

# Creative Hub as a Creative Space for Young People of Palu City With Plowright Pattern-Based Design Method

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## ABSTRACT

This research is motivated by the increase in the creative industry sector in Palu City, especially in the craft, film, and performing arts subs sectors, and also the adjusted amount of space for the public in the new normal era so that the urgency of the need for spaces that can facilitate creative activities, especially during this pandemic, needs to be provided, especially in the Palu City area so that the title raised in the form of "Creative Hub as a Space for Youth Creativity in Palu City" can be a forum for utilizing existing potential. The design of the Creative Hub of Palu City is intended to provide good interaction with the surrounding environment and can also be a design solution in the new normal era and accordance with the context of the city of Palu for the completion of the design of the Creative Hub of Palu City, using the design method of Plowright Pattern-based design where the key operation of patterns / s shapes in architecture as structuring organization and pattern composition games. The design of the Creative Hub of Palu City is expected to be a place that can support the creativity and productivity of creative industry players and also the general public and can be a planning solution for the Covid-19 pandemic-friendly design principles.

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## 1. Introduction

Architecture is an important part of the development of human civilization. Many non-architectural cases can be solved through architectural solutions, such as socioeconomic issues, which are one of the important factors in the development of a country. In Indonesia, issues regarding socioeconomic development can be highlighted from various industrial developments, one of which is the creative industry, which is an industry derived from the utilization of skills, creativity, and talents owned by individuals in creating welfare and employment. This industry will focus on empowering the creative power and creative power of an individual (Department of Trade RI, 2009).

In 2019, the world was attacked by the SARS-COV-2 virus, or what is often referred to as the Covid-19 virus. This virus then spread throughout the world, causing a pandemic, and one of the authorities' policies was to hold a lockdown. Covid-19 affects not only the economic, political, and health sectors but also the architecture. All aspects of activities carried out by humans should meet health standards, as well as a building in accordance with what is regulated by Indonesian Law No. 28 of 2002 concerning building health requirements. In this case, a planner will take the pandemic issue into consideration in design. According to Siagiand in an online discussion of the RUJAK Centre for Urban Studies community program, namely "Kota, Kita, Kovid," the Pattern of young people's activities cannot only be centered at home, for this reason, but it is also necessary to have a collective space that can adapt to the situation during the pandemic so that activities in spaces other than at home can still run well and in accordance with the recommendations of health protocols.

In August 2020, Anwar Hafid as a member of the House of Representatives of Central Sulawesi, stated that creative ideas from millennials who are closely related to the digital world should be supported so that in the future, the region can be more independent in terms of the economy. Among the 17 subsectors registered at the Ministry of Tourism and Creative Economy, the creative industry sector that has developed a lot in Palu City includes the film, animation & video subsector, craft arts subsector, and the performing arts subsector. According to data from the Tourism of Palu City and the Office of Education and Culture of Central Sulawesi Province, there were seventy artists from Palu City consisting of 11 art studios in 2017; many art communities or personalities were born in Palu City with a variety of art genres from cultural arts to modern arts such as contemporary art that developed in the digital era. Serupa Community, Drupadi Forest House Community, Pakku Payung Serrupa Community, Fathuddin Mujahid, Azis Alkatiri, Edi Inayat M, Tanwir Pettalolo, Elan Merdeka, Ridwan, Adi Tangkilisan, Rio Simatupang, Udin Najje, M Febriandy and Endeng Mursalin and many other individual artists.

In addition, the fact about the film industry of Palu City is also growing where there are film communities, namely Sinekoci (2018), which has produced 16 short films in 3 years, and Nadoyoproduction, which produced 22 short films, as well as several other cinematographers who work independently such as Yusuf Radjamuda. Seeing this potential, it is possible that the increase in the creative industry sector will continue to increase as stated by the Head of the Central Sulawesi Tourism and Creative Economy Office I Nyoman Sariadijaya, that Central Sulawesi has great potential in the development of the creative economy such as in the fields of crafts, culinary, fine arts, music, design, and advertising so that the urgency of the need for spaces that can facilitate these creative activities needs to be provided, especially in the Palu City area so that the title raised in the form of "Creative Hub Design Creative Hub Palu City is intended to provide good interaction for the surrounding environment for the completion of the design of Creative Hub Palu City using the design method of Plowright Pattern-based design where the key operation of patterns/shapes in architecture as structuring, organization, and play pattern composition. Creative Hub Kota Palu is a place that serves to accommodate and facilitate creative industry players exclusively and thoroughly. Creative Hub Palu can also be a means of education and information for the general public in Central Sulawesi. In addition, the Creative Hub of Palu City is designed with an architectural concept that is in accordance with the urban context of Palu City and with an architectural concept that is not only good in terms of aesthetics but in terms of functionality as well.

## 2. Literature Review

### 2.1. Creativity

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### 2.2. Creativity Hub

Creative Hubs are places, both physical and virtual, that bring creative people together. It is also a convener, providing space and support for networking, business development, and community engagement in the creative, cultural, and technology sectors (British Council, 2016).

In its formation, the creative hub has several objectives, including:

- a. Provides support through services and/or facilities for ideas, projects, organizations, and businesses it manages, both in the long and short term, including events, skills training, capacity building, and opening up opportunities globally.
- b. Facilitate collaboration and networking activities among communities.
- c. Reach out to research and development centers, institutions, and creative and non-creative industries.
- d. Communicate and engage with a wider audience, developing active communication strategies.
- e. Develop and appreciate emerging talent, explore the boundaries of contemporary practice, and take risks toward innovation.

### 2.3. Creativity Industry

Creative industries are defined as "industries derived from the utilization of creativity, skills, and talents of individuals to create prosperity and employment through the creation and utilization of the creative power and inventiveness of these individuals." (Ministry of Trade, 2008).

## 3. Method

### 4.1. Type of Research

This type of research uses the traditional problem-solving method by Peña and Parshall (2001), which describes the analysis of issues and objects designed from observations or opinions that can later produce solutions to these problems. In this case, the designer determines the purpose of designing the Creative Hub of Palu, collects and analyzes data in the form of activity data, site data, and Creative Hub space standard data, formulates a schematic design concept, determines the Creative Hub design needs to be tailored to the context of Palu, determines the main problems mapped through the design problem map to carry out the programming stage related to problem-solving.

### 3.2. Data Source

There are two types of data used, namely primary and secondary data; the difference between the two types of data is:

In this research, primary data is in the form of research location data where the designer participates in activities organized by communities that are included in the category of creative industries in Palu City, including activists in the field of performing arts, craft activists, and film activists. The primary data collection method was carried out through observations and interviews related to mapping the activities of the actors of the three main creative industry subsectors in Palu City, where the activity mapping data was carried out as a consideration for the location point of the design of the Creative Hub of Palu City. Secondary data used in this research is data in the form of literature on Creative Hub and literature on the typology of creative learning spaces and government policies regarding government regulations related to research problems. Secondary data is obtained through the precedent study method of Creative Hub works that have been built through mapping the conceptual aspects of each of these works, which are then applied and adapted to the design ideas of the Creative Hub of Palu City.

## 4. Results and Discussion

### 4.1 Authors and Affiliations

The research site is located in Palu City, which is administratively the capital of Central Sulawesi Province. The research site is located in the Tourism area, tourist accommodation, and education area in accordance with the 2010-2030 RTRW of Palu City.

### 4.2 Determination of the Site Location of the Creative Hub of Palu City

The location of the Palu City Creative Hub site is on Jl. S. Parman, Besusu Tengah, Palu Timur, Palu City with an area of  $\pm 5$  Ha.

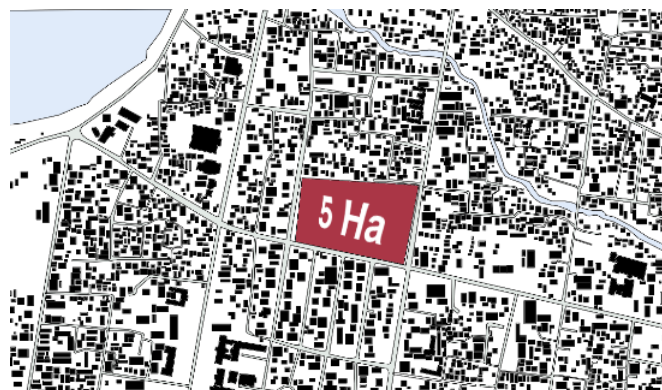


Fig. 1. Site Location Map, Source: Author's Illustration, 2021

The site is located in the urban area of Palu City and is a strategic area for economic growth according to the 2010-2030 RTRW of Palu City. The site area is in an area with high population density and has different functions, including residential functions, transportation, trade functions, and office functions.

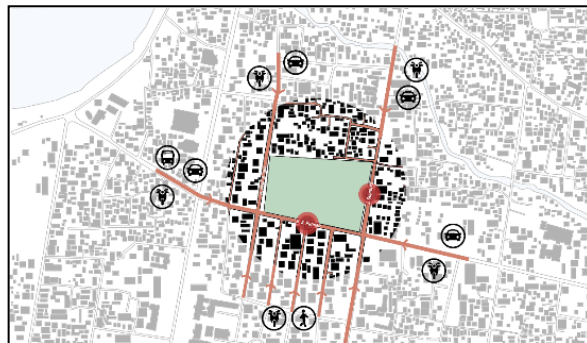
#### 4.3 A climatological analysis of Site Location.



**Fig. 2.** Location of Sun Circulation and Wind Movement on the Site

To maximize the potential of the existing climate in the site area, it is necessary to consider a good design response from sunlight and wind gusts to the building. Meanwhile, to respond to wind speed, the use of tall vegetation as a windbreaker and the utilization of building fins can be used in order to direct the wind flow into the building.

#### 4.4 Site Accessibility



**Fig. 3.** Access to the Site, Source: Author's Illustration, 2021

Suprpto, on the south side of the site, is Jl. S. Parman, and on the west side is Jl. A. Yani. Jalan S. Parman and Jalan Suprpto are generally busy during working hours, from 08.00 to 17.00 WITA. For this reason, it is necessary to consider access to the site and exit the site so as not to disturb the surrounding traffic order.

#### 4.5 Noise Analysis

Noise comes from the direction of major roads, including S.Parman and Suprpto roads, and the dominant noise source comes from the sound of vehicles. Noise control efforts can be made through the following considerations.

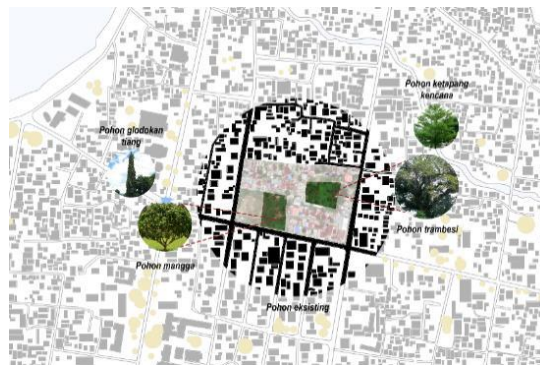


**Fig. 4.** Noise analysis response, Source: Author's Illustration, 2021

## 4.6 Potential Analysis

### a. Natural Potential

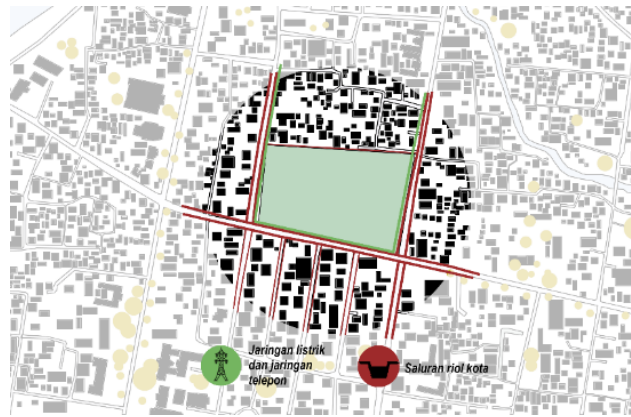
In the site, there are several existing trees that can grow in it, namely Trambesi trees, Ketapang Kencana trees, Glodokan tiang trees, and Mango trees, all three of which are vegetation with shading and directional functions and can maintain the balance of air temperature in the site. Other plants that do not support the function of the building will be removed and replaced with vegetation that can support the function of the building.



**Fig. 5.** Natural Potential response, Source: Author's Illustration, 2021

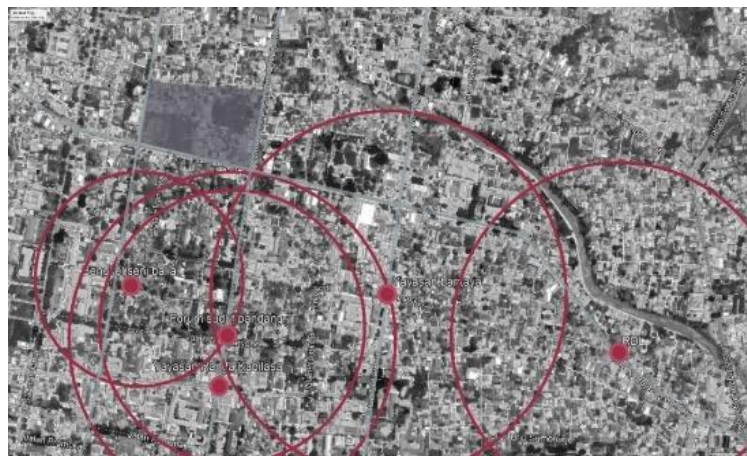
### b. Artificial Potential

The site is located in the initial area of the development of urbanization of Palu city, so this area is identical to the development of its architectural style, which is a transition between modern architecture and colonial architectural style, one of which can be seen from the use of exposed natural stones, gable roofs and so on. The area around the site has also been equipped with city radio and electricity, and telephone networks.



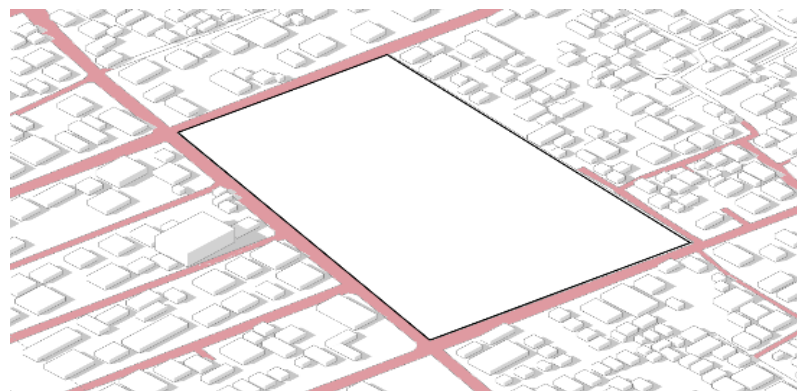
**Fig. 6.** Artificial Potential response, Source: Author's Illustration, 2021

### c. Existing Potential of the Site



**Fig. 7.** Existing Potential response, Source: Author's Illustration, 2021

The sub-sector creative communities that spread in this area are performing arts, film, and fine arts communities. There are also supporting factors in the form of co-working spaces and local coffee shops in the area. The circulation pattern formed around the site forms a grid configuration.

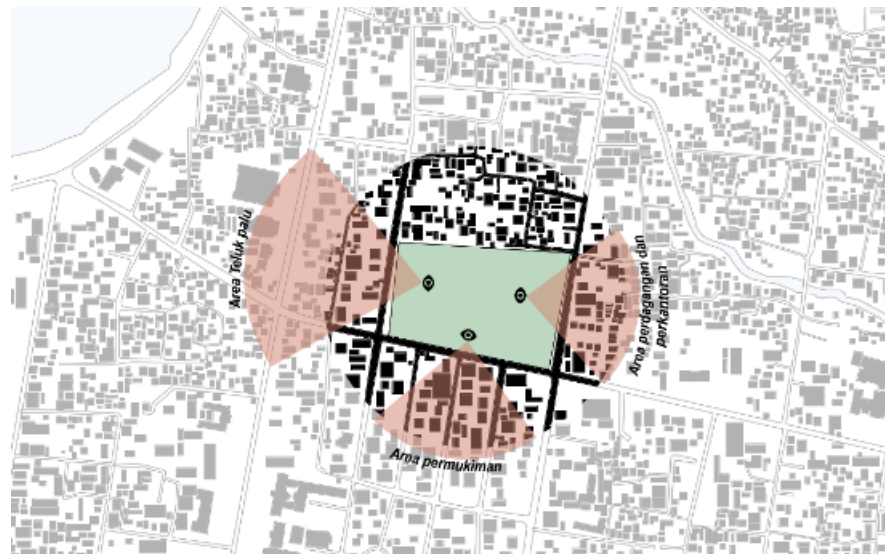


**Fig. 8.** Distribution of Creative Communities in the Tread Area, Source: Author's Illustration, 2021

Palu City Creative Hub uses a Pattern-based design method which is then applied by examining the patterns formed around the site both tangibly of them, such as the

circulation pattern around the site & the use of materials that are common in the existing and intangible such as the culture of the surrounding community.

#### d. View Analysis



**Fig. 9. 15** View direction from the site, Source: Author's Illustration,

2021

The site is in the middle of the city, where the surroundings are residential areas and offices. The potential view from the site tends to be less, but the existence of the design of the Creative Hub of Palu City should give an impression or marker to the surrounding area as well as users in the building should get a maximum view of the city area or in this case, the building will remain integrated with the surrounding environment so it is necessary to place the view from the site towards the main road on the site namely on Jl. S. Parman, on Jl. Suprpto and towards the bay of Palu city. To achieve this, the strategy that can be used so that the building can achieve maximum views is:

- a. Building level/elevation game
- b. Use of high-visibility materials



**Fig. 10.** Response to view analysis, Source: Author's Illustration, 2021

## 5. Conclusion

The series of problem-solving from the design of the Creative Hub design of Palu City uses the architectural approach method by Plowright, namely Pattern based, where pattern-based uses a platonic form as the basis for the shape of the overall Creative Hub design transformation. The results of the analysis and study of the typology of the Creative Hub of Palu City are outlined through a design problem map that contains a consideration of the three main components in the design, namely the typology of the Creative Hub, design adjustments to the covid-19 pandemic, and site studies. In response to the covid-19 pandemic, the design of Creative Hub Palu City considers user behavior, psychological comfort, easy-to-clean materials, prefabricated materials, and health sustainability. These considerations are applied through interior design responses, interior layout, use of building envelopes and materials, and landscape arrangements. The design of Creative Hub Palu City is designed to be accessible to all users. Therefore, the use of ramps for people with disabilities is applied to the design so that the design is inclusive.

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