

THE INTERIOR LOBBY OF FINE ARTS AND CERAMICS MUSEUM THAT ATTRACTS INTEREST WITH CERAMIC MATERIAL

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ABSTRACT

Ceramic craft is one of the cultures that currently has growing prospects in Indonesia. This prospect can be seen through its benefits in the fields of health, economy and opportunities in the arts business. This great potential needs to be balanced with competent human resources in the field of ceramic art. One way to do this is through the museum, which is a place that plays an important role in preserving and introducing the culture of ceramics to the surrounding community. With the presence of the Fine Arts and Ceramics Museum itself, it is one of the places that can potentially increase public interest in ceramic art culture. However, in the current era, visitors are starting to lack interest in coming to museums due to the low quality of museums in Indonesia. Therefore, it is necessary to redesign the Interior of the Museum of Fine Arts and Ceramics in order to foster public interest in being able to love and learn about the ceramics industry. This case study focuses on the lobby space which is the center and the first room when visitors enter this museum. By using a design method based on Rosemary Kilmer's design mindset adapted to the author's method, the fine arts and ceramics museum is designed in such a way to be more interesting and educational by applying ceramic materials to the furniture and interior elements which are the identity of the museum.

Keywords: Ceramic Material, Interior Lobby, Museum, Visitor Interest

1. PREFACE

Indonesia has a lot of richness and cultural diversity, one of the cultures that is currently developing is Indonesian ceramic art. The prospect of ceramics in Indonesia is quite large, in terms of various benefits such as health, economic and artistic benefits. In the midst of the current pandemic, which keep people confined in the house, ceramic crafts can be wrong a suitable activity to do. Quoted from famous psychologist Mihaly in his book Flow: The Psychology of

Optimal Experience, making crafts allows us to enter in a state of “flow”, that is, a state of perfect equilibrium between skill and challenge [1]. One of the handicrafts here can be in the form of ceramics. This is what is useful for us in relieve stress, become more relaxed and comfortable.

In addition, from an economic point of view, prospects for the national ceramic industry in the long term quite well in line with the growth of the domestic market especially on the type of tile because it is supported by good development growth property and housing. National ceramic production is increasing every year increased and this can make a good contribution in supporting national economic growth. Quoted on the ministry's website Industry of the Republic of Indonesia (Kemenperin) in 2019 small industries and medium-sized enterprises (IKM) producing pottery and decorative ceramics have potential and opportunities to be more competitive on the national to global level [2]. Indonesia's potential must also be balanced with talented and competent people in the field of ceramic art. Quoted in the Bandung Institute of Technology seminar news it is said that human resource development is also very necessary to improve the quality of ceramics, so that the local ceramic market can compete with imported

ceramics from China, India, and others. In seeking this, museums can play an important role in preserving and introducing ceramics culture to the surrounding community.

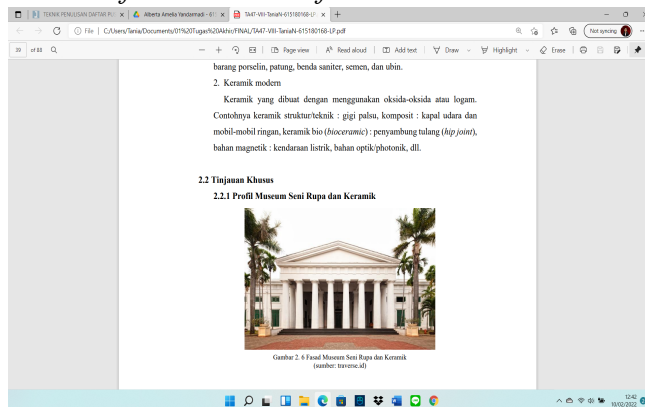
The 22nd International Council of Museums (ICOM) defines a museum as a non-profit organization that continues to serve society and its development, and is open to the public, whose mission is to collect, research, preserve, communicate and exhibit cultural heritage for educational, research and enjoyment purposes [3]. The presence of the fine arts and ceramics museum itself is one of the places that can potentially increase public interest in ceramic art culture, especially for the people of Jakarta. It's just that at this time the interest of visitors to come to museums is decreasing due to the low quality of museums in Indonesia [4]. The results of the 2017-2018 museum standardization in general shows that the final value of museum standardization in Indonesia is Most are Type C (enough) as much as 52.7%. This causes people to not be interested in visiting museums and assume that museums are has an ancient and haunted impression.

This also happens to the fine arts and ceramics museum, among other museums located in the Old City Area of Jakarta, The Museum of Fine Arts and Ceramics is the least the visitors. This is also reinforced by data on the number of museum visitors issued by the Department of Tourism and Culture. Number of visitors in 2017, the Museum of Fine Arts and Ceramics totaled 206,495 people, while the number of visitors to the Jakarta History Museum (Museum Fatahillah) the number of visitors is 798,139 people, and for the Wayang Museum the number is 381,106 visitors [5].

Therefore, it is necessary to redesign the Interior of the Museum of Fine Arts and Ceramics in order to foster public interest in being able to love and learn about the ceramics industry. This case study focuses on the lobby room which is the center and the first room when visitors enter this museum, so this special room must be designed in such a way as to reflect the image of the Fine Arts and Ceramics Museum and show the ceramic culture itself.

Figure 1

Facade of the Museum of Fine Arts and Ceramics

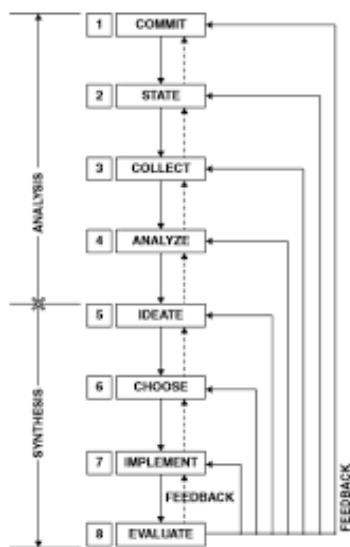


Source: *travers.id*

2. METHODS

Figure 2

Design Process Diagram



Source: Rosemary Kilmer and Otie Kilmer, 2014

The method used refers to the reference design process according to Rosemary Kilmer (Kilmer & Kilmer, 2014) [6]. The design process according to Rosemary Kilmer is divided into 2, namely analysis and synthesis, which is then divided into several stages, namely commit, state, collect, analyze at the analysis stage, and ideate, choose, implement, evaluate at the synthesis stage.

Here are some scopes of research activities based on the stages above:

- A. *Commit*: This is the initial stage of getting a project. At this stage the designer makes a time schedule for implementation.
- B. *State*: At this stage the designer makes the background for the design of the Museum of Fine Arts and Ceramics, Jakarta.
- C. *Collect*: At this stage the designer collects data through literature studies and field data and conducts online observations.
- D. *Analyze*: Furthermore, the data that has been collected is analyzed and then the author makes a problem formulation in the design of the Museum of Fine Arts and Ceramics.
- E. *Ideate*: At this stage the author issues ideas and solutions in the form of developing concepts in the form of sketches of ideas that can attract visitors' interest.
- F. *Choose*: At this stage the writer chooses the most suitable and optimal alternative ideas.
- G. *Implement*: Next, the author implements ideas and solutions into the visualization of the design results in the form of digital and manual 3D visualizations, and working drawings.
- H. *Evaluate*: Reviewing and drawing conclusions from the results of the designs that have been made

3. RESULT AND DISCUSSIONS

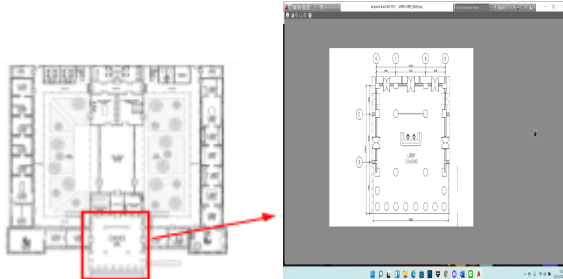
According to Spillane (2003), tourist attractions are things that attract tourists' attention which are owned by a tourist destination [7]. Five elements are important for a tourist attraction, namely something that attracts the attention of tourists, the necessary facilities, tourist attraction infrastructure, transportation or transportation services and Hospitality or hospitality, the willingness to receive guests. visitor interest to come. In this design, one point can be taken, namely the attraction where the interior of the museum can attract the attention of visitors who come.

The building/interior of the museum is an important aspect of visitor attraction, because the museum building gives visitors the first impression of attraction. Of course, if the museum

building looks dark, shabby and ordinary, it is not interesting to visit. Museum buildings are usually designed in a unique and interesting style, reflecting a certain philosophy [8]. Besides, academic factors in the form of additional insight and knowledge and concepts unique and interesting can also affect people's interest. [9]

Figure 3

Lobby Plan of the Fine Arts and Ceramics Museum



Source: *Personal Data, 2022*

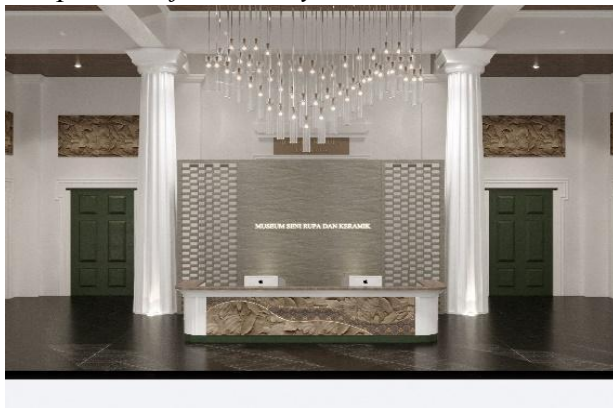
The lobby area is located in front of this museum building with a half indoor concept. The main point in this room is the custom reception desk which will feature ceramic materials.

Ceramic is a material that is widely used both as a craft and as a building material. Ceramic crafts can be tiles, porcelain, jugs / ceramics, statues, or handicrafts that are not exposed to continuous work [10]. Material selection is very important in the lobby of the museum because it can shape the desired atmosphere of the room. Good use of materials in terms of aesthetic and functional, of course, provide comfort and a positive impression for visitor [11]. In designing the lobby of the Fine Arts and Ceramics Museum, the ceramic materials are tried to be applied so that visitors get an impression when they first enter this museum.

The following below are some of the applications of ceramics and clay to the main point elements in the interior design of the Museum of Fine Arts and Ceramics lobby

Figure 4

Perspective of the Lobby Fine Arts and Ceramics Museum, Jakarta



Source: *Personal Data, 2022*

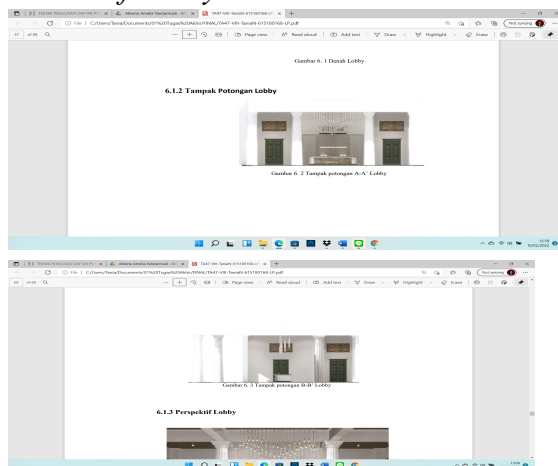
Figure 5

axonometric of the Lobby Fine Arts and Ceramics Museum, Jakarta

Source: *Personal Data, 2022*

Figure 6

Section of Lobby Fine Arts and Ceramics Museum, Jakarta



Source: *Personal Data, 2022*

Backdrop Panels

Figure 7

The use of brick roster on the backdrop Lobby Fine Arts and Ceramics Museum, Jakarta



Source: *Personal Data, 2022*

Figure 8

The use of modified clay on the backdrop Lobby Fine Arts and Ceramics Museum, Jakarta



Source: *Personal Data, 2022*

On the reception desk backdrop panel apply modified clay material. Modified Clay Material is a building material made of clay and sand through a special manufacturing process. This clay material has characteristics like clay, which is flexible and heat resistant, besides that the texture of this material can represent the characteristics of the clay itself. Due to the unique advantages and characteristics of this material, this material is very suitable to be placed on the backdrop panel which is the background in the design of this reception desk as a material that displays a clay texture.

Then, on the right and left sides of the backdrop, there is a brick roster made of clay that is finished with gray paint. This brick roster is designed and arranged symmetrically to make the lobby space more harmonious. The placement of this brick roster will also display a shadow made of the pattern. When exposed to sunlight, it makes its own charm in the room.

Furniture

Figure 9

Fine Arts and Ceramics Museum reception desk



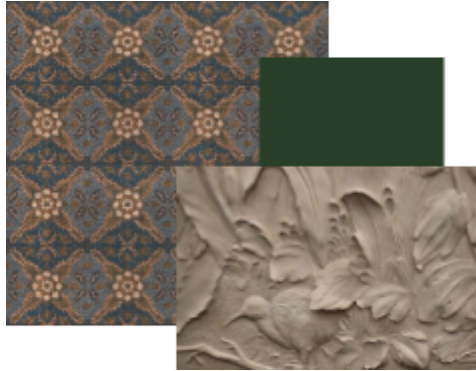
Source: *Personal Data, 2022*

This specially designed reception desk becomes a place for information centers, and visitors buy tickets, so this table is designed in such a way as to maximize the material from the ceramic itself. The application of ceramic material for this table can first be seen on the top of the reception desk table, which is using ceramic material with a typical Indonesian motif. This material is also used in the front area of the table as an accent. With the application of ceramics with typical Indonesian motifs, visitors can show the richness of ceramic culture in Indonesia. Furthermore, the use of relief panels made of clay are carved to form the motifs found in typical Indonesian pottery. This panel is designed to be replaced every month to display ceramic motifs

from each region in Indonesia. The goal is to introduce Indonesian ceramics and to preserve Indonesian ceramics that are starting to become extinct. In addition to ceramic material, this table also uses other supporting materials such as on the body using white HPL and green HPL on the legs.

Figure 10

Material schematic for the reception desk of the Fine Arts and Ceramics Museum



Source: *Personal Data, 2022*

Lighting

Figure 11

Ceramic and crystal chandelier installation



Source: *Personal Data, 2022*

Figure 12

Ceramic and crystal chandelier installation



Source: *Personal Data, 2022*

In addition to the reception desk, lighting games are also the main points highlighted in this lobby area. When visitors enter there is an attraction from the floor to the ceiling. The

installation of chandeliers is a play of brilliance in this area. The concept of the lamp is mounted up and down and turns so that it becomes more dynamic, describing the characteristics of plastic clay and the process of forming clay into ceramics. This chandelier installation is made of a combination of crystal and ceramic materials. Associated with in the design of the lamp armature, ceramics have unique properties can reflect light [12]. The cup on the lamp is made of porcelain ceramic material. Then there is a diffuser on this lamp which is made of crystal material. This lamp emits warm light with a temperature of about 4000 K.

4. CONCLUSIONS

In an effort to attract visitors' interest in ceramic art, one thing that can be done is to design a museum of fine arts and ceramics to be more interesting and educative by applying ceramic materials which are the identity of the museum. Therefore, the authors apply several applications of ceramic and clay materials as a means of attracting visitors through visuals. The application of ceramic and clay materials is found on the backdrop panel to display the characteristics of the clay material, furniture designed with the application of ceramic material with typical Indonesian motifs and the use of 3D panels featuring pottery motifs from the territory of Indonesia, as well as the installation of chandeliers made of crystal and ceramic materials. which is designed more dynamically as a characteristic philosophy of clay formed into ceramics. It is hoped that this design can open up visitors' insight and interest in the richness of the arts and culture of ceramics.

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