



# *INTERIOR DESIGN V*

*KANDA PAROMUAN BUTAR BUTAR*

W.O.R.L.D.S <sup>OF</sup>

**MARVEL**

# *SITE ANALYSIS*

Alam Sutera is an integrated property developer in Indonesia, focusing on innovation to improve people's quality of life. The township management are focused on the development as well as management of residential areas, commercial districts, industrial areas, shopping centers, leisure centers and hospitality. Alam Sutera has become a pioneer in green living and a dynamic icon of urban development, committed to building a better life. The journey as the leading property developer company began with developing excellent service and quality in comfortable, safe and healthy environments.





# WORLDS OF MARVEL

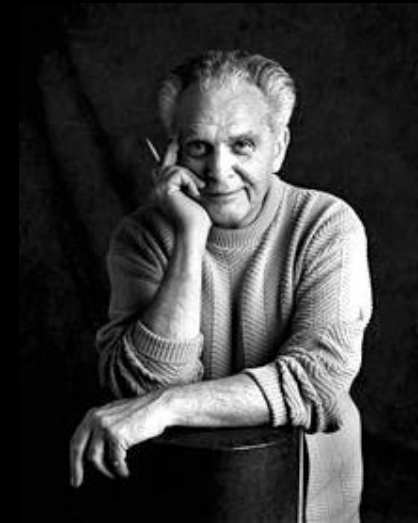
*Dwelling into worldwide advanced technologies and sorcery of the infamous profiles of Ironman, Captain America, Thor, doctor strange and The marvel Cinematic World characters with interactively assemble installations and displays on each of the characters backgrounds and history inviting guests to feel the scenario to be part the marvel cinematic world.*





Marvel was founded in the late 1930s by Martin Goodman, a New York publisher of pulp magazines. Marvel Comics is the common name and primary imprint of Marvel Worldwide Inc., formerly Marvel Publishing, Inc. and Marvel Comics Group, a publisher of American comic books and related media. In 2009, The Walt Disney Company acquired Marvel Entertainment, Marvel Worldwide's parent company.

Marvel started in 1939 as Timely Publications, and by the early 1950s, had generally become known as Atlas Comics. The Marvel branding began in 1961, the year that the company launched The Fantastic Four and other superhero titles created by Stan Lee, Jack Kirby, Steve Ditko, and many others.



# TARGET MARKET

MARVEL HAS DIFFERENT TYPES OF TARGET MARKETS:

YOUNGER CHILDREN BOYS & GIRLS AGES 12 AND BELOW.

TEENAGERS AGES 12 AND ABOVE.

OLDER GENERATIONS WHO GREW UP READING THE COMICS.

During the early days of superhero comics, they appealed to wide range of age groups. They were mostly targeted towards children, as they taught good morals and values, such as superheroes as Spiderman and Captain America. However, they could also be read and enjoyed by teenage boys and adult males. Mostly males because the superheroes themselves were strong males and some stories are rather complex and relatable to the adult life, problems and things that are happening all around us. Although many storylines and characters are not meant for kids.





# COMPARISON (INTERNATIONAL)



- MARVEL'S AVENGERS S.T.A.T.I.O.N

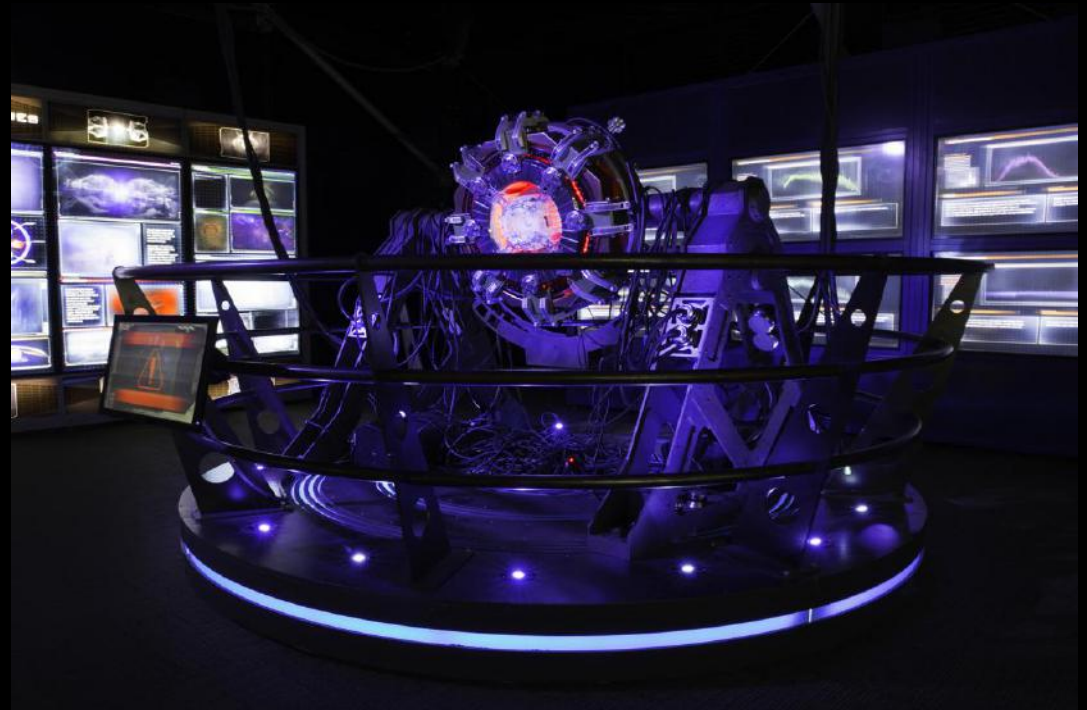


- LOCATION: Melbourne, following hugely successful runs in New York, Seoul, Paris and Las Vegas.
- TARGET MARKET: Mainly All Ages, focuses more on younglings and Teenagers due to its Educational recreation and Background.
- PRICE RANGE:

	MON - FRI DAYTIME	MON - FRI EVENING	SAT - SUN ALL DAY
	<b>\$35</b>	<b>\$8</b>	<b>\$8</b>
ENTRY	<b>10AM - 4PM</b>	AFTER <b>4PM</b>	AFTER <b>6AM</b>
EXIT	BEFORE <b>Midnight</b> SAME DAY	BEFORE <b>6am</b> FOLLOWING DAY	BEFORE <b>6am</b> FOLLOWING DAY







## ACTIVITIES



MARVEL CAFE





## EXHIBITION/MUSEUM:

- RECEPTIONIST (BUY TICKET [MACHINE LOCKET BOOTH] & COLLECTIBLE BADGE TO ENTER)
- IRONMAN (AVENGERS TOWER) [Futuristic concept]
  - STILL'S (ARMOR DISPLAY)
  - LAB INTERACTIONS
  - SIMULATOR ROOM
  - MUSIC (AVENGERS THEME & FUTURISTIC SONGS)
- CAPTAIN AMERICA (SMITHSONIAN MUSEUM, WORLD WAR) [1940's American world war concept]
  - STILL'S (SHIELD AND WEAPONS DISPLAY)
  - CHARACTER HISTORY DISPLAY
  - GRAPHICAL STILL'S
  - INTERACTIONS
  - MULTIMEDIA FILM PROJECTION (WORLD WAR 2 STYLE)
  - MUSIC (1940'S INDEPENDENCE ARMY SONGS)
- THOR & DR. STRANGE (ASGARD & SANCTUM) [Magical kingdom and Sorcery Room concept]
  - STILL'S (WEAPONS AND MAGICAL ITEMS DISPLAY)
  - CHARACTER DISPLAYS
  - GRAPHICAL STILL'S
  - INTERACTIONS
  - MULTIMEDIA FILM PROJECTION (HISTORY OF INFINITY STONES)
  - MUSIC (MYSTICAL THEME)
- S.H.I.E.L.D BASE HEADQUARTERS
  - STILL'S (ARMOR, SUITS & WEAPONRY DISPLAY)
  - ORGANIZATION HISTORY DISPLAY
  - HEADQUARTER INTERACTIONS
  - HELLACARIER & QUINJET SIMULATOR AREA
  - MUSIC (SUSPENSE INTENSE SONGS)



## MARVEL CAFE

- EXCLUSIVE COLLECTIBLES & OFFICIAL MERCHENDISE STORE

- GET EXCLUSIVE OFFICIAL MARVEL MERCHENDISE
- COMPETITIONS (Cosplay)
- TRADEABLE COLLECTIBLES
- RESSELLERS
- BUYING
- DISCUSSION
- STILL DISPLAYS
- EVENT
- WIFI

- READING ROOM (FAN CLUB MEETING AREA)

- READING
- FAN INTERACTIONS
- MARVEL COMIC AND MOVIE FAN CLUB
- WATCHING TV
- DISCUSSIONS
- GAME INTERACTIONS DIGITAL AND PHYSICAL
- COMPUTER BOOTH (INTERNET AREA)
- EVENT
- WIFI

- OFFICIAL MARVEL COMIC BOOK STORE

- READING COMIC BOOKS
- COMPUTER BOOTH FOR INTERNET AND SEARCH AND ASSIST
- STILL DISPLAYS
- MUSIC & ORIGINAL SOUNDTRACK
- GETAWAY
- EVENT
- WIFI

- MARVEL CAFE

- EATING AND DRINKING
- FAN INTERACTIONS
- SOFA AREA (COUCH)
- SPECIAL EVENTS AND FOODS
- PROJECTOR FOR WATCHING TOGETHER
- COMPUTER BOOTH (INTERNET AREA)
- WIFI



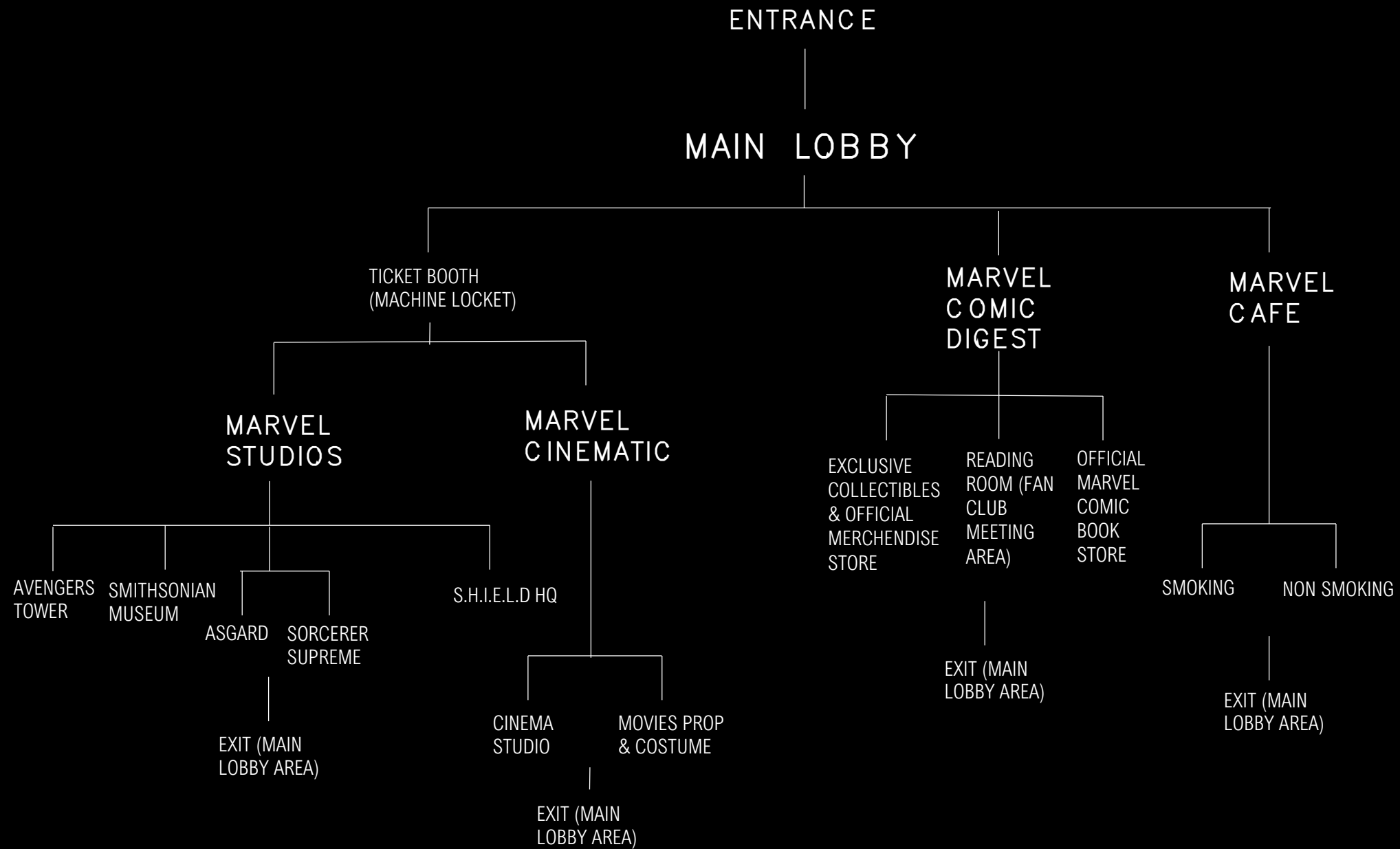
- MOVIE PROPS & COSTUME AREA

- MOVIE MAKING PROCESS
- COMPUTER SCIENCE IN MOVIES EDUCATION
- STILL DISPLAYS
- MOVIE PROP OBSERVATION
- DISCUSSIONS
- AUCTION

- CINEMA THEATRE

- WATCHING MOVIES
- SPECIAL EVENTS
- MEET & GREET WITH MARVEL ASSOCIATES
- FAN DISCUSSIONS
- PROJECTOR





*CONCEPT / MOODBOARD*



# CONCEPT

*FUTURISTIC*

## EXHIBITION

- IRONMAN (AVENGERS TOWER) [Futuristic concept]
- CAPTAIN AMERICA (SMITHSONIAN MUSEUM, WORLD WAR) [1940's American world war concept]
- THOR & DR. STRANGE (ASGARD & SANCTUM) [Magical kingdom and Sorcery Room concept]
- S.H.I.E.L.D HQ [Futuristic Contemporary Concept]

# MOODBOARD

METAL MESH FLOORING



METAL ZINC WALL



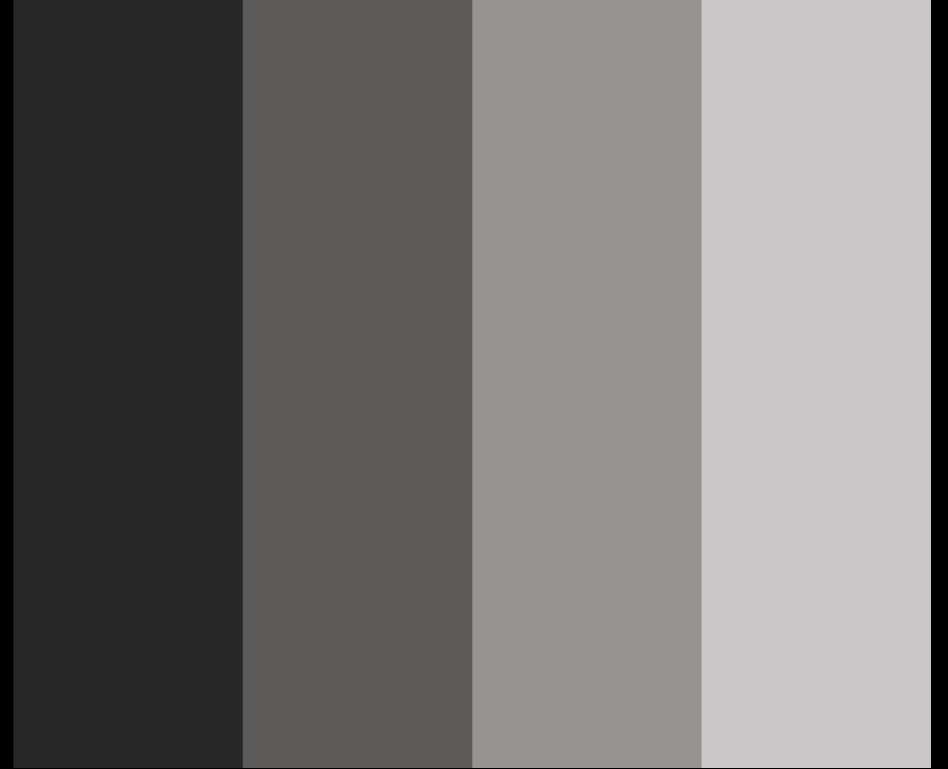
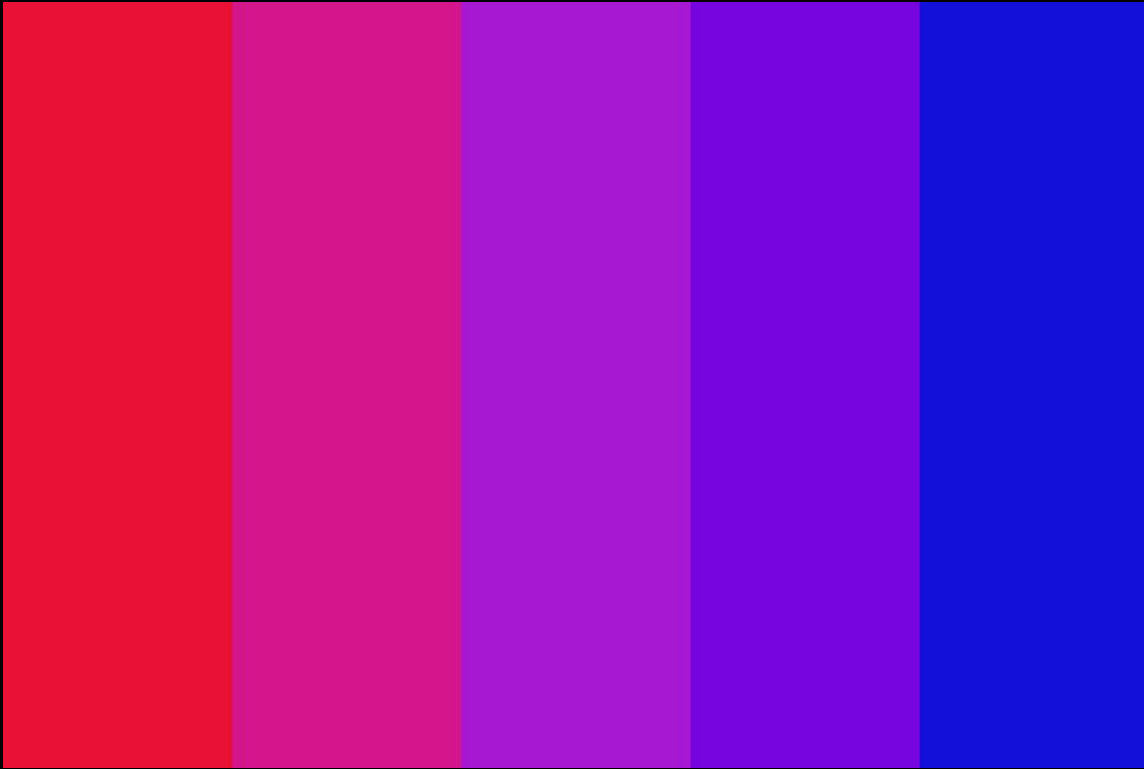
LED CAGE



LED LIGHT TUNNEL



MULTI COLORED LED LIGHTBAR



*COLOR SCHEME*

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# MARVEL STUDIOS





# MARVEL

## COMICS DIGEST





## MARVEL CAFE



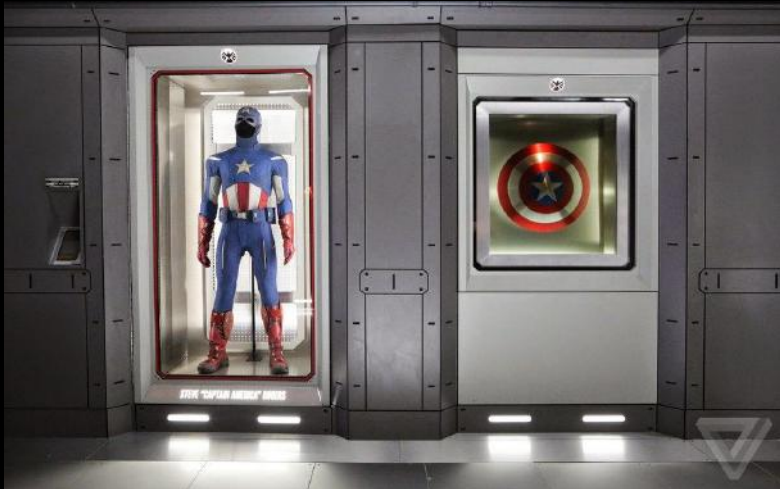


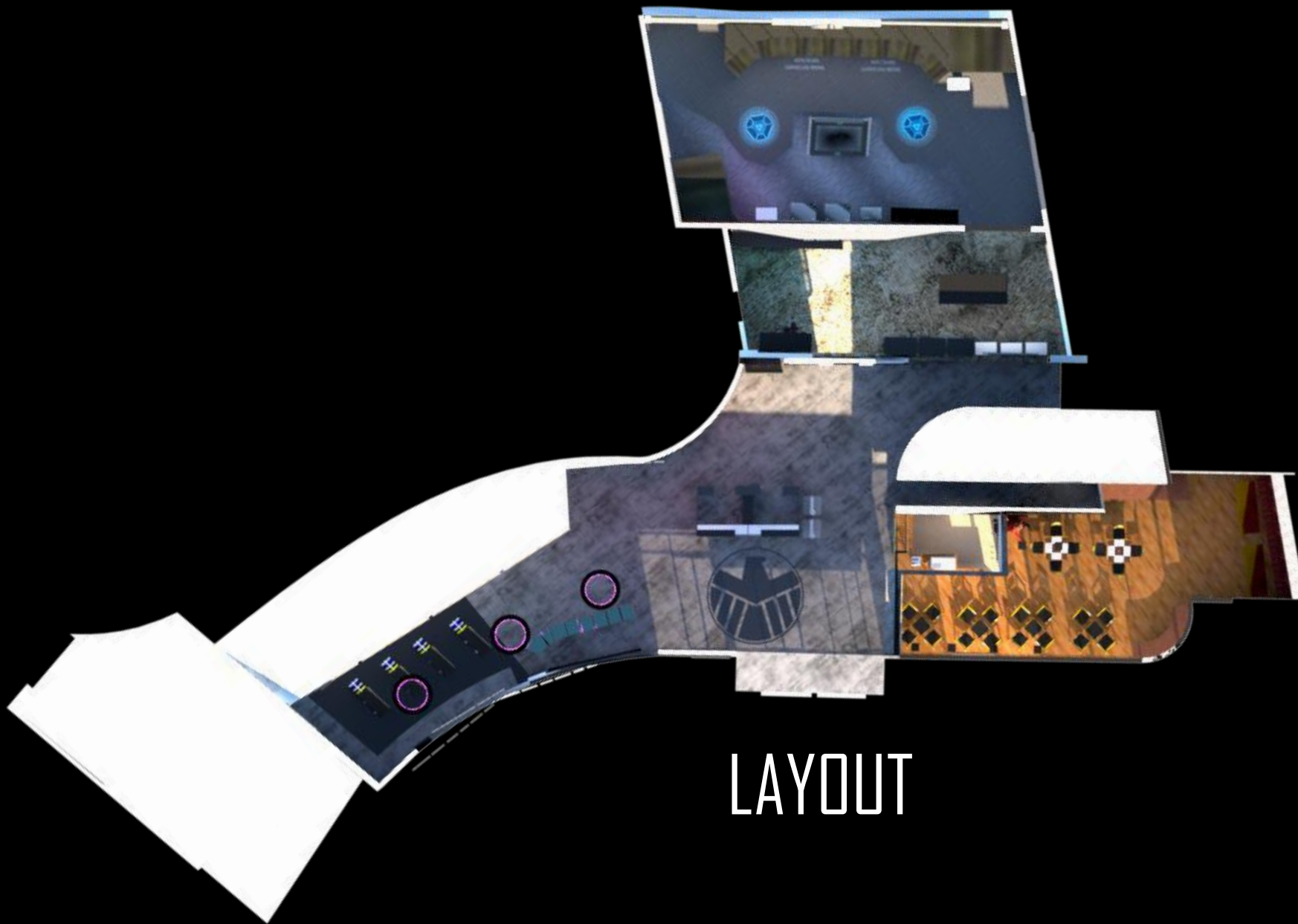
MARVEL

20<sup>th</sup>  
CENTURY  
FOX

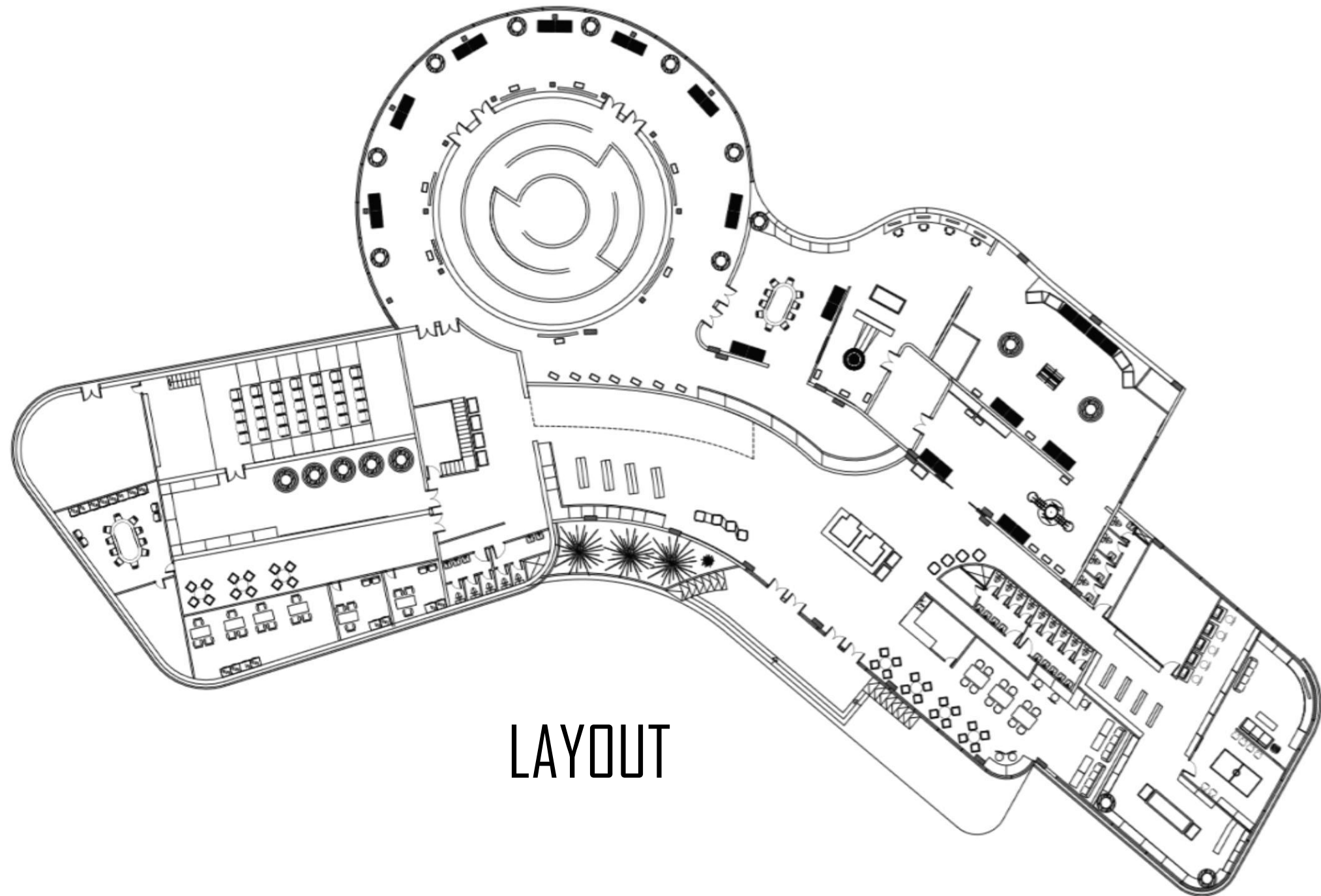


20<sup>th</sup>  
CENTURY  
FOX





LAYOUT



LAYOUT





PERSPECTIVES

# FACADE







LOBBY AREA [ NIGHT VIEW ]

LOBBY CORRIDOR AREA [ NIGHT VIEW ]







IRONMAN EXHIBITION AREA



CAPTAIN AMERICA EXHIBITION AREA







MARVEL CAFÉ WORLD AREA  
VIEW 2



MARVEL CAFÉ WORLD AREA  
VIEW 1