

ABSTRACT

SUPERBLOK (MAL, KANTOR SEWA, DAN APARTEMEN) DI JAKABARING PALEMBANG

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Superblock is an integrated district which consists of shopping center, rental office, apartment, hotel, recreation facility, and open space that support each other in term of functionality and activity. Palembang Jakabaring Superblock consists of mall, rental office, and apartment. The aims of this infrastructure are to fulfill the needs of modern society, become the solution of a scare land, make an integrated building, and provide an efficient vibrant. The theme of this superblock is “Urban Living With Socializing Lifestyle” which utilizes post modern concept as a style of this infrastructure. This theme has four main goals, first is the development of modern civilization, second is a healthy factor, third is an environmental sustainability, and the last is a socializing lifestyle. This superblock is located at Gubernur Hasan Bastari street and Pangeran Ratu street in Jakabaring Palembang. This superblock has a strategic location because it is located at the main street which has a high traffic and can be accessed from two ways.

Keywords: superblock, urban living, socializing