

# Creativity Enhancement of Studio Workspace by Using Sensory-Based Ambience-Maker in 24 Slides Office Relaxation Room

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**Abstract.** In the creative industry companies, the employees are required to always have a freshly innovative ideas for their work. Based on that professional demand, the centre of these industries are creative solutions from the workers of the company offered for its clients. Creative ideas become intangible valuable assets, and this must be maintained by the company. Interior ambience and comfortability have a big influence on that perspective, so creative companies must have to facilitate and create their working space atmosphere to escalate and also maintain their workers creative behaviour. This study is to propose a concept of relaxation facility with some communicative games and sensory-based ambience maker to stimulate the worker's behaviour, by figuring out the best ambience for workspace that can triggering creativity of the employee based on sensory system that tracking employer's mood. The method used in this research are experimental method based on digital visualization of interior model. Data collection is carried out by interview, observation, questionnaire, and object's study case. The result of this study will be able to be used as a reference of behavioural-based design concept for office interior.

**Keywords:** Creativity Enhancement, Studio Workspace, Office Relaxation Room

## 1. INTRODUCTION

Creative industries have a significant impact in Indonesia's economic growth, for its role in driving range of job creations, creative innovations, and social inclusions(UNCTAD2010 data in[1][2]). As

has been proven that creative industries are the one that can stand on its own when global recession happened in 2008. In Indonesia, creative industries regulated below Ministry of Tourism and Creative Economy (Kemenparekraf), and divided into 17 sub-sectors[3].

<b>TABLE 1.</b> Sub-Sectors of Creative Industries in Indonesia	
Sub-sectors	
Application	Crafts
Game Developer	Culinary
Architecture	Music
Interior Design	Publishing
Visual Communication Design	Advertising
Product Design	Performing Arts
Fashion	Fine Arts
Film, Animation, and Video	Television and Radio
Photography	

As an industryin which arts and culture are mass-produced and consumed based on customer's demand, it have been aninteresting topic of many studies [4]. In O'Connor's research,creative industries are not a common economical industries where they producing functional products

withusability- values, but instead creative industry are exist to create a *novelty*[4]. Pointing on that views, creative industries is driventhrough the realm of ideas known as intangible asset, as its main capital[5]. As employees who work for companies in the creative industry, they are required to always be

able to express creative innovations at work and be able to follow technological developments in order to achieve competitive advantage between companies[6]. Chesbrough (2010) states that innovation is something that is vital for business continuity and is also something that is difficult to achieve. One of the main assets of the creative industry of high performing employees, therefore companies put in more effort and by using different human resource development strategies, they try to improve the capabilities and competencies of employees.

In the context of the service industry, customer satisfaction usually depends on employee performance. Therefore, the company provides more facilities, employee empowerment, to support work productivity. According to [7] argued that, if organizations create a supportive working climate for their employees which increases their positive perceptions of the organization and psychologically, the consequence is that it encourages their reciprocal behavior towards improving their job performance. In the context of the workplace plays an important role by socializing with colleagues, referring to the workplace and personal freedom to improve employees' happy working climate and improve their work performance [8].

According to [9] in a stressful work environment, fun at work that has been facilitated is very important to eliminate the problems and worries of a stressful daily work life. A pleasant office atmosphere has an important role for employee productivity in the workplace. a happy workplace is one where a happy employee is a more loyal and productive employee. Absence and tardiness rates are as low as employees looking forward to going to work. Fun is one type of medicine, if employees take it, it will increase morale, performance, increase employee enthusiasm, reduce complaints of boredom, and most importantly make employees happy and lose time [7]. Pleasure at work provides various organizational benefits and maximum work results. Among them include flexibility, competitive advantage and increased motivation [10][11] good customer service, innovation, empowerment, creativity[9][12][13][14] and productivity [15].

Therefore, in this design, through the research object of the 24 Slides Office, we will add relaxation room facilities in the form of a library and game room to increase the productivity and creativity of 24 Slides employees engaged in the creative industry. The owner of the 24 Slides office really cares about the facilities and enjoyment of employees because in that company employees are the main asset.

In the relaxation area, we want to build a fun atmosphere and can release employee fatigue. We added a variety of traditional games such as board

games so that employees don't get bored looking at the computer screen. We also added android tv to play PlayStation and hammock for employees to relax. With this design, we hope that employees will increase employee productivity and also fulfill 24 Slides' inner pleasure.

## 2. LITERATURE REVIEW

### 2.1. *Psychology of creativity*

Creativity is a concern of many disciplines, including psychology. This creativity in psychology described into many aspects, such as cognitive, developmental, social, clinical, comparative, evolutionary, and cultural. Cognitive psychologists study how people engage incognitive processes considered creative, such as analogy, concept combination, and problem solving, and write computer programs that simulate these processes [16]. Developmental psychologists study creativity in children and throughout the lifespan. Social psychologists examine how family dynamics, group dynamics, and cultural influences affect creativity. Clinical psychologists look at how art therapy, music therapy, and dance therapy can help patients open up and express themselves in ways that verbal communication may not. Comparative, evolutionary, and cultural psychologists address the question of how humans came to possess their superlative creative abilities, how these abilities compare with those of other species, how creativity compares across different cultures, and in what sense creative ideas can be said to evolve over time.

### 2.2. *Interior workplace psychology & behavioural*

Empirical research [17]shows that the right place and the right time are essential for creativity. Buildings and the configuration, design and management of space support the ideas and knowledge flows.The building and configuration, design and management of space have an impact on which ideas and knowledge flows are supported. Meanwhile, work environment factors that encourage creativity include strong bonding to one another, a supportive work atmosphere, freedom, challenges, trust and security, and collaborative idea flow. Therefore, there are several possible ways to support these goals, including by providing designs that can improve communication, cooperation and comfort. Communication within a design may be found froma room that has a certain concept or story, modular furniture designs, feature-specific furniture, and furniture that caters to multiple users. Users with a pleasant indoor environment certainly create positive behavior, because of the appreciation of the designs around them.

### 3. RESEARCH METHODS

#### 3.1. Current situation

Based on the observation, the relaxation room is on the 2<sup>nd</sup> floor, above the tribune area. This place is an

open space with many tools inside. In the room there are traditional to modern play tools, such as, *congklak*, snakes and ladders, monopoly, etc. In addition to being a place to play, this room is also functioned as a place to play music, hang out, and do other activities such as painting, or other works.



(a)

(b)

**FIGURE 1.** Current situation of relaxation area (a) and tribune (b).

In addition to field surveys, there was also an interview stage for 5 employees of 24SlidesIndonesia as a sample. Through the interview process, it can be concluded that the relaxation room in the office of 24SlidesIndonesia becomes a room that is often occupied if employees feel bored with the work they do. This room becomes a place to rest, play, and look for ideas by doing activities they like, such as playing, reading, or playing music. This room is considered effective in improving the creativity of employees who are bored and tightening between employees through existing bonding activities. However, from the results of the interview, there are several problems, namely:

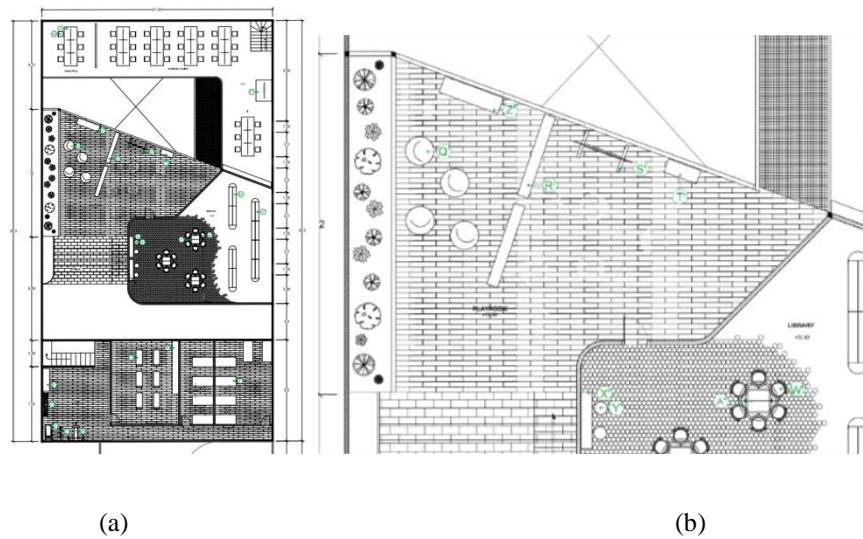
- The relaxation room at 24SlidesIndonesia office has a narrow area that has a capacity of no more than 11 people.
- Relaxation room bordering the workspace makes the employee who is resting cannot be free to do activities because it will disturb other employees who work.
- The concept of a relaxation room is considered less constructive fun atmosphere due to the lack of existing facilities and monotonous concept with the scope of work that is urban-industrial.

In addition, employees also expect that this relaxation room is used to relax and play without wi-fi facilities so that they can engage and socialize more closely with each other.

#### 3.2. Ambience and interior design concept

Based on the analysis by interview, observation, questionnaire, and object's study case, the design concept of 24SlidesIndonesia office must solve the problems. The design concept for this office offers 4 characteristics, there are, fun, youth, and family oriented. Meanwhile, the interior design style for this relaxation room is eclectic, merging two different styles to become a unity. The percentage of this eclectic style is 70% urban and 30% minimalist. Urban style suites with modern office in a town where they need a comfort, neatness with homey atmosphere. Thus, it makes the ambience of the relaxation room becomes warm and pleasant in the middle of hectic and busy life.

Minimalist is chosen to lift the atmosphere to looks more neat, clean, and spacious for the employee. Besides, the minimalist concept usually well-organized, therefore it is important for an office to offer a clean environment. The relaxation room in 24SlidesIndonesia is an open space room on the 2<sup>nd</sup> floor with 90 m<sup>2</sup> of area. The area becomes bigger 260% from the existing area, therefore employees are expected to move freely and relax at the same time. Relaxation room is side by side to 3 different rooms, library, grandstand, and mini garden with vines along the wall.

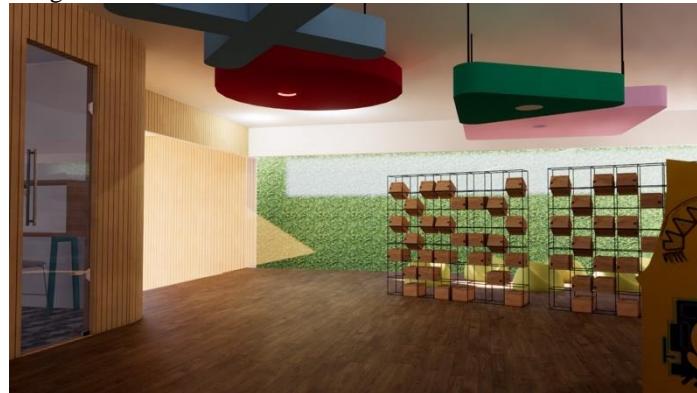


**FIGURE 2.** Second floor plan of 24Slides office (a) and detail of relaxation floor plan (b).

#### 4. RESULT AND DISCUSSION

The main material in this relaxation room is wood. Wood parquet TACO vintage oak is applied as flooring. This parquet has a realistic texture, and the color is similar with the original oak wood. For the

area that is adjoin with library, wood deck (HPL natural oak finish) is applied as the wall. The usage of wood for floor and wall, enhance the homey ambience and makes the employee can relaxed and calm.



**FIGURE 3.** The usage of wood colour can make the employee feel relaxed.

Tempered glass which thickness is 10 mm is applied as the wall of the room that is adjacent with the mini garden vines. By using transparent tempered glass, employees can see directly the vines of the mini garden. The transparent glass material is chosen so when the employees are playing or resting,

employees can see the vines on the walls, thus adding to the atmosphere of closeness to nature, and making employees more relaxed and comfortable. The use of this glass also maximizes natural lighting from the sun to enter the relaxation room so that the relaxation room can also save energy.



**FIGURE 4.** Tempered glass is applied as the wall of the room.

For the relaxation room that is side by side with the grandstand area, there is no partition. With no partition, employees can utilize the area more freely. If there are students who visit 24SlidesIndonesia office and the grandstand is not sufficient for them,

they can sit around the relaxation room. When the employees have some activities like painting or craftsmanship during their creative day, they can use this area without worry about the space.



**FIGURE 5.** The relaxation room is connected to the tribune area.

Bean bag is used as the chair of the employee in this relaxation room. Bean bag makes the person who sits comfortable since the characteristic is flexible and soft. When the employees want to relax or do brainstorming with their sketches, bean bag helps them to be calmer and relax at the same time.

## 5. CONCLUSION

The design of a relaxation room (fun space) is considered to have a large enough role for employees in creating creativity while working. From the analysis that has been obtained, the authors make a standard relaxation room that can accommodate employees. Namely with a room that has a warm atmosphere, is spacious, arranged and has many facilities to refresh the mind. Therefore, the authors expanded the relaxation area to obtain more capacity, then chose the main material in the form of wood and added a glass screen to create a relaxed atmosphere. By creating a design that pays attention to material selection, ergonomic furniture, and adjustment to existing conditions, it is hoped that it will become an ideal facility to support the productivity and creativity of workers in the 24Slides office.

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