

## Pusat Mode di Glodok Baru = Neo Glodok Fashion Center

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### Abstrak

Pengembangan kawasan TOD di daerah Glodok sangat erat kaitannya dengan keberlangsungan perekonomian kecil-menengah yang berada di eksisting kawasan. Terlebih saat festival tahunan Cap Gomeh sedang berlangsung, daya tarik dari sektor makanan, fashion, kesenian dan kerajinan budaya khas chinese seakan menjadi primadona pilihan masyarakat. Dengan berfokus pada sektor fashion, usulan perancangan Neo Glodok Fashion Center yang mengangkat konsep hierarki, layering pada fashion, dan rekondisi pengalaman ruang dari gang serta persimpangan Glodok, diharapkan dapat menciptakan ruang komunal baru yang dapat meningkatkan nilai ekonomi untuk seluruh lapisan brand fashion,, memberikan edukasi fashion pada masyarakat sekitar, hingga dapat menjadi ikon baru pada kawasan TOD Neo Glodok yang representatif dan menarik dari segi arsitektural.

.....The development of the TOD area in the Glodok area is closely related to the sustainability of the small-medium economy in the existing area. Especially when the annual Cap Gomeh festival is taking place, the attractiveness of the food, fashion, arts and crafts sectors of typical Chinese culture seems to be the prima donna of the people's choice. By focusing on the fashion sector, the proposed Neo Glodok Fashion Center design which elevates the concept of hierarchy, layering of fashion, and reconditioning the spatial experience of alleys and Glodok intersections, is expected to create a new communal spaces that can increase economic value for all layers of the fashion brand, provide fashion education to the local community, so that it can become a new icon in the TOD Neo Glodok area which is representative and attractibe from an architectural point of view.