

**REPORT ON PROPOSED NEW INTERIOR DESIGN SCHEME OF OUTPOST SCI-FI HOBBY CENTRE AND CAFE FOR
MYSCIFIFAN SDN BHD AT LOT 5 & 6 SUNWAY GIZA,
DAMANSARA, PETALING JAYA, SELANGOR DARUL EHSAN**

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ABSTRACT

The student's final project of Diploma in Interior Design reveals students knowledge on all aspects in interior design from basic principle of designs to the final presentation of the proposed project. This includes understanding on the criteria of the chosen site for the proposed project, as well as knowledge on identifying structures of the existing building, along with its mechanical and electrical systems, plumbing systems and existing materials. The chosen project for the final project is to proposed new interior design of Outpost Sci-Fi Hobby Centre and Cafe for MyScifiFan Sdn Bhd at No. 5 and 6 Sunway Giza, Dataran Sunway PJU 5 Kota Damansara, Petaling Jaya, Selangor Darul Ehsan. The client, MyScifiFan Sdn Bhd is expected to merge the retail store with cafe together throughout Malaysia, including Sabah and Sarawak. Within their long-term planning, they are also planning to open a store that sells mainly comic books. Therefore, this comic store is proposed to attract younger customers, especially children and teenagers to come to the store and buy comic books..The main product for this store is mainly a sci-fi themed toys, event and food. Besides, there are also other products provided such as figurines, cards, magazines, DVD animation, DVD soundtrack and cosplay merchandise. The chosen concept and image not only fulfilled client's requirement, but also must reflect client's character and corporate image as well as to give a positive impact to the performance of workers inside the store so that it will inculcate workers to work even harder. Plus, the chosen design style for Outpost Sci-Fi Hobby Centre and Cafe is based on the chosen concept for the store. Before achieving a desired design that is going to be implemented inside the store, some analytical works need to be carried out such as collecting datas from client regarding to their nature of business. Certain information are gained through the interview with the client itself, observation and internet.

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1.0 PREFACE

1.1 INTRODUCTION

Science fiction is a genre of fiction that relates to imagination and innovations in science or technology that are applied especially to movies and comics. Its imaginary elements are largely possible scientifically and are possible to be produced in the real world. There are many famous movies and comic books such as Transformers, Star Wars, Iron Man and many more. There are many ways of promoting sci-fi whether in cinemas, comic stores, DVD stores, toy stores, cafes and hobby centres.

In this thesis, I chose a Sci-Fi hobby centre as my project report for my final project, for an existing company named OUTPOST SCI-FI HOBBY CENTRE AND CAFE. Located at e@Curve Damansara (formerly known as Cineleisure Damansara), the centre sells sci-fi related merchandise and at the same time provides services for sci-fi fans such as a cafe and event organizations. It was established in 2008.

The main purpose of this project is to provide a hobby centre, which sells retail products and provides services for sci-fi fans and other customers. For this project, it is hoped that the Malaysian community will be more familiar about the centre as well as solving problems for the company which is the lack of promotion for the company itself. It is also hoped that this design report explains the problems and issues and solves them by design. Furthermore, it is also hoped that this design proposal will be a vessel of ideas to communicate with the sci-fi fans and the community.