

## ABSTRACT

Ashari, Muhammad Ridlo. 2012. **The Center of Trade The Craft and Culinary Sidoarjo**. Supervising lecturer Aulia Fikriarini Muchlis, MT, and Ernaning Setyowati, MT

**keywords:** The Craft and Culinary, The Center of Trade A Metaphor Combination, A City District Sidoarjo

Sidoarjo is at once the city lying in east java province. Geographical location of the town of sidoarjo is town bordering the city of Surabaya, Gresik, a strait Madura, and Pasuruan areas and 18 sub-district support in processing the result of industry and fishery. Potential seed of certain sectors, the includes some of them are in the fisheries sector and maritime. Besides, Sidoarjo also known with food that is distinctive is a shrimp of smoke and chips. Currently, the development of industry, economy, the agricultural sector, fishery and trade sectors increasing every year. , in line with a function of time sidoarjo experience is falling. So a reduction in the percentage of industry is the presence of benca in Sidoarjo

See the condition like this requires industrial development potential to improve economic welfare inhabitant of Sidoarjo and get a better in those industries that is on the Sidoarjo. The place was called the center of trade the craft and culinary Sidoarjo which aims to help distribute portion of the produce small industrial potential that exists as central the craft and culiner and introduce the result of products of industry were particularly to the inhabitants of out of town who came to the Sidoarjo.

A metaphor combination as a step used in the center of trade the craft and culinary sidoarjo. Is the process of amalgamation between the two elements namely the tradition society Sidoarjo to the meaning of a maskot city Sidoarjo namely fish and shrimp. But reintegration is applied to a form of architecture in local experience of modernization. The concept of movement used to support a theme that is used. The Center of Trade The Craft and Culinary Sidoarjo.