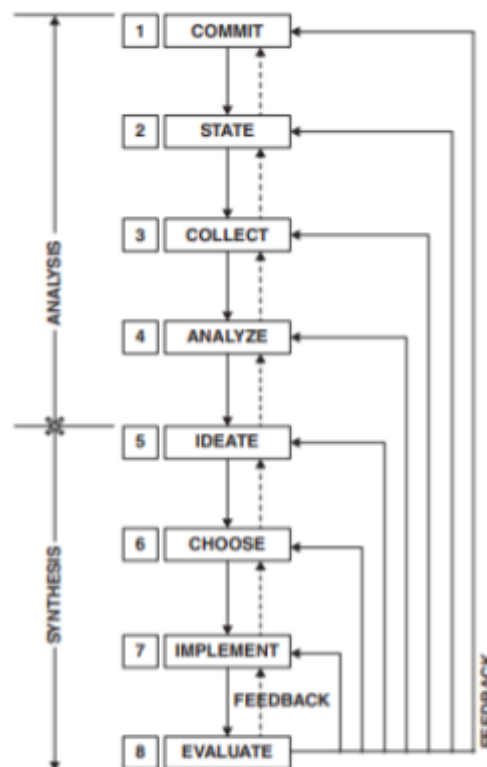
wishes, the apartment will be designed with the theme of orientalism. Orientalism is a depiction of Eastern culture in the 18th and 19th centuries. This theme and style is emphasized in the decoration of walls, floors, to furniture.

In an effort to realize a house that is in accordance with the wishes and needs of users, it is necessary to carry out the concept of interior design. In this process it is necessary to study the lifestyle, needs, and design style according to the concept. This is important to achieve beautiful and functional results.

2. RESEARCH METHOD

In the design process, there are stages of problem identification, results, evaluation of alternatives, and implementation of solutions. The result of good design is when designers design to find solutions to problems in an organized and creative way. In this study, critically analyze, evaluate, compare the design process, and propose design alternatives for creative problem solving. This can help find new alternatives in achieving a solution to a problem. Then the design process will produce a better design.

The design method used in this study is the method pioneered by Rosemary Kilmer. The design process is divided into 2 stages, as such analysis and synthesis.



The analysis stage is the stage of identifying, researching, dissecting, and analyzing. In this stage, complex problems can be managed to get a better understanding. In the synthesis stage, the designer processes the results of the analysis process to produce a design solution which is then applied to the design.



From these two stages, the design process is further divided into 8 more specific stages.

a. Commit

At this stage, the designer needs to recognize and accept the problems that exist in the field as an early stage of design. The designer also applies a commitment to the work and problems at hand and executes them well.

b. State

In this stage, problems are identified and stated before the design begins. This process is done by making lists and diagrams to identify the goals, objectives and problems of apartment users.

c. Collect

The designer collects facts and field data to find solutions to problems that exist in the field and problems that users have. Information was obtained through interviews, data from apartment buildings, and field observations.

d. Analyze

At this stage, the designer analyzes the problem from the data obtained. The designer formulates the problem to find solutions related to the problems encountered.

e. Idea

This stage is the creative stage in the design process. Issue ideas in the form of schematics, concepts, and sketches to find solutions to problems. As well as building the overall design concept according to the wishes and needs of apartment users.

f. Choose

After getting an alternative design, the apartment user will choose the alternative proposed by the designer, then the user will provide feedback if the design or needs needed are still not suitable. In accordance with the feedback given, the designer makes other alternatives until the user is happy with the results of the interior design of the designed apartment.

g. Implement

This stage is the execution stage of the selected idea. This stage is implemented through working drawings and presentation drawings. The final design drawings are further developed and detailed as the final step in the design.

h. Evaluate

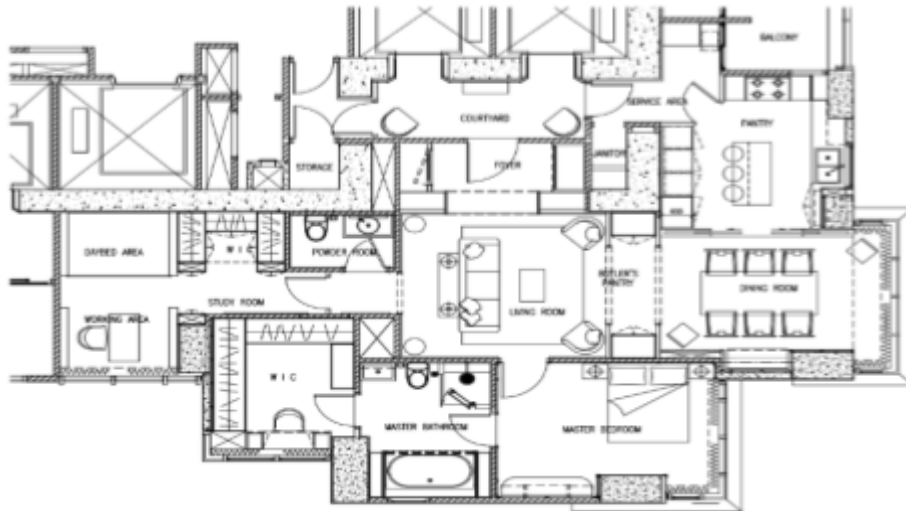
Is the stage of evaluating the results of the resulting interior design. At this stage the designer makes revisions. Designers are also expected to learn from mistakes and can develop further in the design process.

3. RESULT AND DISCUSSIONS

A. Design Concept

The style used in this design is Art Deco. Not only using the Art Deco style, the apartment design is combined with an orientalism style according to the wishes and beliefs of the user.

The merging of these styles resulted in a union between the western and eastern styles. These two styles make the room feel more luxurious and have character. With the use of attractive and contrasting colors, patterns, and forms of furniture, each room looks dynamic, harmonious, and balanced.



The apartment will be divided into several rooms according to the needs of 1 user. The division of space and the laying of furniture will be arranged in a linear fashion. The rooms consist of Courtyard, Foyer, Living Room, Butler's Pantry, Dining Room, Pantry, Service Area, Powder Room, Study Room, Accessories Area, Master Bedroom, Master Bathroom, and Walk in Closet.

The indoor atmosphere that we want to create in this design is a luxurious, attractive, and comfortable atmosphere to live in or to work in. To achieve the desired atmosphere, this apartment is neatly designed using various materials and colors.

The design of The Peak apartment uses high-value materials. Installation of the main floor using marble with various types and motifs. Marble is installed by paying attention to the direction and motif of the marble veins, so that the slab pieces will connect and form a beautiful pattern. Some floors of the room use parquet and mosaic tiles to give a different atmosphere to the room. The application of wall treatment on apartment walls uses various materials such as marble, wallpaper, paint, and mirrors.

B. Design Result



The Courtyard area is the main entrance to the apartment unit. The main access to this apartment is via 2 private lifts. There is 1 main entrance and 2 doors that are camouflaged with walls on the left and right sides of the room. The main door uses natural oak wood and is designed with a booklet shape in an oriental style. The camouflage door is designed using laser cut wood to form a pattern and combined with a mirror, so that it is camouflaged like a decorative element on a wall. The orientalism style is reinforced by the use of decorative elements such as furniture and wall hangings.



The foyer is the main room for receiving guests via the intercom. In this room, 2 cabinets were built on the left and right sides of the room to put shoes. As a decorative element, the left cabinet is designed with a green pattern resembling jade. The wardrobe on the right side is designed in camouflage with mirrored doors.

The floor uses parquet with a sunburst pattern. In the middle of the room, there is an emblem of the letter "D" which is the initials of the apartment user, makes the room feel more special and symbolizes having entered the user's territory.



Walls of the Living Room area use wallpaper and wall panels and the meeting of the two materials is limited by a decorative list that is lined with prada. The Living Room floor uses 2 type of marble and is arranged to form a bookmatch pattern. The ceiling is in the form of an up ceiling with a checkered profile and then painted with special paint. This area is designed to be simple with furniture shapes and luxurious color combinations such as dark blue, gold, and red.



Butler's Pantry uses as beverage service area. There are 2 twin red cabinets. The right cabinet is a place for serving and storing alcoholic beverages. In other side, the left cabinet is an area for non-alcoholic drinks such as tea and coffee.



Dining Room is designed simply, using dark colored wallpaper, making the room more dramatic. Equipped with an up ceiling with a special paint finish and luxurious chandeliers that hang in the

middle of the room. The windows show beautiful urban views, equipped with roller blinds and velvet curtains to make the room feel luxurious.

The Pantry area is dominated by white, blue, and gold. The use of white marble in the pantry area makes the room feel more spacious and clean. In this room there is an access door to the Service Area (washing machine area and other cleaning tools).

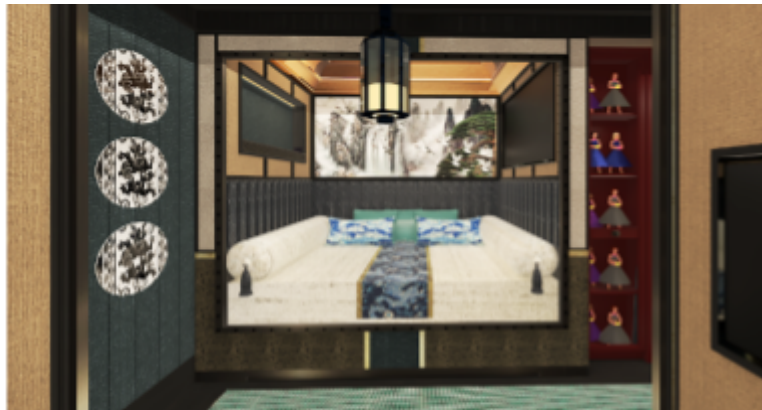
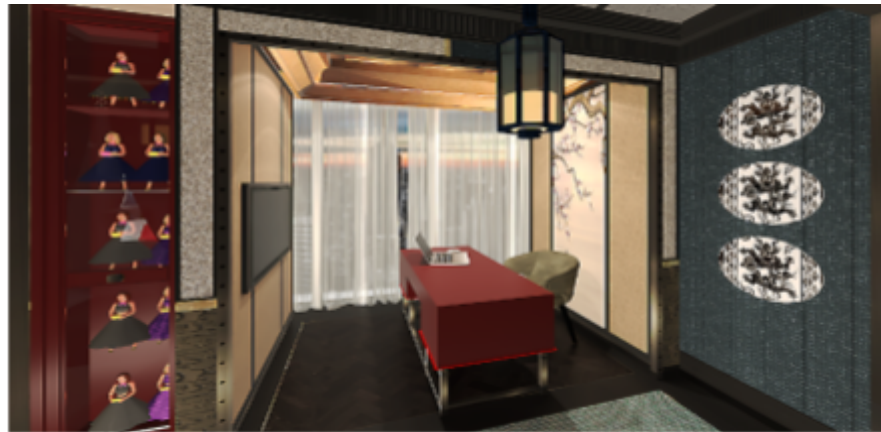


The Powder Room is a small room that is reserved for guests. Simple designed with dark colors and equipped with, mirror, lamp, unique carved vanity. The combination of blue, gold, gray, and black gives a luxurious space atmosphere for a small room.



When entering the Study Room, there is an Accessories Room on the right side of the corridor. This room is a collection area for bags and other jewelry. Equipped with a cabinet to display a collection of barbie dolls as a hobby of the user. The room feels modern with the ceiling covered by antique mirrors and chandeliers.

The Working Area is designed as a work and leisure space for users. The main point in this room is in the form of a curved ceiling and is finished using Prada. Prada gold color gives more luxury



to the room.

This area is designed as an area to relax. Equipped with TV and sound system. There is a decorative Chinese Cloud carving at the front of the Daybed Area, making the orientalism theme in the room strong and thick. With a prada-covered ceiling, the room is very luxurious and comfortable.

The Master Bedroom is luxuriously designed with wallpapers painted by Chinese artists. Equipped with furniture with magnificent shapes with colors and patterns resembling red jade. Make the room and furniture look luxurious and expensive. Using different level of ceiling makes the room not monotonous with a white ceiling.



The Master Bathroom is designed with full white marble on the walls and floors. In the bathtub area, there is a crossbar which is covered with an antique mirror, making the atmosphere when bathing even more dramatic. To maximize the storage area, a built-in pull-out cabinet is designed on the left and right sides of the bathtub.



The Walk in Closet area can be accessed via the Master Bathroom. There is a dressing table with storage area. The main point in this space is on the decorative cupboard doors. Finishing the wardrobe door in the form of wallpaper with a bird pattern. To add an accent to the room, the floor is designed using wood parquet with a sunburst motif arranged into square tiles.

4. CONCLUSIONS AND RECOMMENDATIONS

The house acts as the heart of life, so it needs to be designed properly and as comfortably as possible according to the user's needs. The design of luxury apartment, The Peak Sudirman is designed according to the needs and desires of users with a blend of Art Deco style and Orientalism themes.

The apartment is designed using abstract and geometric shapes. Combined with the play of color applied to the furniture and materials used such as marble, oak wood, and patterned wallpaper, it makes the room more harmonious and contains high artistic value.



This design produces a luxurious impression in every corner of the room. The Art Deco style is highlighted by the presence of decorative elements such as carvings and the use of strong materials and colors. Patterns, furniture shapes, and other decorative elements also strongly support the orientalism theme in this design.

In the research conducted, each room focuses on revealing the characteristics of the French Parisian style combined with the characteristics of the oriental style so as to create a new and luxurious room atmosphere. Designers paid great attention to the overall harmony with the interior environment in terms of color selection, and created a new and warm interior environment space through various screen effects. Using Art-Deco style colors with many unique artistic features, colorful, bright, and has a very artistic atmosphere.

The apartment is designed to be functional, modern and elegant. Storage areas and doors can be designed in camouflage so that they do not damage the decorative side of the room. Gives a functional and modern feel to the balance of Art Deco style. The design is expected to be a design that can answer the needs and desires of users. Give users a sense of comfort when resting and doing activities.

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