

“Multi Ethnicity” on Singkawang Cultural Center Interior Design

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ABSTRACT

Culture is a result of lifestyle and becomes identity for certain group in a place, cultural diversity is asset for country and becomes identity from certain ethnic group and adds value from particular place. In Indonesia, there are 1.331 ethnic groups according to population census in 2010. Indonesia is a tourism country which has cultural diversity, culture is one of the aspects which crucial for certain place to become a tourism destination. Kota Singkawang City is one of the cultural tourism destinations that often visited by Indonesians or foreign tourists, this also effects to the increase in regional income per capita, therefore Singkawang City government does the development of cultural education system to each visitor who comes by presenting Singkawang Cultural Center as a recreational medium and education to get information about local cultural diversity and various regional events which will take place in Singkawang City or local cultural activities which can be conducted in Singkawang Cultural Center. A precise interior design method is expected to optimize role of Singkawang Cultural Center as recreational facility and cultural education in giving information and experiences of doing cultural activities that interactive for visitors.

Keywords: *Cultural, Locality, Cultural Center, Education, Interactive*

1. INTRODUCTION

"Culture" comes from the Sanskrit "Buddayah" which is the plural form of "buddhi" which means mind or reason. Thus culture can be interpreted matters concerned with reason and reason. [3] Cultural Center is one of essential facilities in Indonesia to introduce cultural richness of certain place to Indonesian people or foreigners. According to Indonesian Dictionary, Cultural Center is a place to foster and develop culture. [1] Basically, Cultural Center acts as a place to have recreation, educate and give more information about local culture from certain place. This facility has become a medium to encourage dynamic activities to introduce richness of cultural diversity especially to locals in the area itself in order to participate in preservation of their local culture. The facility also acts to give education for students and tourists who visit about local culture of certain place.

Singkawang City is located about 145 km north side from Pontianak City, capital of West Kalimantan province, Indonesia. Singkawang is one the Chinatowns in Indonesia because majority of the people are Hakka (about 42%) and the rests are Malay, Dayak, Tio Ciu, Javanese and other settlers. Because of the diversity of ethnic groups, Singkawang has very rich multi ethnic culture, dominated by Malay, Dayak and Chinese. [4]

Through design interior, the existence of the rooms in Singkawang Cultural Center are expected to be more functional and adding value for education and give more attraction to visitors, as well as giving experience of direct interaction with various local culture.

2. METHOD

Interior design method in Singkawang Cultural Center was done systematically based on the steps in design process. The data was collected through literary study, field survey, interview and documentation in existing location.

The data which related with needs of space, activity and facility and others were analyzed thoroughly by considering collected data with qualitative-descriptive method so that the resulting design could achieve designing purposes.

According to Designing Interiors book, Rosemary Kilmer explains the designing steps as shown on the chart below: [2]

- a) Commit is step of being committed and be responsible in an ongoing project.
- b) State is step to define problem.
- c) Collect is step of collecting available facts and field data.
- d) Analyze is step of analyzing problems from collected data and fact.
- e) Ideate is step which producing basic ideas in form of schematic and concept.

- f) Choose is step of choosing result of alternative design which is the most appropriate and optimal from created ideas.
- g) Implement is step of distributing idea through representation of 2D and 3D or supported presentation.
- h) Evaluate is step of evaluating produced design.

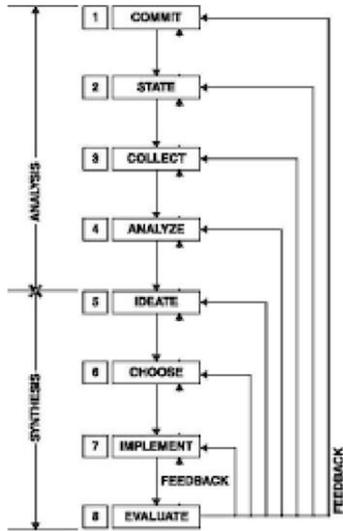


Figure 1 Design Process
(Source : Rosemary Kilmer, 2014)

3. RESULT AND DISCUSSION

Singkawang Cultural Center is located at Jl. Yos Sudarso, Melayu, Singkawang Barat, Singkawang City, West Kalimantan, 79123.

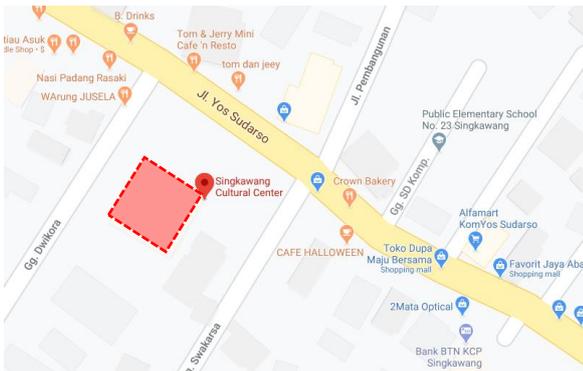


Figure 2 Location Map Singkawang Cultural Center
(Source : Google Maps, 2020)

According to visual analysis of both logo and vision and mission of company, Singkawang Cultural Center has image of traditional cultured which developed into modern with emphasize in ethnic artwork made of natural materials so that presenting natural impression to designed room interior.



Figure 3 Logo of Singkawang Cultural Center
(Source : PHL Architects)

3.1 DESIGN CONCEPT

The followings are elaborations of design concept which will be developed in this design:

3.1.1 IMAGE CONCEPT

Multi Ethnicity is the image that will be presented in the design. This applied with combining cultural diversity of Chinese, Dayak and Malay in Singkawang and result of intercultural acculturation is also available.

Applying multi ethnicity cultural image through interior design is applied in processing interior element and choosing of high-quality local material which has charm for visitors in the room. This is expected so that visitors can feel image that is rich with local culture applied on floor, wall and plafond, the same with choosing furniture design, processing lighting system and display system of exhibited collections.

This special image derives from the background of Singkawang city which consists of three dominant ethnic groups that lived in harmony even though have differences of ethnicity, race, culture and religion, but conflicts among ethnic groups were rarely happened so that Singkawang got appreciation as the most tolerant city in Indonesia.[5]

This special image is applied in interior planning of Singkawang Cultural Center with promoting artworks from the three ethnic groups as element of accent in the room, ornamental details are also used in details of room to achieve harmony in multi ethnicity image.

In order to adjust with surrounding environment around modern facilities and visitors who are mostly modern society, then Modern image also wanted to be shown in the design. Cultural results as well as artworks, such as carving, tribal, and other artworks, are presented and implemented in form of modern shape and technique without leaving multi ethnicity in concept image.

In Singkawang City, Chinese ceramics produced traditionally by several small-scale industries located in the Sakok area, display various forms and motifs, such as flowers, dragons and gods. [6] Visitors can see the work of ceramics and even try to color it in the workshop provided at this facility.

3.1.2 ENVIRONMENT CONCEPT

The interior environment that wanted to be shown in Singkawang Cultural Center is environment which natural, comfortable and calm. The natural environment is chosen because the location of Singkawang in Borneo that has rich natural element of landscape, so that will be difficult to separate with the beauty of the environment. This environment also could be achieved with material and color elements interior processing by natural color, neutral and some color accents to emphasize cultural ethnic element that will be used as emphasized color in room.

The floor will be using natural finishing material such as marble and wood plank which will dominate whole rooms to emphasize natural environment concept. The wall will be using natural finishing material such as leather, stone and solid wood to cover interior wall. The plafond will be using rattan, rattan wicker and wood finishing materials to emphasize natural environment.

3.1.3 SPACE CONCEPT

Based on the functions and kind of activities that happen in the areas, then there are 3 zone divisions in Singkawang Cultural Center: public, semi private and private. The public zone consists of parking area, concierge, entrance, lobby and lounge. The semi private zone consists of theatre, Singkawang's Pottery Gallery, pottery workshop, temporary exhibition, Singkawang's Art Shop, Singkawang's Local Culinary and library. The private zone consists of office and control room.

Analysis of the proximity of the room contained in this facility is shown in this following bubble diagram:

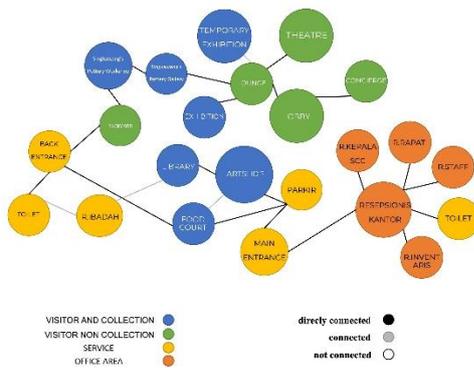


Figure 4 Bubble Diagram (Source : William, 2020)

3.2 DESIGNING RESULT

After going through design development then here are the results of interior design of Singkawang Cultural Center: First and Second floor layouts made as optimum as possible to fulfil the needs of space based on functions and activities

in Singkawang Cultural Center without overlooking convenient circulation for visitors.

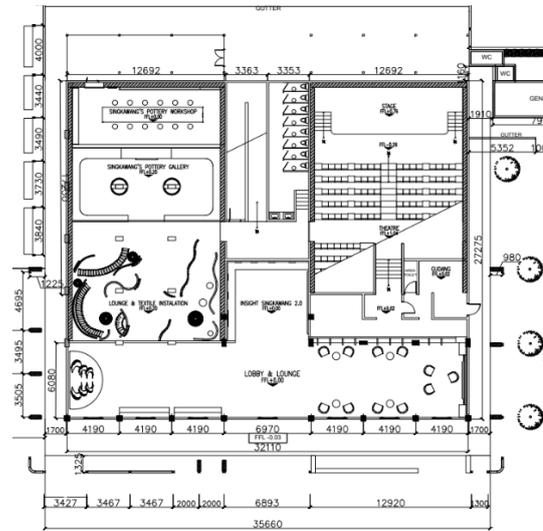


Figure 5 First Floor Layout of Singkawang Cultural Center (Source : William, 2020)

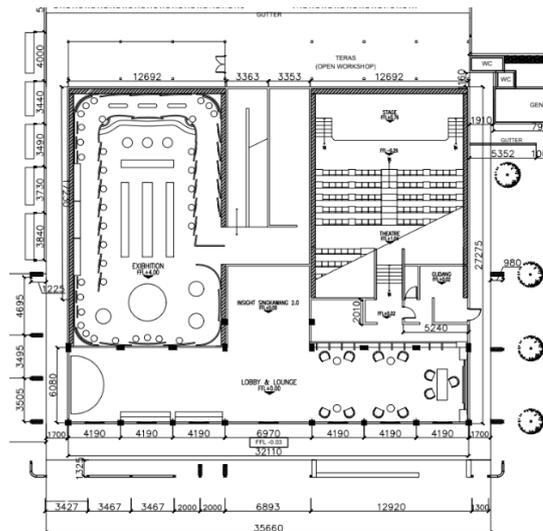


Figure 6 Second Floor Layout of Singkawang Cultural Center (Source : William, 2020)

When entering Singkawang Cultural Center, visitors will be welcomed in lobby area with 6 meters wide and 7.5 meters height ceiling. The room has luxurious feel yet natural and gives warm impression to greet visitors. Two set of armchairs are provided as seating for waiting visitors. Across the lobby area, there is lounge area which functions as waiting area for visitors with benches. The floors which made of black tamarind wood is inspired from traditional house of Dayak.

Here are the interior design images of lobby and lounge area:



Figure 7 Lobby Area
(Source : William, 2020)



Figure 8 Lounge Area
(Source : William, 2020)

In the area close to lobby and lounge area an exhibition rooms of “Singkawang Future Project” and “Insight Singkawang 2.0” could be found which serve purposes to introduce and give information to people about urban planning of Singkawang in the future. Because of the importance of the information then exhibition room is placed in first area where accessed by visitors after entering lobby. The design can be seen in figure 9.



Figure 9 Exhibition Room of “ Singkawang Future Project” (Source : William, 2020)



Figure 10 Singkawang Pottery Gallery
(Source : William, 2020)

On the left side of “Singkawang Future Project” exhibition room that connected to lounge area, intalasion area of signature fabrics of Singkawang could be found as seen in image 6. This area connects the lounge with Singkawang Pottery Gallery as can be seen in figure 10 and figure 11.



Figure 11 Singkawang Pottery Gallery
(Source : William, 2020)

In the area which close to back porch of Singkawang Cultural Center lies Pottery Workshop room. This room is place where direct involvement from visitors or local as well as foreign tourists to have experience in making signature Traditional Pottery of Singkawang. The room design is open with large glass partition opening to give impression of one with back yard that can be seen from glass partition. The opening is also made possible for natural light from sun to fill the room as can be seen in figure 12.

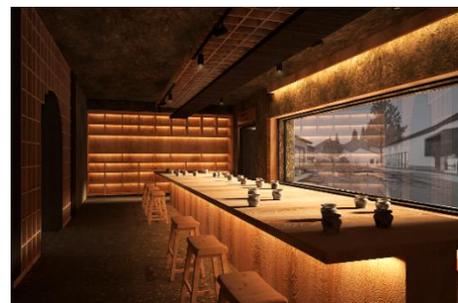


Figure 12 Pottery Workshop Room
(Source : William, 2020)

Besides permanent exhibition room, temporary exhibition room is also available. Temporary exhibition has to be easy to install and uninstall display media as well as partition which used, as a result movable partition is used as alternative in furniture design by using rattan wicker which is light and attractive with modern shape partition. Temporary exhibition room can be seen in figure 13 and figure 14.



Figure 13 Temporary Exhibition Room
(Source : William, 2020)



Figure 14 Temporary Exhibition Room
(Source : William, 2020)

4. CONCLUSIONS

Concept and interior design theme in Singkawang Cultural Center have already been appropriate with designed image.

Layout of the rooms has been relevant with the needs to optimize functions and activities in Singkawang Cultural Center.

Multi Ethnicity which presented gives traditional feel experience with modern application in elements of the rooms. Modern-Traditional feel is formed in interior images in Singkawang Cultural Center..

ACKNOWLEDGMENTS

The author expresses gratitude to Mr. Hendayanto Lim, as Architecture principal who gave knowledge and guidance in learning about Singkawang Cultural Center.

Mayor of Singkawang City Ms. Tjhai Chui Mie & Desy Bung Diana, who have helped and gave relation to architectural relation parties in doing survey and interview easily.

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