

ABSTRACT

TECHNOLOGY CONVENTION CENTER PalTech Convention Center

Technology is an important asset in life to make it easy for almost every aspect of our life, including technology that supports face-to-face meetings. MICE (Meeting, Incentive, Conference, and Exhibition) is a service industry that works on face-to-face events and still on developing stages in Indonesia. Palembang becomes a potential city for MICE because it has high historical value and strategic city location. Many international events ever held, but the city of Palembang itself still does not have an international convention center and nowadays technology because almost all convention center located in malls, hotels, and other agencies. With the planning and design of the Technology Convention Center, precisely in the area of Jakabaring can help to accommodate face-to-face meeting activities that promote technology who provides comfort, convenience, and completeness of facilities. PalTech Convention Center consists of several facilities, such as exhibition and convention hall, meeting rooms, and management office. All these facilities are accommodated in one building masses. The theme of this project is "Nature, People, and Technology" that connected and become a triangle. The theme has a meaning that the three of that icons connected and complete each other.

Keywords: convention center, teknologi, MICE, Palembang