

## ABSTRACT

Albab, Ulil. , 2013. Convention and Exhibition Centre in Batu City. Lecturer, Aldrin Yusuf Firmansyah, M.T. and Achmad Gat Gautama, M.T.

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The development of MICE (Meeting, Incentive, Convention, Exhibition) is an industry convention tourism that emerging in many developing countries. It is driven by business tourism activity that increasingly demanded by many people. MICE is a part of the tourism industry in convention tourism activities, therefore required a lot of tourism facilities implementation, so that, this activity also can be referred as joint activities in a society, and to contribute both in terms of labor supply and also providing of foreign exchange. Batu city as a place where buildings Convention and Exhibition Centre will be planned and known as a tourism city, and the air condition that also support. Therefore, many activities of tourism and MICE are often carried out in this city. Whereas, in fact MICE facilities are still inadequate.

Designing of Batu Convention and Exhibition Centre is to facilitate and accommodate of MICE facilities that support business activities related with Meeting, Incentive, Convention, and Exhibition. Moreover, MICE industry is an industrial complex and involves many of the parties that has a high contribution in the economic growth in Batu city and also in Indonesia.

The theme of this design is high-tech architecture with sophisticated inovation that prioritize the concept of easiness and robustness of the building with the use of hi-tech materials which also can be affect in the aesthetic value of the building, such as steel, glass, concrete and so on. In this high-tech theme is also use of the latest innovations that can be an appeal to compete. The honestly of structure as the base of a high-tech application in the building and also serves as an aesthetic element to expose structure and also being a contemporary building and looks interested.