

ABSTRACT

SRIWIJAYA VISUAL EFFECTS ART CENTRE

Sriwijaya Visual Effects Art Centre is an area as a center of recreation for the residents in the city of Palembang. Sriwijaya Visual Effects Art Centre consists of some facilities including cinemas 5 Dimensional, Trick Art Centre, Museum Sculpture Wax (Wax House), as well as craft stalls typical of Palembang as well as typical food restaurants in Palembang. All these facilities are accommodated in three mass of the building. Development Sriwijaya Visual Effects Art Centre has several benefits, including accommodate recreational activities and refreshing for the city of Palembang as well as the tourists who visit Palembang, as well as introducing the city of Palembang in with the background Trick Art primarily as background Palembang, besides the film Cinema 5 Dimension which also tells the history of the city of Palembang. In addition, the presence of Sriwijaya Visual Effects Art Centre can also be a means of expression for the people and tourists of Palembang. Sriwijaya theme is implemented in Visual Effects Art Centre is "freedom of expression". This theme is embodied in the building through the post-modern form with the style of deconstruction.

Keywords: Art Centre, expression, Sriwijaya, Visual Effects