E-ISSN : 3025-1311
https://ejournal.warunayama.org/kohesi

Kohesi: Jurnal Multidisiplin Saintek
Volume 10 No 8 Tahun 2026

MEDAN ART & CREATIVE CENTER WITH ARCHITECTURAL ART – DECORATIVE APPROACH

Aisyah Amini Pasaribu[1], Amy Marissa[2]
Jurusan Arsitektur, Fakultas Teknik, Universitas Sumatera Utara

Email: aisyshapsb@gmail.com[1] amy@usu.ac.id[2]

Abstract

Community Center is a gathering place for individuals and communities to carry out positive activities. Community centers play a crucial role in building social cohesion and empowering local communities. Teenagers and the community need proper guidance to develop natural creativity, which allows them to increase their potential and abilities in the maximum way, which is expected to benefit themselves, their families, and society. Art and creative centers are needed to accommodate artistic activities and practice the creativity of existing individuals and communities, to become functional public facilities to create new spaces. The arts and creativity center not only provides facilities to accommodate activities but can also improve several areas of the creative industry in Medan. The Medan Art & Creative building's implementation of the Art-Decorative theme was made possible by the findings of the descriptive method used, comparative studies of related themes and buildings, and the application of ornaments, values, and decorative shapes from the applied Art-decorative architecture on the building theoretically. With the application of Art Decorative Architecture, it is hoped that the Center for Arts and Creative building will be built with a style that is not adapted to a mixture of architectural styles that are purely focused on several sides, that produces buildings that are identical to art and creativity.

Key Words: art creative center, decorative approach

Abstrak

Community Center merupakan tempat berkumpulnya individu dan masyarakat untuk melakukan kegiatan yang positif. Community center berperan penting dalam membangun kohesi sosial dan memberdayakan masyarakat setempat. Remaja dan masyarakat memerlukan pembinaan yang tepat agar dapat mengembangkan daya cipta yang alamiah sehingga dapat meningkatkan potensi dan kemampuannya secara maksimal, yang diharapkan dapat memberikan manfaat bagi diri sendiri, keluarga, dan masyarakat. Art and creative center diperlukan untuk mewadahi kegiatan berkesenian dan menyalurkan kreativitas individu dan masyarakat yang sudah ada, agar dapat berfungsi sebagai fasilitas publik yang fungsional untuk menciptakan ruang-ruang baru. Arts and creative center tidak hanya menyediakan sarana untuk mewadahi kegiatan, tetapi juga dapat mengembangkan beberapa bidang industri kreatif di Medan. Implementasi gedung Medan Art & Creative bertemakan Seni Dekoratif ini dapat terwujud berkat adanya hasil penelitian metode deskriptif, studi banding tema dan bangunan

Article History
Received: Januari 2026
Reviewed: Januari 2026
Published: Januari 2026

Plagiarism Checker No 828
Prefix DOI : Prefix DOI : 10.8734/Kohesi.v1i2.365
Copyright : Author
Publish by : Kohesi

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License

terkait, serta penerapan ornamen, nilai, dan bentuk dekoratif dari arsitektur Seni Dekoratif yang diterapkan pada bangunan secara teoritis. Dengan penerapan Arsitektur Dekoratif Seni, diharapkan gedung Pusat Seni dan Kreatif dibangun dengan gaya yang tidak menganut campuran gaya arsitektur yang hanya terfokus pada beberapa sisi, sehingga menghasilkan bangunan yang identik dengan seni dan kreativitas.
Kata Kunci: pusat seni kreatif, pendekatan dekoratif

Introduction

According to the Medan City Statistical Center, in 2021, the number of people in Medan City will reach 2.435.252 people (Medan, 2018- 2020). With the most significant number of age groups, the age range of 15-24 years is 427,921 people at the age of adolescence which is a transition from childhood to adulthood, with psychological conditions that are still unstable, so it can lead to delinquency behavior and criminal acts committed by teenagers. According to Kartini Kartono (2010), juvenile delinquency is defined as wicked behavior that is worthless or criminal, and delinquency in young children is a socially pathological symptom of pain in children and teenagers that arises from a form of social abandonment that causes them to develop a deviant behavior (Kartono, 2010). In the end, they increase the formation of deviant behavior. In addition, there are social problems such as violence, including things that have a significant impact on teenagers and the community. Establishing a positive space and environment to foster community development and growth is necessary. By forming space and environment for the development of art and creativity in the community, it is hoped that it will be able to improve the quality and standard of living of the community, which will be helpful in the future.

Creativity appears gradually in human development, therefore, creativity at the age of teenagers today needs to be improved. Education is not always obtained from formal schools. Today's youth creativity can be honed with curiosity and curiosity and sharing on various occasions, starting with affective abilities that affect adolescent psychomotor intelligence.

According to Hurlock, creativity emphasizes making something new and different. Creativity is a person's expertise in creating compositions, products, or the latest ideas previously unknown to the maker. Creativity can produce existing works by studying pre-existing ones; sharing works can be in the form of music, painting, and others (Hurlock, 1999). Medan Art & Creative Center is a place that is needed to accommodate artistic activities and interact and carry out functional social activities. The arts and creative centers are expected to become public space facilities that are useful for creating new spaces and can combine creativity that can make positive activities a place for the community. The arts and creative center can be used by all groups, from teenagers to adults. The Art Community Center includes an exhibition room, painting education room, Art photography, community room, woodworking, dance, and open space that consists of an amphitheater, cafe, pedestrian, and children's play area.

Understanding Art for Soedarsono (1990: 1) Art is all kinds of beauty formed by humans. Art has been integrated into the daily life of every human being, both for himself and in society. Art is related to the ideas or feelings of humans carrying out artistic activities (Soedarsono, 1990). David Campbell explained that Creativity is a skill

to produce current, innovative, unprecedented, attractive, rare, and valuable results for society. According to the KBBI, the center is centralized, Creative Center is a space that combines essential points in terms of creativity, not only covering the physical aspect but also the aspect of innovative community networks created by creative individuals (Kamus Besar Bahasa Indonesia (KBBI), 2022). From the description of the speech intent described above, the interpretation of the Creative Center or the Creativity Center in terminology is a place where the community gathers to carry out social interactions, provides types of activities for sharing their hobbies, and contains activities with positive things which in some ways can solve existing social problems. The positive activities in question include; artistic activities, social activities; Media for creative actors, as well as forming and creating a healthy social environment.

In designing the Medan Art & Creative Center, there are main things that must be considered on designing Creative Center which is a guide in choosing a design location so that it is by the function of the building, including Having land with high commercial value, the factors required in the trading building is an election with high retail value to increase market demand and needs (public interest) The design location is in the city center, especially in availability with resources that will provide convenience to building users. Able to reach the target, namely the community and youth in The city of Medan, in the sense that it is close to the environment of youth and education activities. Ease of reaching the site, either through private transportation or public transportation. The criteria for selecting the right location for the Creative center that creative industry players will use are the level of public interest, the labor, accessibility, and the ease of reaching the design location (Weber, 1909).

Decorative arts is an activity of creating something useful and new, which can be applied to architectural elements. This definition emphasizes the aspects of creativity and innovation in producing creative details that have new functional or experiential values (Reswick, 1965). Stating that decorative is a work of fine art whose results are decorative and create images that have artistic value on a surface or architectural object. This definition focuses on the main function of decoration, namely beautifying and providing aesthetic value through visual elements (Dermawan, 2017). Decorative architecture can be understood as the application of visual and artistic elements to buildings with the primary purpose of beautifying and enriching the overall aesthetics of the design. These elements do not always have a primary structural function but contribute significantly to the visual character, style, and even cultural identity of the building. In the context of Art Deco (as expressed in the previous discussion): Decorative architecture in this style was considered elegant, functional, and ultra-modern for its time, with an emphasis on freedom of expression through straight lines, geometric shapes, symmetry, and the adoption of various modern styles. While many design movements have philosophical roots, Art Deco focused more on decorative value itself.

Methodology

The method of solving the problem is by using the Descriptive Method, by attaching and presenting data; all data is analyzed to get a conclusion by identifying the problem. The research carried out directly at the existing location resolved the current issues, reducing juvenile delinquency. Medan Art & Creative Center is a place to accommodate and empower the creativity of the community and creative industry

players. Primary data is information gathered directly from the object or site being studied by the researcher (Kusmayadi & Sugiarto, 2000).

Secondary data is data obtained from the study of literature related to the project and can be in the form of studies summarized from books and journals related to the design project. A comparative study by exploring similar projects as comparisons that have functions, space programs, and activities related to the design of the Medan Art & Creative Center. Analyzing the actions of all Creative Center users and determining the amount of space to meet the needs of each activity that takes place at the Creative Center. Explore the indoor space and what spaces are available at the Creative Center. Examining what utilities will be applied to Creative Center buildings (Hasan, 2002).

Results and Discussion

Project Description

The location is on Teuku Cik Ditiro Street no. 110, Madras Hulu, Medan Polonia District, Medan City. The existing condition of the design site location is an empty land of 4,500m2, a restaurant, and the Ade Irma Suryani Orphanage. The design site has a total area of ±1.2 Ha. It has a relatively flat contour. The design site is in Medan Polonia District, one of the City Service Centers and integrated economic growth areas (Informasi Tata Ruang dan Zonasi Kota Medan (INTRUSI), n.d.). The design location is in the direction of the K-1 pole which functions as a trading area (Figure 1).



Figure 1. Project Site

Source: Google Earth (Google Earth, t.thn.).

The design location has direct access to Teuku Cik Ditiro Street, which has 2-way lanes for public transportation and private vehicles. The design location is close to educational areas and government and commercial institutions' main roads with high density at certain hours. The boundary of the design site is that on the north side, there are shops and the Deli River; on the south side, there is the Badminton Court of Cik Ditiro; on the east side, there is the Hangtuah Church and the Jolo Cikditiro Coffee Shop, and on the west side there are residents. Obtained climatic data at the design site location in Medan Polonia District, the temperature is in the range of 24-33°Celcius, the wind blows from the south with a speed of ±4km/hour. Humidity at the design site is around 88%, which increases the potential for climate on this land.

Basic Concept

The basic concept in designing the Medan Art & Creative Center is the lack of space to accommodate the activities of teenagers and the people of Medan. This underlies the need for a place to accommodate various kinds of creative and artistic activities, and sharing their hobbies. Creative industry players in Medan are expected to contribute to Indonesia's creative economy. Medan Art & Creative Center emphasizes design with the concept of Art-Deco Architecture, According to Enjelina K. Gunawan (2011), Art-Deco is based on modernism, it's just that it focuses more on various decorative variations in multiple products. The main characters are pure geometric shapes and simplicity; Art Deco is characteristics by using aluminum, stainless steel, lacquer, and inlaid wood materials (D. Enjelina K. Gunawan, 2011). Bold use of graded shapes, sweeping curves Art Deco which is known for its characteristics of having a building form with a ziggurat, a curved building shape, a flat roof, using grass block as a substitute for windows, abstract elements in the facade, varied colors and various materials. The formation of mass can be seen in (Figure 2). Characteristics of Streamline Deco Modern design include rounded edges and undulating lines. Buildings were often curved and avoided right angles. Streamline deco is applied to the Medan Art & Creative Center building. (Figure 3).

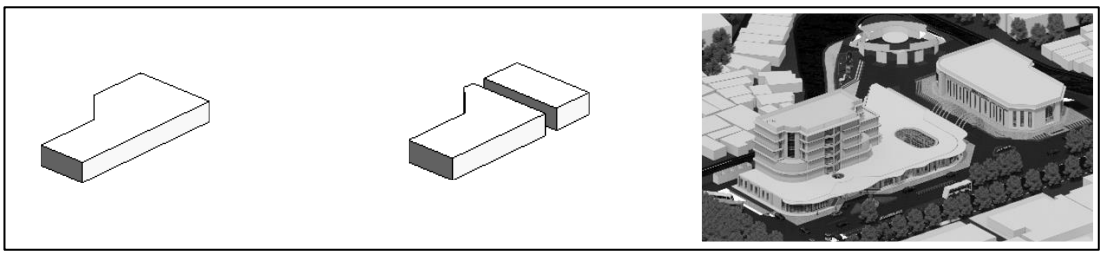


Figure 2. Site condition analysis

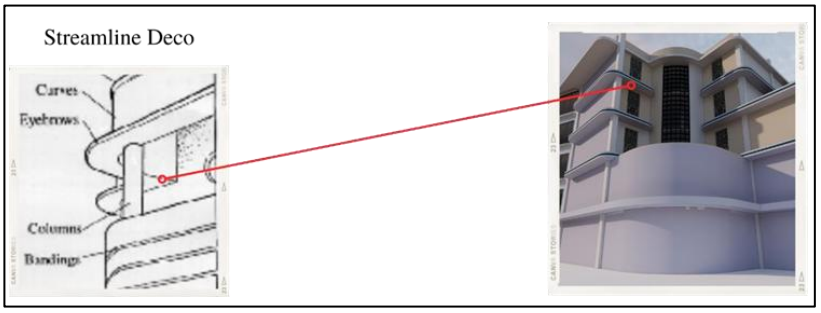


Figure 3. Application of Streamline Deco Architecture

Traditional brick walls with strong vertical lines were a feature of the 1920s Zig Zag design. The vertical lines highlighted the height of the buildings and mirrored this attitude of lofty aspirations. The front windows of theater buildings are decorated with zigzag deco (Figure 4). The characteristic of floral deco, which is a line that forms a curved line with elements of flower or leaf carving, is applied to the columns of the Medan Art & Creative Center building (Figure 5).

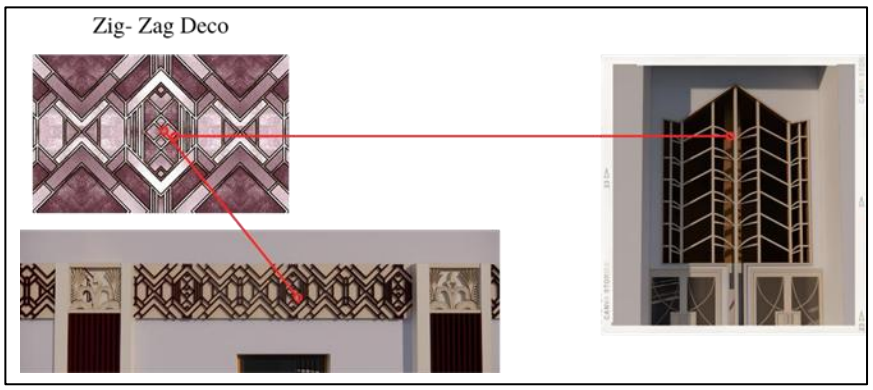


Figure 4. Application of ZigZag Deco Architecture

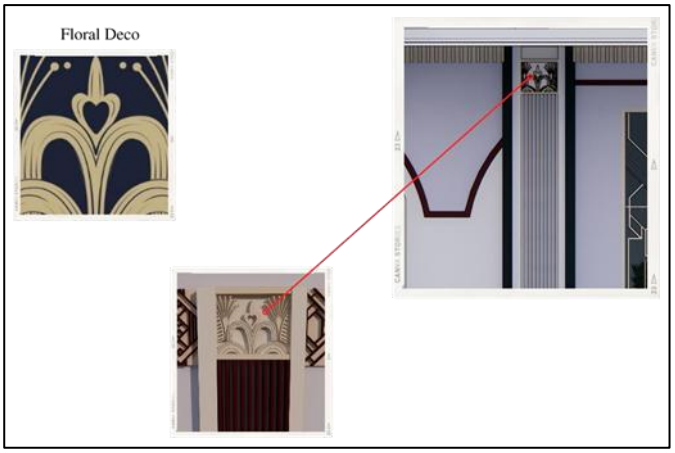


Figure 5. Application of Floral Deco Architecture

Details of applying Art-Decorative Architecture in commercial areas of buildings includes retail areas and restaurant areas, as well as building drop off points (Figure 6).



Figure 6. Application of Art Deco Architecture on Retail & Architecture Area

Zoning Concept of Outer Space

The site is adjacent to the deli river, in site planning, what must be considered is the placement of the river borderline, based on local regulations, the building layout is ±15 m from the riverside line, and the remaining area adjacent to the river functions as a pedestrian and outdoor recreation facility: (a) Creating a Sign Age from a building in the form of "Medan Art & Creative Center." (Figure 7). (b) Make transport stops. In the form of a bus stop that juts into the site location. (Figure 8). (c) Commercial space is connected to the outdoor space towards the river and the Amphitheater (Figure 9). (d) Creating a parking space in the form of a basement to maximize parking needs on

the site (Figure 10). (e) Creating an open space that connects the Art & Creative Center Building (Figure 11).



Figure 7. Zoning Concept of Outer Space



Figure 8. Signage

Figure 9. Bus Stops



Figure 10. Commercial Space

Figure 11. Outdoor Space

Interior Design Concept

Medan Art & Creative Center has a communal and commercial function. The main facility in the Medan Art & Creative Center building is the function of the maker space (woodworking, fashion lab, and craft). Then the products of creative industry players can be marketed through commercial tasks in the building, including design stores, retail, and souvenir shops (Figure 12). Other communal facilities, namely the community room, painting room, photography art room, coworking space, sculpture room, music art room, clay working, mini art gallery, and workshop room. There is a commercial area and a restaurant (Figure 13) that is connected to the Theater building which is used for performing music with wall coating material acoustic insulation, dance, and others (Liah Zakiatul, 2011). The theater building at Medan Art & Creative

Center can be rented out for certain art performances. The placement of the seat spacing in the theater room must meet the space standards and the shape of the seats that have been set in the neufert (Neufert, 2002).



Figure 12. Design Store



Figure 13. Restaurant and Theater Area

Exterior Design Concept

On the exterior, green open space is integrated with the Theater, Amphitheater, Waterfront Area, and Outdoor Restaurant. The building's front uses the theme of Art-Decorative Architecture. Parking-free outdoor design, with drop-offs separated by pedestrian paths and entrances and exits to the basement that are not crossed by pedestrian paths (Figure 14). In the green open space, there is a jogging track, cycling area, kindergarten playground, and there is a waterfront area facing the Deli River (Figure 15). Utilizing the Art Decorative Architecture Theme on the building's exterior (Figure 16).



Figure 14. Exterior Design Concept



Figure 15. Exterior & Drop Off Area



Figure 16. Exterior detail

Conclusion

Based on the results of the analysis and application of concepts into the Medan Art & Creative Center building, several conclusions can be drawn, namely: Medan Art & Creative Center can provide facilities that accommodate every creative activity from art and craft, which will later develop potential creative industry in Medan City. Located on Teuku Cik Ditiro Street, which is a strategic location situated in the K-1 area, namely the designation of commercial land, easy accessibility, there are many educational institutions, adequate worship facilities, and the availability of public space that is used as a waterfront of the Deli River Medan. The design that emphasizes the iconic and updated Art Decorative Architecture Theme will increase the interest of teenagers and the public in carrying out social activities at the Medan Art & Creative Center. The Commercial Area, which also makes the Medan Art & Creative Center, will be in demand by the public with exhibitions and promotions of handicrafts and the results of maker space crafts, including Design Stores and restaurants. It is hoped that the design of this building can increase the interest of creative industry players and the public to improve their hobbies and talents through the facilities provided by the Medan Art & Creative Center.

References

D. Enjelina K. Gunawan, R. P. (2011). Reaktualisasi Ragam Art Deco dalam Arsitektur Kontemporer. *Media Matrasain Journal, 8*(1).

Dermawan, A. (2017). *Hendra Gunawan and Us Seeing Indonesia (Sebuah Catatan Kuratorial)*. Jakarta: Ciputra Artpreneur.

Google Earth. (t.thn.). Dipetik April 10, 2025, dari https://earth.google.com/web/search/Jalan+Teuku+Cik+Ditiro+no.+110,+Madr

as+Hulu

Hasan, M. I. (2002). *Pokok-Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.

Hurlock, E. B. (1999). *Perkembangan Anak Julid 1 (edisi 6)*. Jakarta: Erlangga.

Informasi Tata Ruang dan Zonasi Kota Medan (INTRUSI). (t.thn.). *Peta Zonasi Kota Medan*. Dipetik February 20, 2022, dari https://intrusi.pemkomedan.go.id

Kamus Besar Bahasa Indonesia (KBBI). (2022). (Pengertian Pusat) Dipetik February 19 , 2022, dari http://kbbi.web.id/pusat

Kartono, K. (2010). *Psikologi Sosial*. Jakarta: PT Grafindo Raja Persada Jakarta.

Kusmayadi, & Sugiarto. (2000). *Metodologi Penelitian Dalam Bidang Kepariwisataan*. Jakarta: Gramedia Pustaka Utama.

Liah Zakiatul, A. (2011). Komparasi Efektifitas Material Pelapis Dinding Sebagai Insulasi Akustik. *Jurnal Arsitektur PURWARUPA , 3* (2), 151-156.

Medan, B. P. (2018- 2020). (Jumlah Penduduk Kota Medan Menurut Kecamatan dan Jenis Kelamin(Jiwa)) Dipetik February 20, 2022, dari Available:https://medankota.bps.go.id/indicator/12/31/1/jumlah-penduduk-kota- medan-menurut-kecamatan-dan-jenis-kelamin.html

Neufert, E. (2002). *Data Arsitek jilid 2*. Jakarta: Erlangga.

Reswick, J. (1965). *Pengertian Desain dan Desain Interior*. Amerika Serikat.

Soedarsono. (1990). *Tinjauan Seni Sebuah Pengantar untuk Apresiasi Seni*. Yogyakarta: Saku Dayar Sana.

Weber, A. (1909). *The Theory of The Location of Industries*. The University of Chicago Press, Chicago & London.