



Issue

The lobby is the first area visitors encounter when entering the hospital and plays an important role in creating a positive first impression. However, the existing lobby of RS Premier Surabaya does not fully reflect the Resort Hospital concept and still needs a clearer orientation system to improve the visitor experience.

Through this redesign, the lobby aims to represent the identity of RS Premier Surabaya's Resort Hospital through a welcoming and comfortable environment. This design enhances visitors' first impressions while promoting clear orientation, efficient circulation, and a better overall experience.

Client



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# Redesign of the Premier Surabaya Hospital Lobby as a Representation of the Resort Hospital Image



**RS PREMIER SURABAYA**  
Jl. Nginden Intan Barat No.Blok B, Kec. Sukolilo, Surabaya, Jawa Timur 60118

## DESIGN CONCEPT

### "RESTORATIVE ARRIVAL"

The "Restorative Arrival" lobby design concept for Premier Surabaya Hospital re-emphasizes the hospital's resort identity through a calm and soothing arrival atmosphere.

#### Key Design Principles



Hospitality



Comfortable

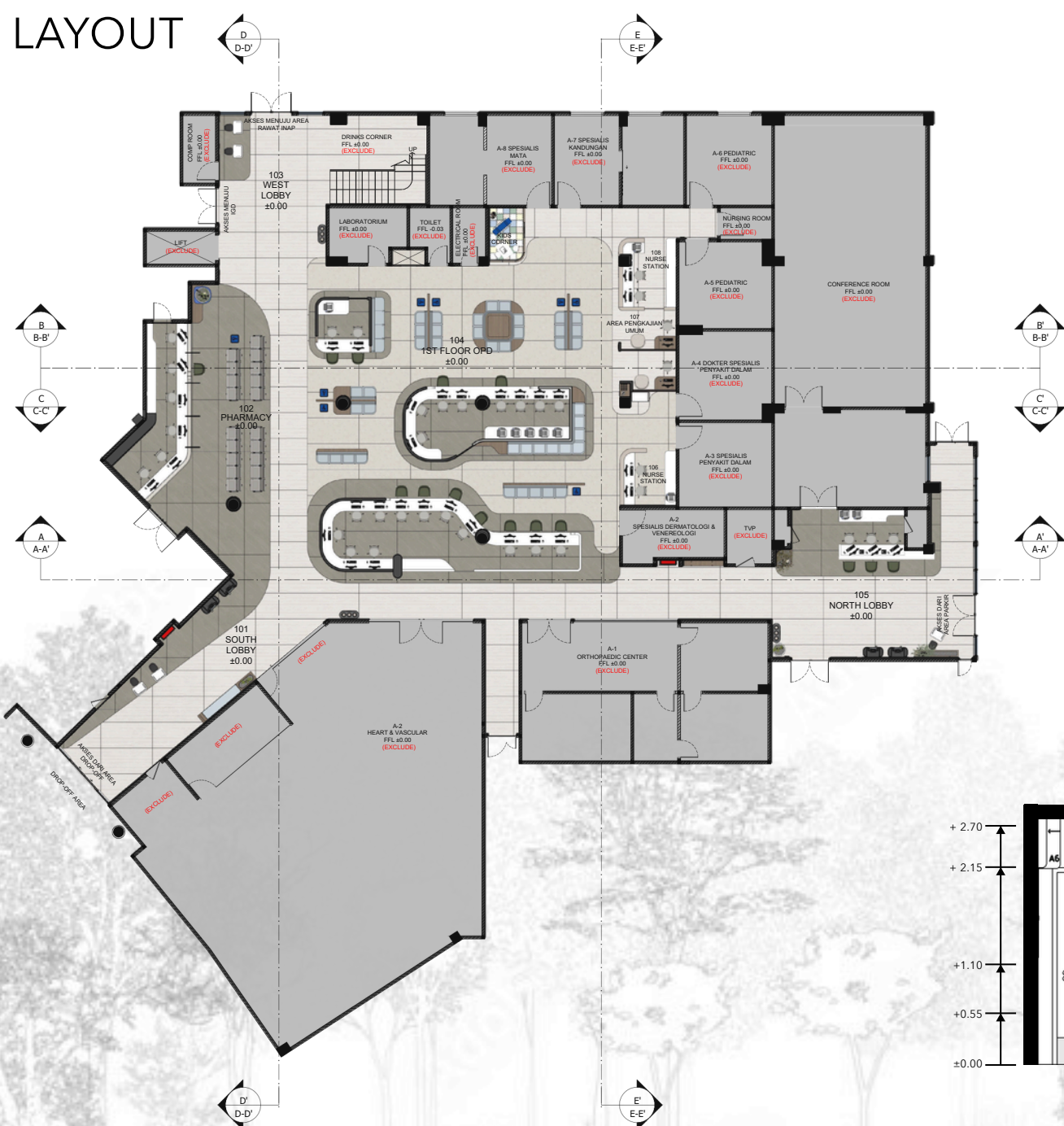


Clear Flow

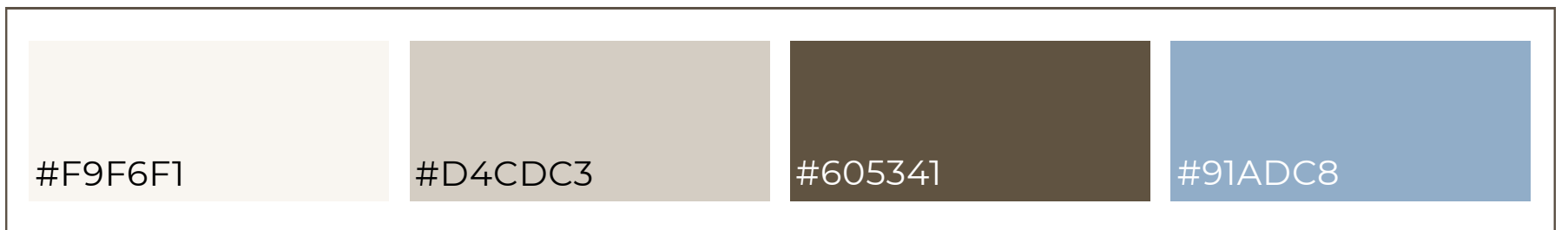


Integrity

#### LAYOUT



## COLOR PALLETTE



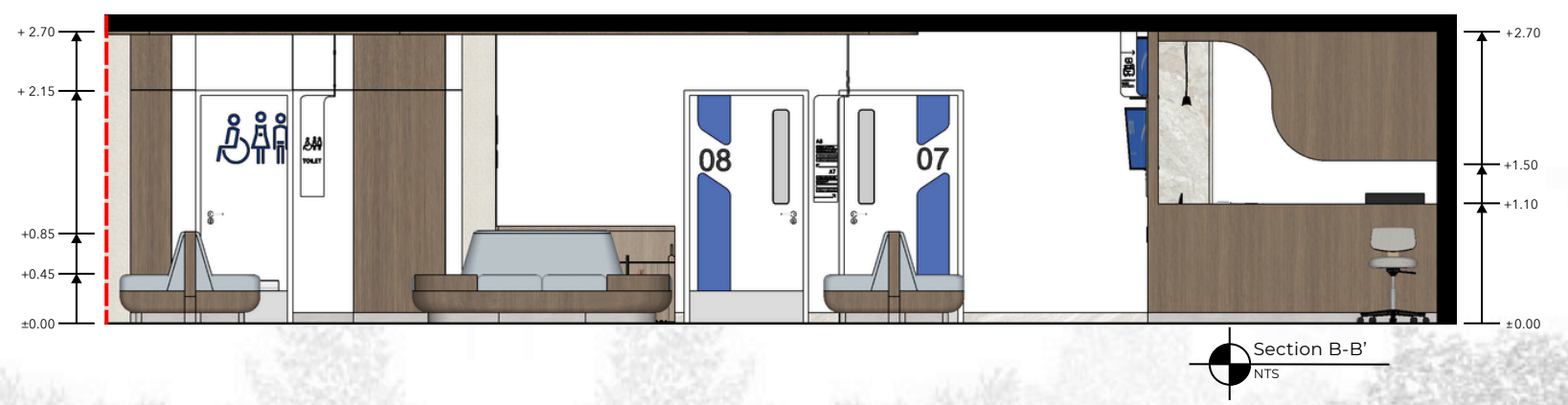
## MATERIAL



## SECTION



Section B-B' NTS



Section B-B' NTS



Section E-E' NTS

# RESORT HOSPITAL DESIGN IMPLEMENTATION

The lobby of RS Premier Surabaya is designed based on the Resort Hospital concept, integrating hospitality, comfort, accessibility, and a healing atmosphere to create a welcoming and restorative arrival experience.

## 02 | ACCESSIBILITY

Wide circulation paths and designated wheelchair waiting areas provide comfortable and barrier-free access, supporting the mobility needs of all patients and visitors.



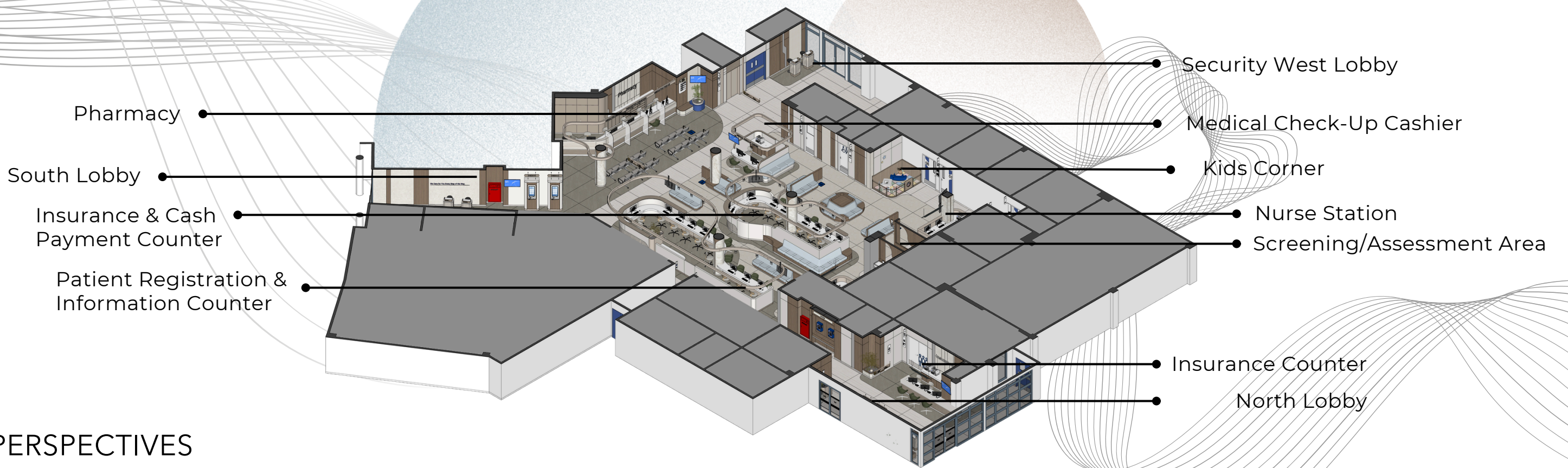
## 01 | AMBIENCE

Ambience is created through warm earth tones, natural materials, and soft lighting, fostering a calming atmosphere that reduces anxiety and reinforces the resort hospital experience.

## 03 | MATERIAL HIGIENIS & ANTIBAKTERI

The selection of hygienic and antibacterial materials supports a cleaner, safer, and healthier healthcare environment. Antimicrobial surfaces and easy-to-clean materials help maintain hygiene while enhancing user comfort.

## ISOMETRIC



## PERSPECTIVES

