

ABSTRACT

THE ROLE OF BIOPHILIC DESIGNS IMPLEMENTED ON CAFE AMBROGIO PATISSERIE ON VISITOR ACTIVITIES

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Cafe needs the right strategy to attract visitors. One of the strategies that can be used is the concept of building design. Sustainable concept is one of the most frequently used design concepts today. Biophilic design is one of sustainable design that is used to attract visitors to move on the cafe. This thesis aims to examine how the application of biophilic design applied to the cafe building that can affect the intensity of visitors in their activity, through direct observation on the case study location. Observations include mapping biophilic design patterns to buildings, observing visitor activity, observing interest in biophilic spaces and distributing questionnaires to visitors. The application of biophilic design patterns connects visitors with nature so that it gives a comfortable impression. Comfortable impression can be seen from the duration of visiting time, the frequency of visiting, and the number of visitor activity in spaces that apply biophilic design patterns.

Keywords: cafe, biophilic design, visitor interest, sustainable design