

ABSTRACT

A nursing home in Palembang is a place for the elders to socialize each other therefore they won't feel lonely. Besides, it gives treatment particularly for the elders.

This nursing home is located at Demang Lebar Daun area, exactly on Kapten A.Anwar Arsyad street, kecamatan ilir barat I, kelurahan Demang Lebar . The concept of this location has several functions as local government district, local commerce and service, socio cultural and particular function. Moreover it causes developing sector which has high enough commercial potency.

The design concept of this nursing home impresses "at home". The home term refers to psyche atmosphere that is developed in it, so home can be interpreted as a space which offers pleasant, fresh, cool, warm and endure feeling. That kind of concept will be offered to this nursing home. For raising endure feeling as if "at home" i.e. by creating comfortable atmosphere through nice interior arrangement.

That is why the design process refers to the concept which gives cozy, coolness and warmth at home so the elders feel as though they're living at their own home. In this case, space formation design used is a square or rectangle.

The square shape is used for residential area to take maximum advantage of the space, as for rooms. At public area, recreation and medical place also use square shape, since it has much excess especially in space efficiency, suits to structure function in order to create flexibility.

Keywords: Commercial district, design concept, nursing home, home