Interior design of photography gallery

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Abstract. The research purpose was to find out the supporting facilities needed in layout displays of visual works that were good and safe so that visitors could more comfortably appreciate visual works. Besides, it aimed to know the material used with environmental friendly concepts and good to use according to its function that does not reduce the aesthetic impression. The art of photography was currently being sought after in so many societies. Gallery of photography would raise the concept of environmentally friendly or green design with a touch of the modern interior style with the concept of ‘Capture The Sustainability’. It used recycled materials that did not eliminate the aesthetic impression in the interior. This research used a qualitative method of targeting field observations to several places related to the design taken, conducting a few interviews, doing literature studies, journals, and several books as a reference in the design taken. Therefore, it finds that this photography gallery’s design aims to provide visitors to learn more about the world of photography, such as the photographic exhibition.

Keywords: photography gallery, green design, interior design

1. Introduction

In this modern era, the development of technology is increasing rapidly, including in the field of photography. From year to year, the interest of Indonesian people in photography activities is increasing. [1]. This is caused by several things such as the easier to have a camera whether it is a digital camera, analog camera or cellphone camera which is only as big as a wallet with very high quality and the presence of social media such as Instagram, Tumblr, and Pinterest that can be used for publishing photos.

For Indonesian people, the photographic world is not new. Photography has undoubtedly become an important part of people's lives. It is undeniable that today's society is a society that likes to photograph and be photographed [2]. Seeing these symptoms, it can be seen that people's appreciation and interest in the world of photography has become a necessity, side by side with other living needs.

Seeing the rapid progress of the field of photography, a reference point for prospects to accommodate photography activities that are very complex and can sufficiently color the atmosphere of the world of art, education, tourism, trade, and much more into a Center for Photography [3]. Inside the photography center, there are facilities such as showrooms, classrooms, photo studios, shops (sales), and café. It is hoped that this Photography Center can make it easier for people to meet their needs.

The development of increasingly diverse photography styles, photography associations, and communities held are indicators of the photography world's rapid development. Based on this fact, we need a place that can answer the need for space for photographic life.

However, for visual works to be appreciated more to the broader public, a means to realize to build a photography gallery that has great potential as a place to attract a number of visitors who travel or just

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appreciate the works of the photographer's visual which later could become educational and cultural facilities, as well as commercial facilities and approaches to culture as well as recreation for the community and tourists.

The photography gallery is planned as a gallery that carries a sustainable concept that meets industrial style, which will later use environmentally friendly materials and can be reused and durable. The facilities contained are as many activities related to photography as possible. The facilities and services provided will enhance the photographer's creativity, such as a photography exhibition held as a means of communication and information or just an exhibition of photography work, as well as workshops attended by participants who are interested in getting to know more about the world of photography.

The research purpose is to find out the supporting facilities needed when the trend is growing from time to time, how to layout displays of visual works that are good and safe so that visitors can more comfortably appreciate visual works, and know the material used with concepts that are environmental friendly and good to use according to its function that does not reduce the aesthetic impression.

This gallery is designed, so the community is more motivated to come and appreciate domestic artists' visual works and more interested in matters relating to photography. More unique and comfortable interior design makes people want to come again and again. An educational facility that targets all ages to create a relationship between visitors and photography artwork. The research scope is the exhibition area, workshop area, café area, souvenir sales area, registration area, and other supporting facilities. This gallery is designed as a permanent commercial gallery, a gallery to seek profit and business personally in selling works by publishing contemporary era photography works with four streams, namely; Stil Life, Portrait, Street, and Landscape Photography, each of which has its own area.

2. Theoretical study

2.1 Gallery

The gallery is translated as a forum for displaying works of art [4]. The gallery can also be interpreted as a place to accommodate visual communication activities in a room between collectors or artists with the community through exhibition activities. A space used to present art, an area, is displaying public activities. This public area is sometimes used for special purposes [5]. With the development of its function, the gallery also has many functions, such as a place for buying and selling artworks as a place to conduct workshops and part of it.

2.2 Photography

Photography is a process or method for producing images or photographs of an object by recording the reflection of light on the object on light-sensitive media [6]. Photography is also an image; a photo is an effective visual tool that can visualize something more concrete and accurate, overcome space and time. Something that happens somewhere else can be seen by distant people through photos after the incident has passed [7].

Photography has at least 16 types [6]. Those are Toys Photography, Journalism Photography, Still Life Photography, Portrait Photography, Commercial Advertising Photography, Abstract Photography, Wedding Photography, Fashion Photography, Food Photography, Fine Art Photography, Street Photography, Landscape Photography, Underwater Photography, Wild Life Photography, Infrared Photography, and Macro Photography. Then, it is divided again into two, namely Indoor Photography and Outdoor Photography. With the development of trends from time to time, the sphere of photography flow becomes broader and more specific.

2.3 Cafe

The café is a small restaurant outside the hotel [8]. The café has very limited food choices and does not sell highly alcoholic beverages. However, there are drinks like beer, soft drinks, tea, coffee, cakes, snacks, etc. Meanwhile, according to The New Dictionary and Thesaurus, cafes are cheap restaurants that provide food that is easily processed or served again.
2.4 Workshop
The workshop is an activity where people who have certain expertise gather and discuss certain problems and provide teaching or training to participants. In other words, the workshop provides teaching or training to participants about theory and practice in a field or can be interpreted. The workshop is training for participants who work individually or in groups to solve problems related to work that actually aim to gain experience.

2.5 Retail
According to [9], retailing is a series of business activities to add value to goods and services sold to consumers for personal or household consumption. So, consumers who are targeted by retailing are the final consumers who buy products for their own consumption.

3. Methodology
This research used a qualitative method of targeting field observations to several places related to the design taken, such as the Antara Journalistic Photography Gallery, Dia.Lo.Gue Art Space and the National Gallery in Jakarta, as well as conducting a few interviews with the person in charge in that place. Moreover, do literature studies, journals, and several books as a reference in the design taken, to find out about the general design reviews taken along with the existing problems.

3.1 Design method
The design method used is the stages carried out to arrange the design from beginning to end. It starts with data collection, which is carried out by several methods such as field survey observations and interviews, concept and layout selection, making activity-facilities, making diagrams, and calculating the number of areas needed. After that, new design development, working drawings, and colorful presentation drawings and mockups were made.

3.2 Required data
- Literature data about galleries, both types of galleries, and functions to the layout of displays in the gallery.
- Literature data about photography. As a basic knowledge of the deeper flow of photography.
- Literature data on workshops, cafes, and retail/merchandise shops; data obtained in everyday life can be used to find out existing problems.

3.3 Data processing method
The results of the literature data and field data implemented were re-selected according to standards and assumptions. What was asked to be a benchmark for analyzing problems found in the field until they entered into the design. The problems found are solved; the solution is sought until the design is maximized.

4. Results and discussions
4.1 Data analysis method
In designing a photo gallery with the application of the green design concept, it is important to consider what kind of gallery is taken. By analyzing literature data and field data will be able to assist in designing the gallery to find out what is needed, such as supporting facilities needed in the gallery with the development of trends from time to time.

    Also, the selection of materials in furniture and other interior elements must be highly considered, because with the wrong material selection will be found fatal problems later. So, the selection of good and environmental friendly material has an important influence on this photography gallery's design.
4.2 The concept of design

This photography gallery takes the concept of green design combined with industrial interior style which has the principle of 'completely eliminating negative impacts on the environment through a design approach' which is manifested through the attitude: not using new resources, minimizing the impact on the environment, and trying to reunite humans with its natural environment [10].

The concept with industrial style is applied art where the aesthetics and ease of using an item are perfected. Designs that produce creations about shapes, configurations, color compositions or lines, give an aesthetic impression. This industrial interior design style has its own fans. This style has a rough, natural, and masculine atmosphere. This design is also focused on the selection of material that looks like concrete stone walls, ceramic floors with concrete textures, where in addition to the exhibited photographic works that are local points, there are also specially designed areas that can attract visitors.

4.3 Color and shape

The color concept in this design is warm and neutral colors. These colors themselves can be found through the choice of materials and furniture. Materials used in this style are metal and wood; the dominant colors are brown, gray, yellow, white, or gradations of these colors. Like the yellow color selection in the Portrait Photography area, it is lifting the yellow and its derivatives due to its means optimistic, cheerful, vibrant, and happy. It also provokes a person's desire to express themselves. Portrait Photography is photography from a character or group of people who save the expression, personality, and feelings of the subject. Like other types of portraits, the focus of photography is usually the person's face. However, all parts of the body and background or context can also be included. Therefore, the yellow is applied to the Portrait Photography area to image the meaning of the yellow, that is, expression.

As for the concept of shape, the form of ornamentation or pattern in the design of this gallery is not much different from that applied to modern and minimalist designs, namely firm and perpendicular lines. This pattern makes industrialist design still look modern, although it often uses natural material and seems old. The form of abstract, spontaneous lines drawn in the treatment of walls in the area of Still Life and Portrait Photography means the art of photography does have the same properties as the abstract line, expressive, dynamic, and free. As with the art of photography, abstract lines are done spontaneously and used to express emotions at a moment's notice.

The waveform on the wall treatment in the entrance gallery area has a dynamic nature. It is the nature of photography that cannot be prevented and applied to the wall treatment in the entrance area because dynamic has a nature that is not bound by the rules and always moves with the times, which is full of enthusiasm, constantly active and changing.

4.4 Material concept

The material used in this design concept will strongly support the concept of gallery design and imaging. This industrial-style produces a rustic and unfinished look. However, the overall impression of the room
will look unique and different from the selection of materials that support the design concept, which takes the theme of ‘capture the sustainability’. The materials that will be used in this photography gallery are as follows:

4.4.1. Floor materials
The floor material that will be applied to this interior is concrete tiles. This concrete floor tiles will be applied to all floor areas, including the lobby area, gallery area, back office, to make it look unfinished. The café and merchandise shop area use parquet herringbone and natural ash. Furthermore, in the gallery area, in each part of the photography flow uses natural-colored parquet, white oak, so that visitors can focus on their visual works.

4.4.2. Wall material
The walls in this gallery area will be divided into two, namely gypsum walls and concrete walls. Concrete walls will also be applied in the back office, storage and entrance areas, cement material, which is the main material for plastering and wall acian. The raw gray color produced by cement that has dried, because it is identical to the color of concrete can produce exotic shades. While the gypsum board is used in the gallery area as a container for photographic works panels. As well as in the café section, the division between the lobby and café areas is only limited by differences in the floor and short wall partitions to make it seem spacious.

4.4.3. Ceiling material
The ceiling material used in the interior design is gypsum, which is finished with black paint. The nature of the black color can highlight the dramatic impression in every room, especially the gallery area that is precisely designed for a dramatic impression to better show photographic works. Moreover, the ceiling in the café area uses reclaimed woodblocks. These woodblocks are also applied to the ceiling in the lobby area. The choice of environmentally friendly materials for woodblocks also minimizes the impact on the surrounding environment.

4.5 Display concept
The display system that will be used will be divided into two types. For 3-dimensional display objects in the form of a camera, the display will use vitrine glass with reclaimed wood material. For 2-dimensional objects in the form of photographic works will use a frame and displayed on a gypsum board panel.

4.6. Furniture concept
The furniture used in the design of this facility is in style in harmony with the design theme that has been set—modern industrial furniture which has many shapes to explore suitable to fill this gallery. Loose furniture will be used for facilities such as tables, chairs, cabinets, vitrine glass displays, and part of it. In this design, the use of built-in furniture is only used in the back office area, which is non-movable. If an area is functioned as another function, it will be very easy to move its furniture. The three photography artists will be explained below; the three have expressive, realistic, and what they are. These properties become a character and an image that helps design the interior of this photography gallery concept.
4.7 Lighting concept
The lighting concept is adjusted to the needs of the lighting level in each room. Further development of this concept is to get sufficient general light effects and use local lighting to support display collections. As in the gallery, the area requires a high level of lighting for the photographic works on display, so this area uses spotlighting on every photographic work on display. This concept aims to strengthen or prioritize collections on display in the showroom.

Some Indonesian photographers who inspired the interior design of this photography gallery are as follows:
- Hengki Koentjoro
- Davy Linggar
- Wimo Ambala Bayang

After conducting surveys and field research, a space program was designed, such as Flow Activity Visitor and Staff, facility activities, recapitulation results, zoning grouping, and working drawings. Then the process of making a presentation image. With so many improvements through assistance also helps design the early design that had many shortcomings to be better until the final design. As the laying area of the café and merchandise shop that was previously limited to the wall was finally changed, opened, so it looks more spacious and access for visitors more comfortable and also the back office area that was crowded, repaired becomes more comfortable.

Following are the selected furniture layouts:
4.8 Early design

The early design is indeed not the design that finally becomes the final design. The early designs that have been skipped are the early alternative designs that will later be developed for the better. The early design of this photography gallery is still very rigid, such as the use of walls or panels for the exhibition area of this gallery initially using exposed brick walls, but after being developed again, eventually it was replaced to a gypsum wall which could be demolished at any time, due to the area the gallery is not permanent, and the design can change at any time. Also, change the type of furniture that is suitable and environmentally friendly as well as the types of materials used in furniture, wall treatments, ceiling treatments, and floor treatments.

The exhibition area, which was also still moving and not informative, was further developed by dividing into four areas that faced each other and did not confuse the visitors later. This exhibition area was only distinguished by the use of rising floors.

Figure 3. Selected Furniture Layout

Figure 4. The Early Design of the Exhibition and Café Area
The early design material was also developed and changed according to the function of each furniture or treatment. Like the reclaimed PVC pipe used at the counter cashier area of the merchandise, shop finished with paint in different colors; it was developed again by using only one color, yellow, and its derivatives. Why is the color yellow? Because it has an optimistic, uplifting, cheerful meaning and can make someone's interest attracted to more expression. Moreover, this yellow color can bring happiness to visitors who come to buy souvenirs.

The workshop area, which had been placed at the back, now a back office, was moved adjacent to the exhibition area and opened directly facing the exhibition area and only blocked by wooden blocks. The pictures below are the final design results that have been presented.

Special Space Axonometry:

Figure 5. The Early Design of the Photography Gallery and Its Maket

Figure 6. Gallery Area Axonometry

Figure 7. Axonometry Area Café
As can be seen, the early design and the final design are very different when compared with the existing pictures. Lighting in the exhibition area is more focused on visual works that use spot track lighting, and sufficient light for the surrounding public areas, because it will give this area a dramatic impression.

From the café area's perspective, the wooden beams made from lightweight melamine wood that is used in the ceiling treatment, and easily recycled material is also used to be a point of view in this café area. Furniture materials in this café area also use reclaimed materials such as used light jeans, synthetic leather, cork, painted wood barn wood, and concrete as a counter bar tabletop.

5. Conclusion
Based on research and design that has been done, the conclusions that can be drawn are as follows:
• Design a photography gallery with facilities supporters such as cafes and merchandise shops that are of great interest to the public at this time.
• Design a photography gallery with a concept aimed at reuniting humans with nature as best as possible with the sustainable application
• Selection of materials that can be recycled or reused applied to furniture and interior elements without losing its aesthetic impression
• Adjusting and designing traffic tracks in informative exhibition areas that do not confuse visitors.

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