



FAKULTAS HUMANIORA DAN INDUSTRI KREATIF



DESIGNER

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TUGAS AKHIR INTERIOR DESIGN

CLIENT :



CARS COLLECTION CAFE

### BACKGROUND

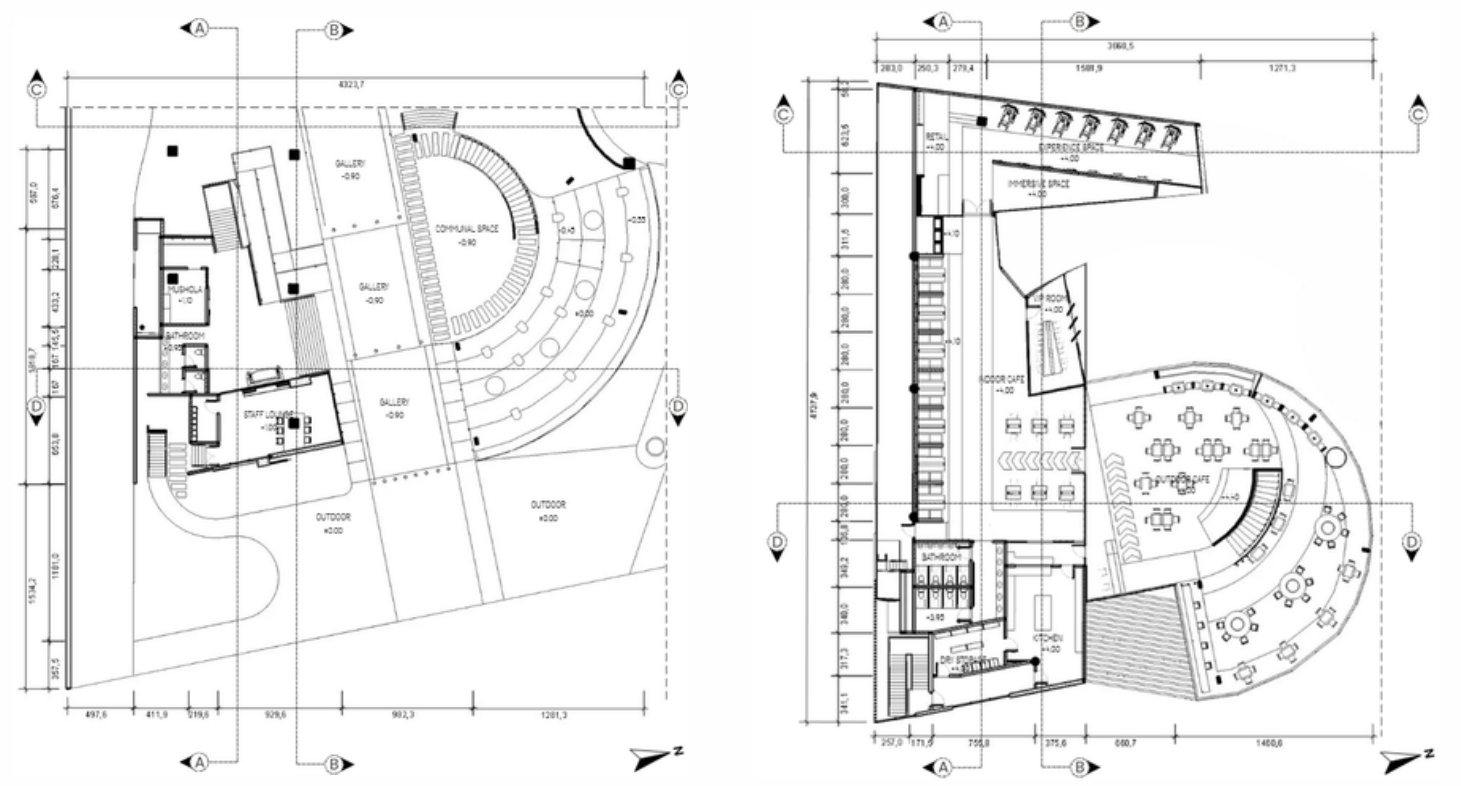
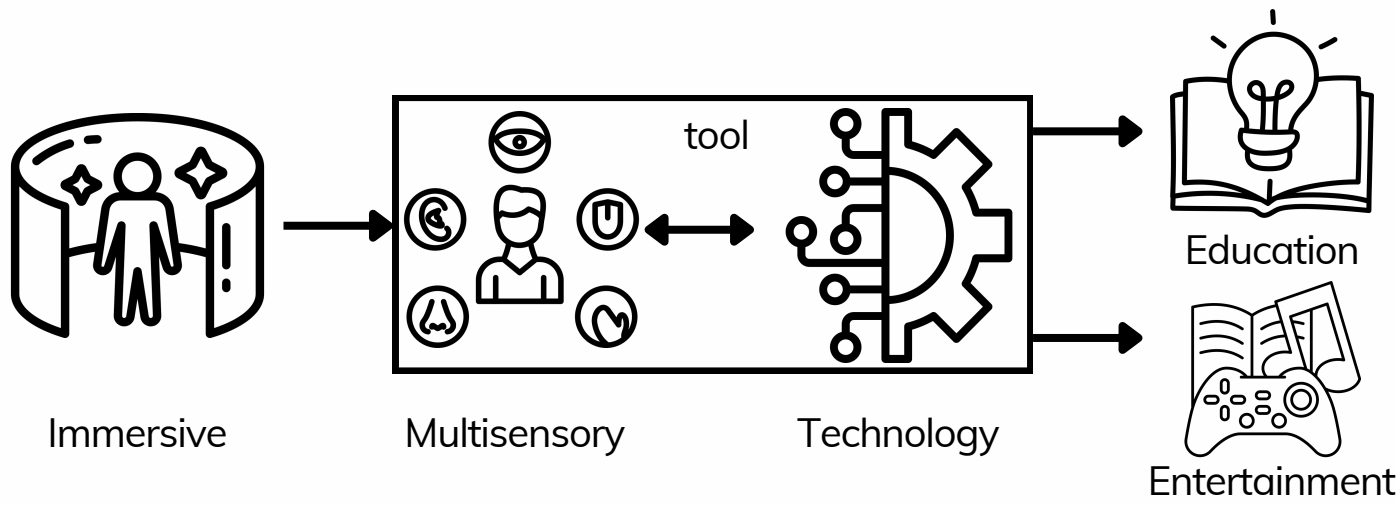
Surabaya has a strong and continuously growing automotive culture, supported by active enthusiast communities, automotive events, and increasing public interest in car-related lifestyle and technology. However, despite this enthusiasm, the city still lacks a permanent space that meaningfully integrates automotive theme, recreation, and community interaction. Most existing venues function only as temporary event spaces or conventional cafes, offering limited opportunities for deeper engagement and experiential learning. As an existing automotive-themed venue, 3C Cafe (Cars Collection Cafe) holds strong potential to address this gap due to its established identity within the automotive community. Nevertheless, its current spatial experience has not yet fully optimized educational, immersive, and interactive qualities. Therefore, this project proposes the design of an automotive social gallery that uses an immersive automotive learning environment that integrates gallery, café, and interactive technology, transforming passive observation into a multisensory and memorable spatial experience.

# OTONEXCENT



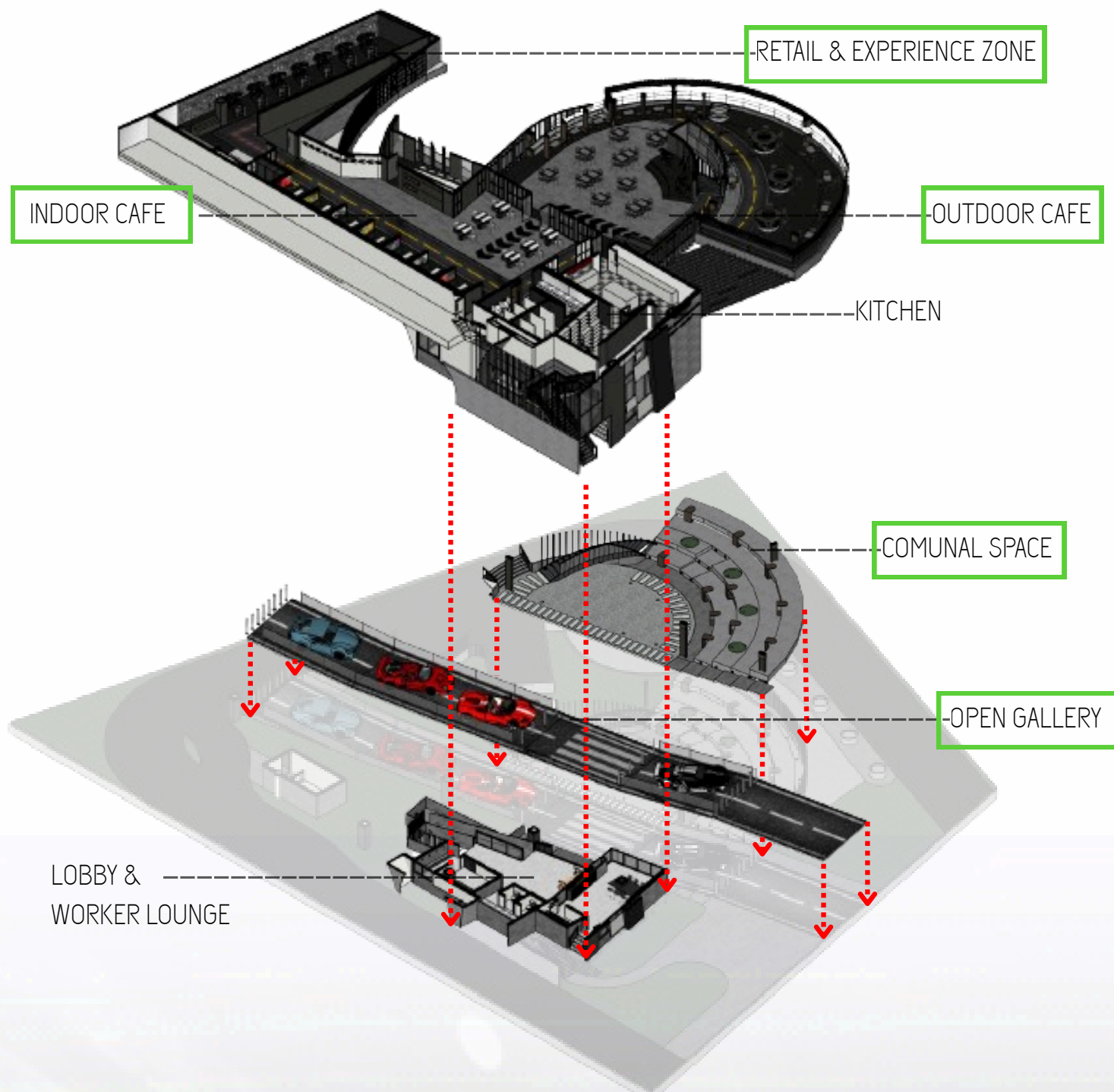
### CONCEPT

the concept focuses on creating a immersive space using multisensory spatial journey & technologies that stimulates visual, auditory, tactile, and emotional engagement. As a response to the limited availability of permanent automotive educational spaces in Surabaya, Otonexcent repositions 3C Cafe as an innovative automotive learning destination. By integrating immersive technology and spatial storytelling, the design transforms passive observation into active exploration, creating a more engaging, memorable, and meaningful user experience.

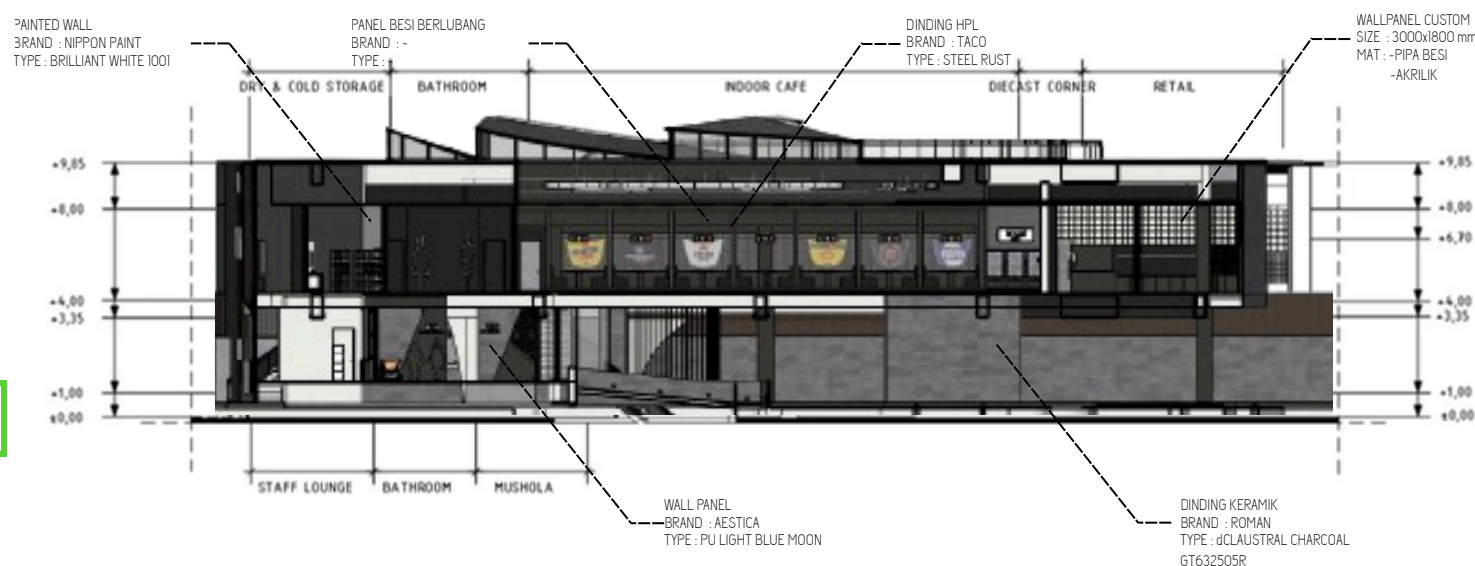


### COLOR PALETTE





The spatial planning in this building is organized into four main zones which are gallery, communal space, cafe, and retail & experience zone, creating a seamless journey of learning, interaction, and exploration. This zoning responds to the lack of permanent automotive spaces in Surabaya by integrating education, recreation, and social engagement within a single environment. Each space is designed to support different levels of user experience, transforming conventional automotive gathering into a more immersive, interactive, and meaningful spatial journey.



The material selection reflects the precision, performance, and premium identity of modern automotive design. Materials such as brushed metal, textured rubber, acrylic, perforated metal, and wood textures are used to express technological innovation while enhancing multisensory engagement through visual and tactile experiences and try to keep it as down to earth as possible. By balancing reflective, rigid, and textured surfaces, the design creates an immersive atmosphere that strengthens automotive storytelling and transforms the space into a dynamic next generation experience.

**3D WALKTROUGH**



**PANORAMA 360**

**MATERIAL**



**OTONEXCENT**

