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報告番号	※	第	号
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主 論 文 の 要 旨

論文題目

Study on the Relation between Corporate Architectural Design (CorpAD) and Place Characters in Indonesia

"インドネシア企業の自社建築設計基準と場所の固有性の関係に関する研究"

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論 文 内 容 の 要 旨

1. Rationale of the research

The growth of the economy in the last decade enhanced business competition among companies in Indonesia. More companies are aware that competitiveness can be enhanced by designing a building that symbolizes the identity and supporting services and operations of the company. Corporate architecture has become a popular practice and an important aspect of business management. Thus, many buildings have been constructed based on this standard, which is known as corporate architectural design (CorpAD) standard.

Unfortunately, many cities in Indonesia do not have appropriate rules to regulate urban development. CorpAD standards can play an important role in shaping the face of cities. Therefore, in Indonesia, which is a developing country, many cities are facing a crucial problem of balancing economic growth against sustainable development.

The roles of CorpAD in symbolizing organizations have been acknowledged in researches. In the fields of business and marketing, CorpAD as part of corporate identity have been evaluated extensively (Akhter, S., H., 1994; Melewar, T.C., 1997, 1999, 2006, 2008; Hatch, M. J. and Schultz, M., 1997; Balmer and Stotvig, 1997; Balmer, J.M.T., 2001; van den Bosch, 2005). Some researchers evaluated CorpAD in terms of visual communication of a company's identity. Kirby and Kent (2010) examined the relationship between the architecture of retail stores and the communication of brand identity by adopting a qualitative approach that used case studies of the design process and architecture of four food superstores in the UK. Moreover, Huppertz (2005) conducted analysis of the corporate identity programs of the Hong Kong and Shanghai Bank and the Bank of China and described the multifaceted

role of design as a mechanism of branding. Meanwhile, research on corporate architecture in Indonesia has never been found.

Other researchers evaluated CorpAD from the view point of urban regulations (McMahon, 2004; Prochilo, 2002; Schragger, 2005). McMahon (2004) offered suggestions for maintaining place characters by regulating local control of commercial signs. Meanwhile Prochilo (2002) and Schragger (2005) evaluated some positive cases of CorpAD buildings which considered fit to the place characters and the adequate government regulations in terms of urban design in USA.

Although the previous studies focused on the aspects of commercial building design, evaluation of standard of corporate architectural design was not included. In addition, the previous studies were conducted mainly from the perspective of the company's intentions to communicate its identity or from that of urban regulations in cities in which the policies of urban planning were well developed. Therefore, the problems of corporate architectural design standard and the relationship to place characters in developing countries remain unsolved.

2. Objectives of the research

This research aims to verify the relations of CorpAD standard and the place characters which are constituted by the physical elements, activities and evaluative conceptualizations by the inhabitants. Besides, this research was directed to identify the possible contribution of the CorpAD standard to fit to place characters. To achieve this goal, this research is divided into some objectives: (1) identification of the contents of CorpAD standard, (2) identification of the applications of a CorpAD standard, (3) the evaluation of people's opinions on the CorpAD buildings in the relation to place characters and (4) evaluation of the activities at the CorpAD buildings.

3. Methodology

In order to achieve the objectives, some cases were analyzed. In the analysis of CorpAD standard contents, the ones of 12 Indonesian prominent companies were analyzed to identify the elements and considerations in developing the standard. The findings from the content analysis of the CorpAD standard manual was combined with information collected through in-depth interviews with CorpAD standard designers and the staffs of the companies as well as field surveys. The interviews were conducted especially to get understanding about the considerations in developing the CorpAD standard.

After analyzing the contents of the 12 companies' CorpAD standards, one company (company no. 2) was selected in the analysis of the CorpAD standard applications by considering the comprehensiveness and the quality of its standard especially in the relation to how the standard concerned the place characters. Besides, the company has experience in developing the buildings based on the CorpAD standard in various contexts of existing buildings and neighborhood. In this research, three buildings of the selected company were analyzed by considering variations of the characters of the context (neighborhood) of the buildings. Some field surveys and in-depth interviews with the implementing architects and the company staffs in charge in the applications of CorpAD standard were conducted. The field surveys and interviews were conducted in order to verify the ways the CorpAD standard was applied on the company's branches. Some factors, considerations and

decisions in the CorpAD standard application were identified from the interviews and confirmed in the field surveys, and vice versa.

After the CorpAD standard applications were analyzed, the results of the applications on the three buildings were evaluated through collecting people's opinions by conducting some questionnaire surveys. The surveys were conducted at the three locations to evaluate people's opinions on the three buildings especially in the relation to the place characters.

Then, the occurred activities inside and around the three buildings were analyzed to explain relationship between CorpAD standard and activities, especially public activities. In this analysis, the role of CorpAD standard in supporting activities, especially public activities were evaluated.

4. Conclusions and suggestions

It is identified that there are twelve regulated elements (CorpAD standard elements), and four considerations in developing the elements (CorpAD standard considerations). The four considerations are Social and cultural visions of the company, Communication, Flexibility, and Efficiency considerations. The twelve elements of CorpAD standard are Concept & character, Logo & Graphic, Space requirement, Space Organization, Floor Plan, Façade, Furniture, Wall, Floor pattern, Materials & colors, Lighting and Greenery. Among the elements, the Logo & Graphic and Materials & Colors are the most regulated elements. It indicates that the companies pay more attention to the identity communication through the distinctive visual elements.

The results of the research also show the potential influences of the CorpAD standard to place characters. The distinctive visual characters of the CorpAD standard elements and the spatial configurations potentially influence the neighborhood in terms of visual characters and public activities. The findings of the analyses of the CorpAD standard applications, the occurred activities and people's opinions confirm the potentials.

In the applications of CorpAD standard, the implementing architects and the company staffs in charge in the application process concern with the different characters of the existing building and the neighborhood of the three cases. They differently apply the CorpAD standard by optimizing the flexibility and social-cultural considerations of the CorpAD standard to fit with the existing building and the neighborhood characters.

The findings of the analysis of the people's opinions show that people agree that the three buildings which were designed based on the CorpAD standard fit and contribute to the place character of the three neighborhoods differently. The contributions depend on the characters of the neighborhood in terms of the visual qualities and functions. Furthermore, the results of the analysis of activities show that the CorpAD buildings are used for public activities as well as the activities related to the commercial services of the company. Some of the public activities are strongly related to the place characters. Besides, the occurred public activities confirm the contribution of the CorpAD buildings to the public realm. The contributions are also different related to the character of the neighborhood. The facilities and the spatial arrangement regulated in the CorpAD standard equip public activities.

It was also found that the social-cultural vision and flexibility consideration are the most important contents of the CorpAD standard in the relation to place characters. They enable the company and the implementing architects to preserve the place character. Lastly, the ways of the applications of CorpAD

standard and the operation management of the buildings determine the contribution to the place character of the neighborhood.

This research evaluates the CorpAD from the view point of place. This leads to the understanding of CorpAD in terms of physical properties, activities and meaning by inhabitants. Therefore, some relations between CorpAD standard and the place characters can be drawn as follows:

- a. The distinctive visual characters of CorpAD standard elements and the visual characters of places.

The distinctive visual characters of the CorpAD standard elements potentially influence the surroundings. However, some CorpAD standard provides ways to prevent the visual harms. The social-cultural vision and flexibility considerations are the CorpAD standard contents which enable the maintenance of the place characters. The research results also show that the CorpAD standard, with appropriate role of the company and the implementing architect, can contribute to maintain the place characters. In order to enable the contribution of CorpAD to maintain place character, roles of the company are crucial on the level of CorpAD standard applications.

- b. CorpAD standard and activities

The research results also show that the occurred activities are related to the provided facilities and the spatial configuration of CorpAD buildings. With congruent rules of activities managed by the company, the spatial arrangements and the provided facilities of the CorpAD equip activities including public activities. This also can be considered as contribution of the CorpAD to public realm.

- c. CorpAD standard and the meaning of place by people.

The third aspect which characterizes place is the meaning by people. This refers to the people cognition and understanding on the places. The results of this research show that the CorpAD standard and the different ways of the applications as well as the ways the company staffs manage the uses of the three buildings are regarded to maintain the meaning of place by inhabitants. People (respondents) agree that the three buildings at the three different places are fit to the characters of the surroundings.

4.1 Contribution of this research to knowledge

The contributions of this research to knowledge are as follows:

- 1 The identification of the contents of the CorpAD standards manual.
- 2 Identification of the potential influences of the CorpAD standard on place characters
- 3 Verification of the CorpAD buildings based on the CorpAD standard
- 4 Identification the roles of the designers, the company and the CorpAD standard to maintain the place character.

4.2 Suggestions for CorpAD development

The findings of the research extend the approach of the CorpAD standard development. It is suggested that in the CorpAD standard development, companies and CorpAD standard designers should consider the existing place characters along with the company's intention to communicate its identity and support the operation management. This approach will enable contribution to the maintenance of the characters of the existing buildings and surroundings. To address this, some suggestions are delivered as follows.

1. In CorpAD standard development

- a. Since CorpAD standard will be used as guidance in developing buildings in many different places, the companies and designers should explicitly state the obligation to respects the existing place characters in the standard manual. This notification is urgent so that the buildings developed based on CorpAD standard may deliver harmony with the surrounding. Besides, this will be an expression about the social and cultural awareness of the company and the will to contribute to the community.
- b. It is suggested that company and designer should consider flexibility of the CorpAD standard by providing options of each element and guidelines to adjust them to various conditions. This provides space for the company staff in charge and the implementing architect to interpret and respect the place characters in the CorpAD standard application.

2. In the application of CorpAD standard

- a. To consider the existing place characters; to consider the existing buildings if they are renovation project, and the surroundings
- b. For company, it is useful to develop the special unit in the management to monitor the applications of CorpAD standard
- c. To consult the local/city regulations
- d. In the use of the CorpAD building
The company management is suggested appropriately considering the public uses of the company properties as the contribution of the company to community.

4.3 Suggestions for the future research

One of the focuses of this research is the analysis of the CorpAD buildings which were constructed based on the CorpAD standard. Since the analyses were conducted after the applications of the CorpAD standard, the conditions before the application remain unclear so that comparison between the condition before and after application cannot be explained. The future research will be needed to evaluate the level of influences of the CorpAD applications by comparing conditions before and after the applications.

This research employed evaluation of the CorpAD buildings by analyzing public opinions. This approach was conducted to get opinions from people who were directly experiencing the settings. However, further evaluation is needed by employing combination of public and experts'

judgments. This will deliver more comprehensive insights of the relation between CorpAD and the place characters of the surrounding.

Finally, this research is focused on the CorpAD standard of the company in Indonesia as one of the developing countries where government regulations in terms of urban design and the enforcement still under development. The result of this research may useful for other developing countries. However, the future research in other countries should be conducted by considering the local contexts.