

ABSTRACT

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

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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.

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.

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.

Conclusions

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.