The development of convention and exhibition in Indonesia show very encouraging improvement. Indonesia is not only rich in tourism potential but also the potential to be a commercial business area in the field of convention and exhibition. This would be a great opportunity for the businessman and the Indonesian government to make a promising source of income. The convention and exhibition design in Malang national scale in architectural design and application of fiber Light Metaphor Intangible theme in the design concept. Convention and exhibition is the place to be devoted to all the general public, business people, as a place that facilitate the activities of the business, the economy, and product exhibitions.

This design concept is basically derived from the analysis in chapter analyzes were then summed design (synthesis). Synthesis obtained based on the characteristics of object design approach, the characteristic theme of the design and characteristics of the site, and do not be separated from Islamic values. In designing object Convention and Exhibition with the theme of Intangible Metaphor of Light. As for the concept taken from the theme of the design or the concept that there is still a relation of light in accordance with this Convention and Exhibition design object that is open, bright, not monotonous, requiring a lot of light. From the aspect of the obtained some important points that will be used as the basis of design.

Keywords: Convention and Exhibition Design, building business support, intangible metaphor of light, the light