Design of furniture and accessories interior in microcinema in Jakarta

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Abstract. This research aimed to provide furniture and accessories that support the community and the film community to create a better social container and created community interest in searching for alternative means of microcinema. It is because of the growth of public interest for microcinema present to provide an alternative facility for people to get a more varied selection of films. Besides providing an alternative meant to watch movies, microcinema was used as a container for film production to reveal their existence to the public. However, there were many more that have not been known by the public audiences, but they could be a means for education and provided a new atmosphere for them to watch movies. The research used qualitative research by doing literature studies, observation, interviews, surveys, and field research. The results achieved from this stretch are the design for other supporting mediums and media according to the needs at the time of the film and microcinema characteristics. Besides, the election material is calculated to be a solution and not apart from the concept associated with the microcinema.

Keywords: design interior, furniture, microcinema, independent

1. Introduction

Jakarta is the center of the capital which has developed in terms of economy and development. Many new creative innovations make people have alternatives to find recreational facilities in Jakarta. The density of the capital with all its activities makes people flocked to look for recreational facilities to simply eliminate fatigue after completing their busy lives. In Jakarta, there are many recreational facilities available such as malls, cafes, cinemas, and others, but these facilities are already too crowded and mainstream to visit. Make people always want to find new recreational facilities.

Public interest in the film and community needs to get a new atmosphere, and facilities make microcinema present in Jakarta [6]. The existence of microcinema has become an alternative for Jakarta people to watch films. The public can watch films that are not shown in large theaters. They can get independent film knowledge and get an education from a film surgery session after the show. In the microcinema, it is also used as a social forum interactive for the film community and film lovers in Jakarta. Unfortunately, the existence of the microcinema in Jakarta is still less known by the public. It makes microcinema still less attractive to the public [4].

It is expected that the existence of interior design and good furniture with complete facilities will support the activities of people visiting the microcinema [1]. Besides, it adds interest in the public to
visit the microcinema as well as provide a new atmosphere and facilities for the capital's recreational community.

The formulation of the problem from that background is.

- How to design furniture that has good ergonomics for users when viewed with activities in watching movies?
- How to create furniture that contributes to provide a special attraction for the community and the microcinema?
- How to design furniture that can give its own characteristics to the microcinema?

2. Design methods

2.1. Survey and field research
This research begins with a survey and field research conducted by the author. This is done by a direct survey of several microcinemas in Jakarta. This survey results will be used to obtain data and complete information so that the author can deepen the information that the author feels directly during the survey.

2.2. Observation
This observation is a direct observation to obtain macro and micro microcinema data that has been surveyed by the authors. Micro and macro data are used to analyze the target market, how the location

2.3. Interview
Data collection by interview aims to provide appropriate information. It is done by direct interview with someone who is connected with the place that has been surveyed. Therefore it will be easier to get a valid data requirement.

2.4. Literature study
This literature study is the process of collecting data through books related to this writing. The microcinema of literature can be through books that provide references to the author, journals related to the design, articles, and magazines that can provide reference data for the authors.

3. Results and discussion
Microcinema is usually placed supported by other creative facilities and infrastructure, not just for microcinema, usually, there are other supporting facilities, such as a cafe, a working space, a bookstore, and other facilities [3] [5]. In the microcinema, they overshadow the communities that are usually involved in the creative world. Therefore they usually have interior designs and furniture that are more relaxed and less rigid, so that people who come can get a more relaxed atmosphere to work in a cafe or to do other activities [2].
| Notes | FLIP CHART | Conclusion and Analysis |
|-------|------------|------------------------|
| Location | Jl. Kemang Utara No. 8B, Bangka, RT 9/RW 1 Jakarta Selatan | Jl. Petogogan 1 No. 6 RT 7/RW 7 Jakarta Selatan | Located in South Jakarta area, easily accessible. |
| Rate/Price | Student IDR 30 000 Normal IDR 50 000 | IDR 150 000 | IDR 800 000 (rent) | Rate and pricing depends on market segment |
| Advantages | Relaxed studio settings, have film discussion event, adequate room capacity | More private and acoustic studio settings, supportive and complete furniture and interior facilities | 40-seat studio capacity, spacious room with good acoustic, cinema-like facilities | Each location has specific studio concepts based on the activities of their target market |
| Lighting | Spotlight and natural lighting | Artificial lighting: downlight | Artificial lighting: downlight | Lighting affects the quality of microcinema room |

**Figure 1.** Flip Chart (Location, Rate/Price, Advantages, and Lighting)

| Dining Area | Ceiling: black exposed ceiling, using spotlight | Ceiling: Standard white gypsum, using hidden lamp | Ceiling: exposed ceiling with traditional-style pendant lamp |
|-------------|-----------------------------------------------|---------------------------------------------|-----------------------------------------------|
|             | Wall: standard wall covered by curtain blinds | Wall: paint finishing and glass block | Wall: concrete finish |
|             | Floor: 120x60 ceramic tiles | Floor: textured metal plate | Floor: concrete finish |
|             | Color: casual colors with woods finishing, navy fabrics, rattan, and grey colors | Color: basic colors, white, iron colors | Color: bright colors (red, blue, natural wood, grey, and rattan) |
|             | Lighting: adequate natural lighting | Lighting: no natural lighting | Lighting: adequate natural lighting |

Facilities in all dining areas are quite similar. Furniture plays will give non-monotonous, non-rigid impression, with natural lighting in the afternoon. The dining area (cafe) is a supporting facility for the microcinema, which also serve as an income-generating source.

| Waiting Area | No waiting area | No waiting area | The waiting area enabled visitors to wait in an orderly manner for the film showtime. |
|--------------|----------------|----------------|---------------------------------------------------------------------------------|
| Ceiling: White gypsum | Wall: white paint finish and mirror | Ceiling: exposed ceiling with traditional-style pendant lamp |
| Wall: glass and carpeting | Color: basic colors, white, iron colors | Wall: concrete finish |
| Floor: glass and carpeting | Lighting: bright colors, yellow-white and blue | Floor: concrete finish |

**Figure 2.** Flip Chart (Dining and Waiting Area)
| Working Space Area | No working space area | The working area is used by creative companies' workers to relax and search for inspiration |
|--------------------|----------------------|------------------------------------------------------------------|
| Ceiling: exposed ceiling, using spotlight | Ceiling: white gypsum | The working area is used by creative companies' workers to relax and search for inspiration |
| Wall: white paint finish and curtain blinds | Wall: exposed bricks and exposed concrete | The working area is used by creative companies' workers to relax and search for inspiration |
| Floor: 120x60 ceramic tiles | Floor: 30x30 exposed concrete | The working area is used by creative companies' workers to relax and search for inspiration |
| Lighting: adequate natural lighting | Lighting: adequate natural lighting | The working area is used by creative companies' workers to relax and search for inspiration |

**Figure 3.** Flip Chart (Working Space Area)

| Display Area | Cinema Area | The display area caters to different functions in each location. At Kinosaurus and Pavilijn 28, the area is used for collections display, whereas at Subtitles the area is used to display merchandises for sale or rent. The area is usually located near the entrance to give visible impression to coming visitors. |
|--------------|-------------|------------------------------------------------------------------|
| Ceiling: white gypsum | Ceiling: exposed ceiling, and black iron | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| Wall: white paint finish and curtain blinds | Wall: paint finish and curtain blinds | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| Floor: exposed concrete | Floor: 120x60 ceramic tiles | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| Color: basic colors, black and white | Ceiling: gypsum layered by glasswool | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| Display area is located near the entrance | Wall: glasswool | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| | Floor: carpeting | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| | Sound: 4 speakers | The material for cinema area must be carefully selected since it affects the room’s acoustics |
| | Sound: 4 small speakers (2 in front) | The material for cinema area must be carefully selected since it affects the room’s acoustics |

**Figure 4.** Flip Chart (Display and Cinema Area)
Figure 5. Space Diagram

Figure 6. Zoning
3.1. Design concept

This concept begins with analysis in an area used by the microcinema to provide education about the history of film in the world. It starts with how to make films using colloids, which are also used to wash films in ancient times and learn to make films using cameras in the past. From that analysis, finally, the word history as the first keyword [10].

The history of film in Indonesia itself begins with the first film in Indonesia that aired in Tanah Abang. Betawi culture itself has a successful film history following the glory of Indonesian films in 1970. Therefore Betawi will become the local content of this design concept. Betawi culture has a comedic character from their fondness of singing rhymes for a joke and a gag. However, on the other
hand, Betawi also possesses the martial culture's action characteristics that they are proud of, namely, silat culture.

This concept will combine the characteristics of Betawi’s genre, namely comedy, which is interpreted as something happy and not dull and the nature of action that is hard, strong, and firm. The idea for furniture design inspiration is to unite genre characteristics [7]. By bringing together the characteristics of the comedy and action genre, this concept will unite several lines that are identical to the comedy genre and also the action genre. The comedy genre gives a smile and laughter to the audience and inspires a curved line like a smile and also acts that are identical to the tough and strong hard that will be used as inspiration for the giving of its material.

![Figure 9. Concept](image-url)
The existence of the microcinema in Jakarta is still less known by the general public, whereas the existence of it can be a means of education and recreation for the community. In Jakarta, many new creative innovations make people have alternatives to find recreational facilities. The density of Jakarta's capital makes people look for recreational facilities just to eliminate their fatigue after completing their busy lives [11]. The existence of microcinema has become an alternative for people in Jakarta to watch films, here the public can watch films that are not shown in theaters.

In designing furniture for the microcinema, it must suit the audience's needs in watching in a film studio with the microcinema style. By adjusting to the needs of watching films, it is expected that the activities of visitors in the microcinema are occupied. The concept adopted for this design is "Blending Genre", which is inspired by the nature of a genre that cannot be intact if it is not with other genres. This concept determines the shape, color, and all the components that are in this design. Taken from the genre of comedy and also the design of this action, it gets visual guidance from the curve of a smile (comedy) and a firm line and something hard and strong (action) and unites the two characteristics of the genre.

The design of microcinema furniture and interior accessories must have special needs for film viewers. It must be able to explore the concept of the microcinema so that the design of furniture and accessories is appropriate and ultimately can lead both to the microcinema and also be able to contribute well to the community. So that people will be attracted to visit the microcinema [9].

Microcinema is usually placed supported by other creative facilities and infrastructure, not just for microcinema, usually, there are other supporting facilities, such as a cafe, a working space, a bookstore, and other facilities. In the microcinema, they overshadow the communities that are usually involved in the creative world. Therefore, they usually have interior designs and furniture that are more relaxed and less rigid, so that people who come can get a more relaxed atmosphere to work in a cafe or to do other activities. Furthermore, the interior design for their watching studio is made more relaxed with furniture and interiors so that the audience can feel a different atmosphere, unlike the big cinemas, which are

**Figure 10. Mind Map**
usually located in malls [8]. The relaxing interior design and furniture are useful to attract the hearts of their target market, namely young people and creative workers.

4. Conclusion and suggestion
In designing microcinema furniture and accessories, many aspects need to be considered before starting the design, such as the target market, visitor activity, atmosphere, and good ergonomics in watching films. The design of furniture and accessories is made to be more relaxed and not rigid, unlike cinemas in general, but based on their needs. With more flexible furniture, there will be a more familial atmosphere between the film community and the people who come to the microcinema.

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