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FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DEPARTMENT OF INTERIOR ARCHITECTURE**

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It is recommended that this project report prepared

by

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titled

**PROPOSED NEW INTERIOR DESIGN SCHEME OF STUDIO  
AND SHOWROOM AT LOT 176, JALAN MAAROF, BANGSAR, 59000 KUALA LUMPUR**

accepted in partially fulfillment of the requirements for a Diploma in Interior Design

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## **ABSTRACT**

The plan is a powerful tool in the design process that requires both intellectual and creative rigor. The focus of this article is the methodology of how the plan is presented, developed and understood in sophomore interior design studio. The studio's goal is to give students a foundation of understanding by broadening their knowledge of spatial design through the study of the plan and plan language. The plan is what architects, interior designers and landscape designers use to move people through space, to organize space, and to place objects in space.

The article outlines how this material is presented through readings, lecture and design projects. The lessons require students to be creative and analytical in developing a plan, to gain visual literacy in understanding a plan and its spaces, and to use plan language in their explanations in studio. Students should learn to think and speak in terms of entry, path and goal. Plan language includes such terms as axis, centering and re-centering, symmetry, focal point, gesturing, reinforcement, in-line, articulation and hierarchy.

Students are required to take a letterform and develop an orchestrated spatial walk through the form using plan language, and then they must complete a series of diagrams. Past and present plan types are analyzed and important architects who have contributed to the plan and plan language are discussed such as (Mackintosh, Wright, Le Corbusier and Scarpa).

The plan is the element which most interior designers use to develop space. Therefore, students and educators should have a greater understanding and vocabulary for such an important tool.

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## CHAPTER 1.0 INTRODUCTION

### 1.1 DEFINITION

This report is a comprehensive exercise design, which is the students have to prepare interior design scheme according to their final project. The title for my final project is Proposed New Design Scheme of Urban Surf Studio and Showroom at Lot 176, Jalan Maarof, Bangsar, 59000, Kuala Lumpur For Urban Surf Sdn Bhd.

Urban Surf SdnBhd established about 10 years ago. This company are bringing this Quiksilver and Roxy product to Malaysia market. Quiksilver and Roxy is the one of popular extreme sport fashion in the market now. Previously, this company only focus on sale and produce retail throughout Malaysia. Now it has owns 11 Quiksilver retail outlets, 5 Roxy retail outlets and 1 Quiksilver Kids retails outlets. Recently Urban Surf SdnBhd get sponsor from Tourism Malaysia to organized international Quiksilver Event And Competition in the surfpool and East Coats beach of Cherating and BatuBuruk. Kementerian Belia Dan Sukan had promised them to give support in terms of money or accommodation.