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Bandung Creative Hub: Representative of Bandung as Creative City

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ABSTRACT

Penelitian ini mengeksplorasi peran Bandung Creative Hub (BCH) sebagai representasi identitas Kota Bandung sebagai kota kreatif. Melalui pendekatan kualitatif yang melibatkan studi literatur dan observasi lapangan, penelitian ini menganalisis elemen-elemen desain fasad BCH dan dampaknya terhadap persepsi masyarakat. Hasil penelitian menunjukkan bahwa fasad BCH, dengan penggunaan bentuk geometris dinamis, kombinasi warna cerah, dan material transparan, menciptakan estetika visual yang menarik sekaligus mencerminkan semangat inovasi dan kolaborasi masyarakat Bandung. Desain fasad yang unik ini tidak hanya berfungsi sebagai elemen arsitektural, tetapi juga sebagai simbol dari identitas kreatif kota. Selain itu, penelitian ini menyoroti pentingnya BCH dalam memperkuat jaringan antar pelaku industri kreatif dan memberikan rekomendasi untuk pengembangan ruang publik lainnya yang mendukung kreativitas. Dengan demikian, BCH berkontribusi signifikan terhadap pertumbuhan ekonomi kreatif di Bandung dan dapat menjadi model bagi kota-kota lain di Indonesia dalam menciptakan ruang publik yang inklusif dan berkelanjutan..

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1. INTRODUCTION

Bandung has undergone a significant transformation into a center of creativity and innovation in Indonesia. Since the early 20th century, the city has been known as the "Paris of Java" for its natural beauty and striking architecture, as well as for its role as the birthplace of various fashion trends (CJ-00193, 2024). The development of Bandung's creative industry began in the fashion and music sectors, with the emergence of distro (clothing distro) that became a symbol of local culture. From the 1970s to the 2000s, Bandung pioneered new cultural practices, such as underground music and indie fashion, further strengthening the city's creative identity (Perkim, 2024). The bottom-up approach of local communities and young people, supported by the government as a facilitator, has created a dynamic and sustainable creative ecosystem (Perkim, 2024).

In this context, the Bandung Creative Hub (BCH) plays a crucial role in the city's creative ecosystem. As a hub for creative activity, BCH not only provides a space for artists and creative entrepreneurs to collaborate, but also serves as a platform for developing innovative ideas (reporter EDQP, 2022). With various training programs, art exhibitions, and community events, BCH serves as an incubator for creativity that encourages the growth of the creative industry in Bandung (Sunarso & Djunaedi, 2014). The existence of BCH also contributes to strengthening the network between creative industry players, thus creating mutually beneficial synergies between them.

The research problem is how the Bandung Creative Hub can be considered a representation of Bandung's identity as a creative city. This study aims to explore the facade design elements of the BCH and how these elements reflect the characteristics of Bandung, which are rich in innovation and collaboration. Using a qualitative approach through literature review and field observations, this study will identify the relationship between the physical design of the BCH and the surrounding social and cultural dynamics.

The purpose of this research is to examine in-depth the aesthetics of the Bandung Creative Hub facade and its impact on public perception of Bandung as a creative city. Furthermore, this research also aims to provide recommendations for the future development of other public spaces that support creativity. By understanding the role of the BCH in a broader context, it is hoped that this research can contribute to the development of more inclusive and sustainable city policies.

Overall, this research will highlight the importance of the Bandung Creative Hub in strengthening Bandung's identity as a center of creativity in Indonesia. Through an in-depth analysis of the facade design and social interactions at the BCH, it is hoped that the results will provide new insights into how public spaces can support the growth of the creative economy while preserving local cultural diversity.

2. METHODOLOGY

This research methodology is designed to explore and analyze the role of the Bandung Creative Hub (BCH) as a representation of Bandung's identity as a creative city. The approach used is qualitative, involving literature review and field observation. The following details the methodology applied in this study:

2.1 Qualitative Approach

This study uses a qualitative approach to deeply understand the phenomena related to the Bandung Creative Hub facade design and how it reflects the characteristics of Bandung as

a creative city. This approach allows researchers to explore the meanings, experiences, and perspectives of various stakeholders involved in the BCH.

2.2 Literature Study

A literature study was conducted to gather information on the concept of creative cities, facade design in architecture, and relevant related studies. The sources used include:

- Books and academic articles on creative city development.
- Previous research on Bandung as a creative city.
- Publication on architectural design and the role of facades in creating building identity.

The process of collecting data from this literature aims to build a strong theoretical framework for further analysis and to understand the historical and social context of Bandung Creative Hub.

2.3 Field Observation

Field observations will be conducted at the Bandung Creative Hub to observe the facade design elements and social interactions occurring around the building. This observation method will include visual observation by noting the facade design elements, including the materials, colors, shapes, and ornaments used. Observations will also cover how the facade interacts with its surrounding environment. These observations will be conducted in several sessions during BCH operating hours to obtain a comprehensive picture of the activities and interactions taking place.

2.4 Data collection technique

Data obtained from literature studies and field observations will be analyzed qualitatively.

2.5 Data analysis

The collected data will be analyzed using a qualitative descriptive approach. The results of the analysis will be organized into main themes related to:

- BCH facade design characteristics.
- The impact of facades on public perception of creativity.

This analysis aims to provide a better understanding of the relationship between the physical design of BCH and the identity of Bandung City as a creative city.

3. RESULTS AND DISCUSSIONS

The concept of creative cities has gained widespread attention in various parts of the world, including Indonesia. One important study discussing the development of creative cities in Indonesia is the work of Charles Landry, who introduced the concept of "The Creative City" in 1995. Landry emphasized the importance of creativity as a key driver in addressing urbanization issues and improving the quality of life in cities. This research became the foundation for many cities, including Bandung, to adopt development strategies focused on creativity and innovation (Sunarso & Djunaedi, 2014).

Bandung, as a pioneering creative city in Indonesia, has undergone a significant transformation process since its designation as a creative city by UNESCO in 2015. Research conducted by Nugraha (2016) shows that Bandung has gone through four stages in its process towards becoming a creative city: developing the creative economy, establishing networks, strengthening network potential, and improving public spaces. This research also identifies the important roles of various actors, such as the government, communities, and universities, in supporting the development of Bandung as a creative city (Nugraha, 2016).

In addition, the British Council also conducted research on creative city development in Indonesia, highlighting how the creative economy sector can contribute to local economic growth. This research shows that Bandung has significant potential in the creative industry, with more than 15 rapidly growing sectors. The success of the creative sector in Bandung has become a model for other cities in Indonesia to develop similar potential (British Council, 2020).

Another relevant study, conducted by the Center for Policy Research and Technology Application at the Ministry of Public Works and Public Housing, explored sustainability strategies in creative city development. The study compared Bandung with Yogyakarta and found that while both cities have significant potential in the creative industry, government policies and infrastructure support significantly influence each city's success in developing its creative sector (Nugraha, 2016).

Overall, these studies demonstrate that creative city development relies not only on local potential but also on collaboration between various stakeholders. This research will continue to explore how the Bandung Creative Hub represents Bandung's identity as a creative city through its facade design and surrounding social interactions. By understanding this context, we can provide strategic recommendations for the development of other public spaces that support creativity in the future.

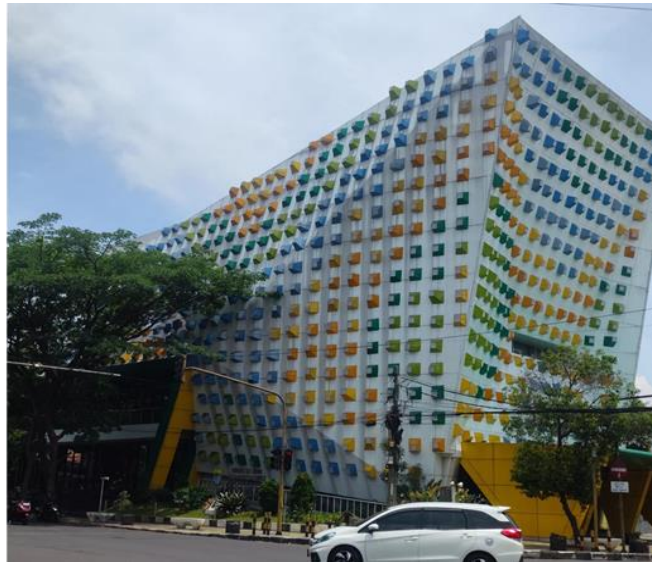


Image 1: Habibah & Handayani, Bandung Creative Hub Building, 2024, jpg
Source: Habibah, 2024

3.1 Creative Hub Facade Characteristics

The facade of the Bandung Creative Hub (BCH) is one of the most striking elements reflecting Bandung's identity as a creative city. Observations and analysis revealed several key characteristics of the building's facade, including its dynamic use of geometric shapes, striking color combinations, and innovative material applications.

a) Mass Composition and Geometric Form

The BCH facade is composed of various geometric shapes arranged in an interesting and expressive manner. The combination of trapezoids, triangles, and squares creates a unique and unconventional visual appearance (Mediawan & Harmunisa, 2020). The composition of the building's mass gives a dynamic impression, where the facade of the building on the south side looks higher and leans towards the road, creating a strong visual appeal for observers (Eka et al., 2018). The use of these geometric shapes not only functions aesthetically but also

reflects the spirit of innovation and creativity that is characteristic of Bandung as a creative city.

b) Color and Ornament Combination

The use of color on the BCH facade is very striking, with white as the dominant background combined with blue, yellow and green thorns (Alfi Istiqomah Kusuma & Safeyah, 2020). This color combination not only gives a cheerful impression but also shows a creative and innovative design approach (Alfi Istiqomah Kusuma & Safeyah, 2020). The extruded ornamentation on the facade serves to enhance the building's artistic appeal while creating an engaging visual rhythm. This arrangement of ornamentation is consistently repeated throughout the building, creating a harmonious visual unity despite its diverse environmental contexts.

c) Transparency and Spatial Connectivity

One of the key characteristics of the BCH facade is the use of glass in a large number of openings. The main entrance and large windows allow natural light into the space, creating a visual connection between the interior and exterior spaces (Mediawan & Harmunisa, 2020). This open space concept not only makes the building feel more spacious but also encourages interaction between users inside the building and the surrounding environment (Eka et al., 2018). This creates a more enjoyable user experience and invites active participation from the community.

d) Balance between Massive and Transparent Elements

The BCH facade displays a balance between massive and transparent elements. The lower part of the building features massive elements necessary for the acoustic function of the cinema and auditorium, while the upper part is dominated by transparent elements, creating a light impression (Eka et al., 2018). This balance not only strengthens the building structure but also creates visual harmony between the various design elements (Alfi Istiqomah Kusuma & Safeyah, 2020).

e) Representation of the Creative Identity of Bandung City

Overall, the characteristics of the Bandung Creative Hub facade reflect the identity of Bandung City as a creative city (Alfi Istiqomah Kusuma & Safeyah, 2020). The innovative design, use of bright colors, and interaction between indoor and outdoor spaces emphasize BCH's commitment to becoming a center of creative activity in the city (Mediawan & Harmunisa, 2020). Thus, the BCH facade is not only an architectural element but also a symbol of the collaborative and innovative spirit of the Bandung community.

Through this analysis, it can be concluded that the Bandung Creative Hub facade successfully represents the characteristics of a creative city through its unique and functional design. Further research can be conducted to explore how these design elements can be applied to the development of other public spaces in Bandung and other cities in Indonesia.

3.2 Visual Aesthetics and Urban Identity

The visual aesthetics of Bandung Creative Hub (BCH) play a crucial role in shaping Bandung's identity as a creative city. Through an in-depth analysis of the existing aesthetic elements, several characteristics can be identified that reflect the spirit of innovation, collaboration, and cultural diversity that characterize this city. This study uses a qualitative descriptive approach to explore aspects of visual aesthetics, including composition, balance, proportion, scale, rhythm, contrast, harmony, and the philosophical aspects of color and form

a) Composition and Integration

The composition of the BCH facade is carefully designed to create a cohesiveness between the various architectural elements. The use of diverse geometric shapes—such as trapezoids, triangles, and squares—provides an interesting visual dynamic and creates a futuristic impression. These elements are arranged in such a way that they produce a pleasing visual harmony for the observer. This cohesiveness is not only visible in the building's facade but also in the interaction between the building and the surrounding public space. According to Moughtin (2003), a good composition will create a pleasant visual experience and captivate the public's attention. Thus, BCH not only functions as a gathering place for creators but also as an eye-catching landmark (Moughtin, 2003).

b) Balance and Symmetry

Balance in the BCH facade design is demonstrated through the arrangement of visual elements that give a sense of stability despite the design being largely asymmetrical. Although some parts of the facade have asymmetrical shapes, balance is maintained through the consistent use of color and materials. Symmetry is not always the main focus in this design; in fact, asymmetrical balance provides its own appeal by creating more dynamic visual interest. This aligns with the design principle that states that balance can be achieved through the proportional arrangement of different elements, thus creating a dynamic impression without losing stability.

c) Proportion and Scale

Proportion and scale are crucial aspects in creating a compelling visual aesthetic. The BCH facade utilizes the right proportions between large and small elements, creating a balanced overall impression. For example, large windows contrast with other massive elements, creating an engaging visual dialogue between the various parts of the building. The building's scale is also adapted to the surrounding context; BCH stands majestically without overpowering the function of the surrounding public spaces. This adjustment of scale ensures that BCH is not only an iconic building but also serves as an integral part of the city.

d) Rhythm and Contrast

The rhythm in BCH's facade design is created through the repetition of certain elements, such as extruded ornamentation and the use of bright colors. This repetition not only provides a sense of consistency but also creates a visual flow that guides the viewer's eye as they view the building as a whole. Conversely, the contrast between the bright colors and the neutral background adds depth to the facade, making it more visually appealing. This contrast also serves to highlight certain elements of the building—such as the main entrance, which serves as a focal point for visitors.

e) Philosophical Aspects of Color

The colors on BCH's facade are not just aesthetic choices; they also have deep philosophical meaning. The white background symbolizes cleanliness, simplicity, and openness—values that align with the spirit of collaboration within the creative community. Meanwhile, the use of bright colors like blue, yellow, and green not only creates a cheerful impression but also represents the cultural diversity and creativity of the Bandung community. According to color psychology, blue is often associated with trust and serenity, while yellow symbolizes optimism and positive energy. (Eiseman, 2000). This combination of colors creates an atmosphere that invites active participation from the community and encourages social interaction in public spaces.

f) Philosophical Aspects of Form

The geometric shapes on the BCH facade also have their own philosophical significance. The triangular and trapezoidal shapes can be seen as symbols of the dynamics of change and

growth—essential characteristics of a creative city that continues to innovate (Alexander et al., 1977). The use of these forms reflects Bandung's aspiration to become a center of creativity in Indonesia and demonstrates that architecture can function as a medium for expressing the social and cultural values of its people.

g) Harmony with the Environment

Although BCH has unique design characteristics and stands out from the surrounding buildings, it is important to note that the lack of harmony with the surrounding environment can affect the overall image of the area. The buildings surrounding BCH tend to have more conventional and less expressive designs, creating disharmony in the urban context. Therefore, further planning is needed to integrate the BCH design with the characteristics of the surrounding environment in order to strengthen Bandung's identity as a creative city as a whole.

4. CONCLUSIONS

Overall, the visual aesthetics of the Bandung Creative Hub successfully represent the identity of Bandung City as a creative city through the use of harmonious composition, asymmetrical balance, precise proportions, dynamic rhythm, interesting color contrasts, and the philosophical meaning behind its colors and shapes. However, the challenge of achieving harmony with the surrounding environment still needs to be considered so that the BCH can function not only as an icon of creativity but also as an integral part of the city's overall identity. Further research is needed to explore urban planning solutions that can improve the integration between the BCH and its surrounding areas to strengthen the image of Bandung City as a center of creativity in Indonesia. Thus, the results of this analysis indicate that the BCH facade design is not only a physical representation but also a symbol of the collaborative spirit of the Bandung community in facing the challenges of urbanization in this modern era.

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