

ABSTRACT

Palembang Wedding Center is a place that can accommodate all the needs related to wedding ranging from wedding banquets to other supporting facilities such as printing, jewelry stores, souvenir shops, salons and bridal, photo studio and event organizer. Palembang wedding center is located Jalan Linkaran I Dempo Dalam, Kecamatan Ilir Timur I, Kota Palembang. This location has had a function conceptualized as public facilities , trade and services, in addition to the location is located close to hotels or places to stay, it is easy for the guests who come from out of town to spend the night near the Wedding Center if there is an event at the convention hall.

Palembang wedding center design concept is " natural softness ". This softness applied to the building by using elements that soft colors and shapes of the building exterior that looks soft and according to the environment. Natural applied with the use of natural materials such as wood and natural stone , besides the arrangement of green environment by using plants to beautify and give a natural feel. This concept is supported by the metaphor approach, where buildings are designed in such a way that the people who look to know that the building is Wedding Center.

The application of the design approach is illustrated through a wedding ring that takes the basic form of geometry that is ortagonal as a circular ring, rectangular and heart shape as the eye of the ring. This form is taken from buildings function as a wedding venue and state buildings around the site.

Keywords :

Palembang wedding center , the design concept , softness