Space as a Medium for Interior Branding in Commercial and Retail Spaces Case Study: Tiara Handicraft Shop in Surabaya, Indonesia

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ABSTRACT

Commercial and retail spaces are a place where business or commercial activities are carried out. Space, in the context of commercial and promotional activities, can also be a branding medium for products and services that become commercial commodities. As a branding medium, it is very important that space is designed with the additional objective to strengthen the brand image, in addition to the main objective of optimizing commercial activities in it. Tiara handicraft is one shop that wants to embody interior branding through design and create a unique shopping environment as part of their marketing strategy. This study aims to determine how the interior space design of the Tiara Handicraft shop works as a medium for interior branding.

Keywords: Clear Vision, Energy, Interior Branding, Retail, Commercial Space