

ABSTRAK

Kota Bandung sebagai Ibu Kota Jawa Barat belum memiliki pusat konvensi yang dapat merepresentasikan kota seperti Jakarta Convention & Exhibition Hall. Kota Bandung dijadikan tempat tujuan MICE (Meeting, Incentive, Convention & Exhibition), terbukti dengan intensitas event MICE yang diadakan di Bandung terbilang banyak. Tempat penyelenggara kegiatan (venue) Pertemuan, Perjalanan Insentif, Konvensi dan Pameran (Meeting, Incentive, Convention and Exhibition) dalam hal ini selanjutnya disebut Venue MICE merupakan aspek penting dan menjadi salah satu barometer dalam perkembangan industri MICE, baik pada taraf regional maupun global menunjukkan adanya tren standarisasi dengan menerapkan kriteria-kriteria tertentu dalam industri MICE, khususnya dalam standarisasi sebuah venue yang menjadi pusat tempat penyelenggaraan kegiatan MICE tersebut.

Dalam Perancangan Gedung MICE PT KAI Corporate University, menggunakan konsep pendekatan Arsitektur Biofilik. Dengan tujuan menciptakan, memelihara dan menghadirkan ruang hijau pada MICE ini. Menciptakan bangunan dan lingkungan MICE yang harmoni dan seimbang dengan unsur alam.

Kata Kunci : MICE, Rapat, Insentif, Koferensi, Pameran, Arsitektur Biofilik

**Perancangan Gedung MICE PT KAI Corporate
University Dengan Pendekatan Arsitektur Biofilik**

ABSTRACT

The city of Bandung as the capital of West Java does not yet have a convention center that can represent the city, such as the Jakarta Convention & Exhibition Hall. The city of Bandung has become a MICE (Meeting, Incentive, Convention & Exhibition) destination, as proven by the intensity of the many MICE events held in Bandung. The venue for organizing meetings, incentive trips, conventions and exhibitions (Meeting, Incentive, Convention and Exhibition), in this case hereinafter referred to as MICE Venue, is an important aspect and is one of the barometers in the development of the MICE industry, both at regional and global levels. There is a trend of standardization by applying certain criteria in the MICE industry, especially in standardizing a venue which is the center for holding MICE activities.

In designing the PT KAI Corporate University MICE Building, the concept of a Biophilic Architecture approach was used. With the aim of creating, maintaining and presenting green space at MICE. Creating buildings and MICE environments that are harmonious and balanced with natural elements.

Keywords: MICE, Meetings, Incentives, Conferences, Exhibitions, Biophilic Architecture

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