

## ABSTRACT

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**Key words:** craft center, teak root, design

The development of teak root craft in Bojonegoro, Margomulyo is very fast. In line with its development, there are many problems that become the obstacles in the development of teak root craft. The condition of this teak root craft in the stack because there is no facilities and place for trading the craft decreasing the customers' interest. The available craft is only trade in front of the house of each craftsman so that the customers should move from a house to the other for choosing the desired crafts. The produced crafts still in semi finished product and it makes its price is not so high. It becomes the principle reason for designing teak root craft center. This design is aimed to accommodate the craftsman activities in production, education also as the marketing place.

The design of teak root craft center uses metaphor them approach by the concept of steep root by implementing root characteristics in real within the design (*tangible metaphor*). Root characteristics visually implemented is taper, branched, and the color is not green and in knuckle. The form in design is seen from the form of the site that imaging the building as the main root from the branches. The building seems consist of three main spots that is formed from the root zone that become the center of zone divisions for the rooms; they are *differentiation zone* (manager and production), *maturation zone* (seminar, showroom, workshop), *zone of elongation* (teak nursery, teak forest area, mushroom zone, MEE and parking lot). Root form is implemented in the display tracks, partition, wall ornaments, and so on. The building performance also uses root form that is branched in building ornaments used as the ventilation for light and air circulation in the building. The form of root also influences the roof height by the different level in the building. The form of building with root character will more strengthen the characteristic of Bojonegoro. The design of teak root craft center is also the most valuable place for the development of special region for the craftsmen in increasing economy-social need.