



## Kualanamu Art Gallery & Exhibition Center (Structure as Elements of Aesthetics)

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**Abstract.** Medan is the third largest city in Indonesia, so it has considerable potential in the field of Art. A lot of potential and human resources that could be developed in the city of Medan. The city characterized by the culture of various Ethnic this hope was able to preserve the culture of each ethnic group. Art galleries and exhibition is expected to become a new tourism venue in the city of Medan and the iconic place of the development of works of art in the city of Medan. With the approach of the structure as elements of aesthetic in architecture

**Keyword:** art, gallery, structure, architecture

### 1. Introduction

Not only in Indonesia, but the charm of art in the city of Medan is also widely known overseas. Many local and foreign tourists who visited the field to enjoy the beauty and uniqueness of the art contained in the city of Medan. In the end, to accommodate the community to be able to develop its potential as well as to be more familiar with the art of the city Medan. The gallery can be one of the containers to accommodate a variety of the arts in the city of Medan. The gallery is the main goal of the community lay in finding and removing fatigue. The gallery prestige with the movies, mall, cafe, and others. But if properly, the gallery can be one of the tourism potentials is capable of many interesting visitors. Art galleries and exhibition is expected to become a new tourism venue in the city of Medan and the iconic place of the development of works of art in the city Medan. With the approach of the structure as elements of aesthetic in architecture, it also can expect to be buildings for designer's inspiration can make a classy and modern architecture without forgetting the beauty of architecture traditional city of Medan.

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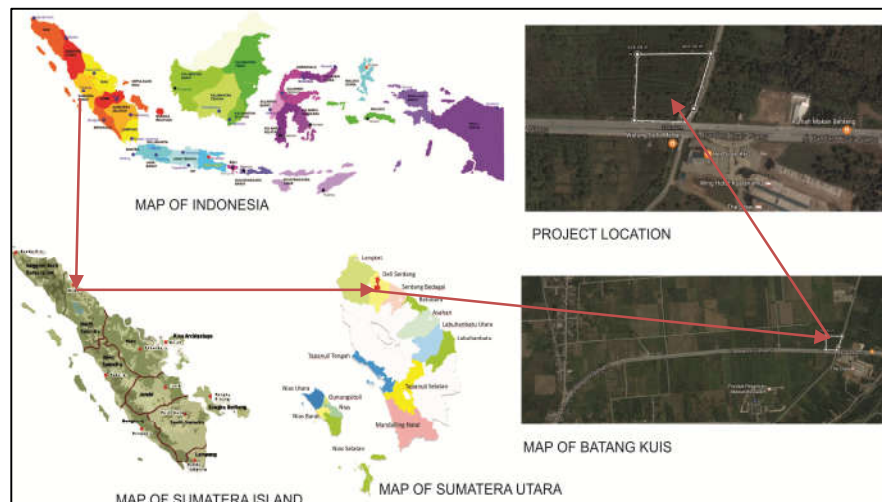
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## 2. Literature Review

### Location Site

Project location Kualanamu Art Gallery & Exhibition Center is located in Batang Kuis. Batang Kuis is one of the subdistricts of 22 towns located in Deli Serdang district. By government regulation No. 26-year 2008 about the plans of the national area of space, Deli Serdang district is the mainstay and national strategic area along with the cities of as Mebidagro metropolitan borough (Figure 1).



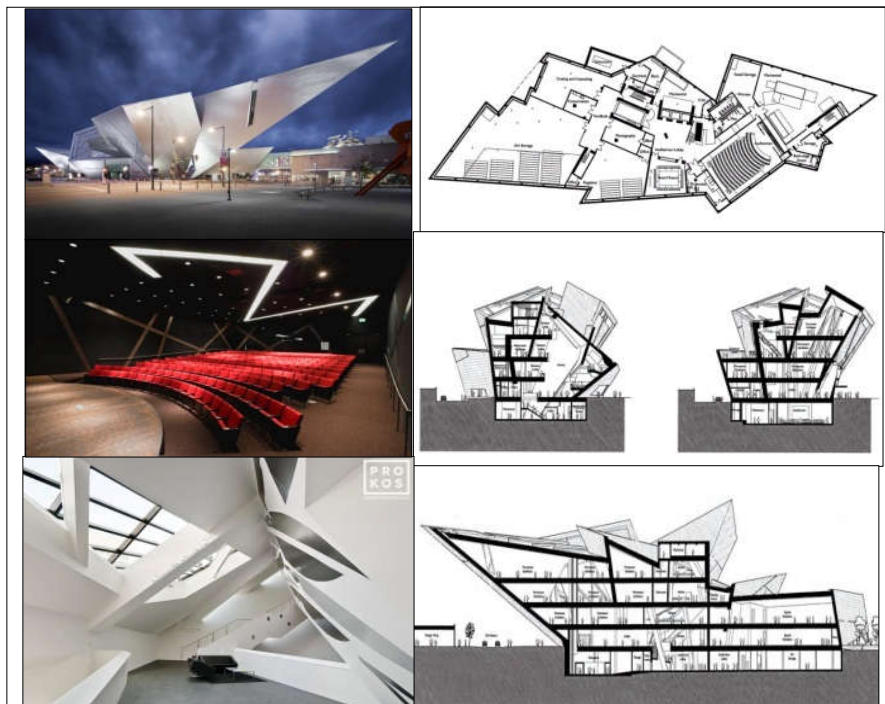
**Figure 1.** Project Location

### Theme Riview

To translate the theme structure as aesthetic elements into a work of architecture. The design refers to the explanations put forth Vitruvius in his book “De Architecture” good buildings must have beauty or aesthetics, strength, and usefulness (utility). Architecture can be said to balance and coordination between these three elements, and there is no one element over another element. In the modern definition, architecture must include consideration of the function, aesthetic, and psychology. Quoting Vitruvius, “architecture is a science arising from others sciences, and equipped with the learning process. Assisted with the assessment of such works as artwork”. Construction of buildings and architecture are not fused and is not the same thing. The side that most of the structure is its role for Architecture. While the most important side of the Architecture plus is the influence on patterns of behavior[4]. Theme designer structure as generally aesthetic element, that element of the structure itself can be present as the other functions of aesthetic, when normally the structure became an important aspect as the power of a building and the hidden behind the aesthetic elements, the on this structure as a designer of buildings, which at one become structure accents and ornament on the facade of the building.

### Comparative Study

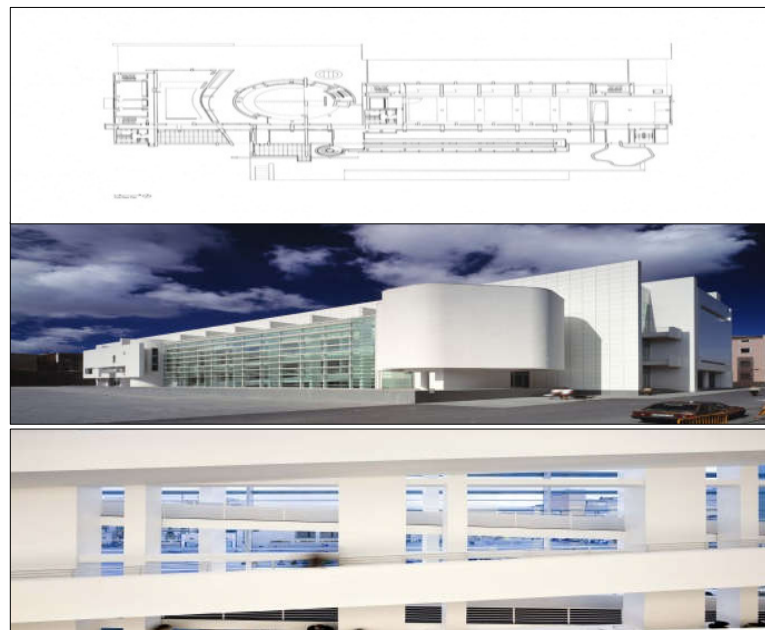
Denver Art Museum, Colorado Denver. Libeskind's design consists of geometric, titanium corner wear that reflects the peaks of the rocky mountain nearby and rock crystal. The building is located just south of the north building two towering, designed by Italian architect Gio Ponti and James Sulder Associates, and is bordered by the Denver Public Library, designed by Michael Graves. The expansion, the first major additions to the museum since the north building, completed 35 years ago, almost doubling the amenities (Figure 2). Maison La Roche, Paris, Le Corbusier and Pierre Jeanneret. Home L shaped floor plan, meant to separate the two different residents. The main side in front (for gallery) in the form of spaces, spacious and high because of a combination of 2 or 3 the mezzanine floor with the other. On it, there is a balcony overhanging drifts, and there is a sort of bridge linking the spaces opposite the mezzanine, in addition to the stairs of Le Corbusier also designed the track to ride ramps (Figure 3). Museum of Contemporary Art, Barcelona. This was designed by Richard Meier. The museum can be easily accessed by wheelchair users because it uses the ramps as a connecting each floor (Figure 4).



**Figure 2.** Denver Art Museum, Colorado Denver



**Figure 3.** Maison La Roche, Paris, Le Corbusier and Pierre Jeanneret



**Figure 4.** Museum of Contemporary Art, Barcelona

A comparative study of all in can structure buildings characteristics as the aesthetic element has the form of a square, circle rectangle. And it also has a dominant color monochrome as well as soft, as white and others. And in particular, there is a building that has a ramp to the fact of having a wheelchair so it can be easily traversed by wheelchair users.

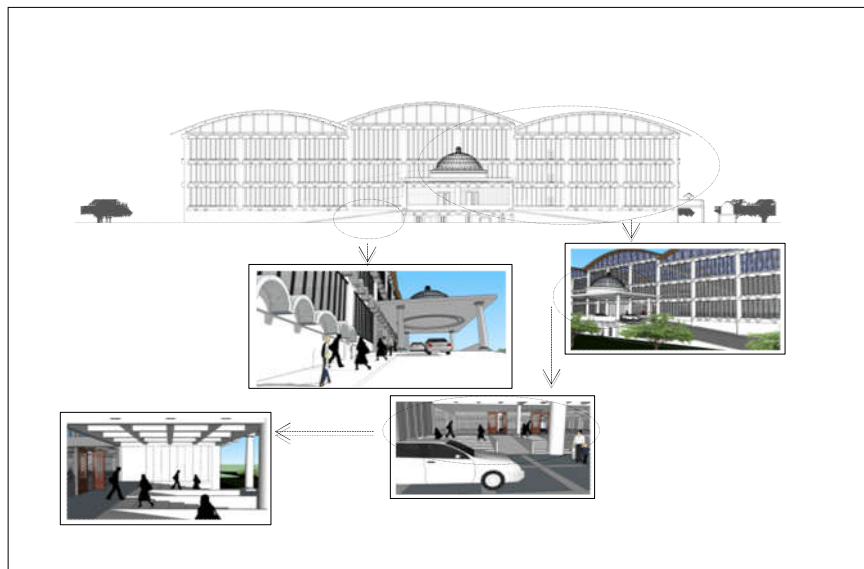
### 3. Methodology

In this study using this type of method of design of glass box. This model believes that the design process can be conducted in a rational and systematic. As with a computer, the brain receives feedback which, the examine programmatically, analytical, evaluative and sites so that we will get a solution of optimization may be performed. Some characteristics of the method of glass box are; target, variable, and the criteria set out earlier; hold the analysis before doing problem-solving; try synthetic it can systematically; evaluate logically [2].

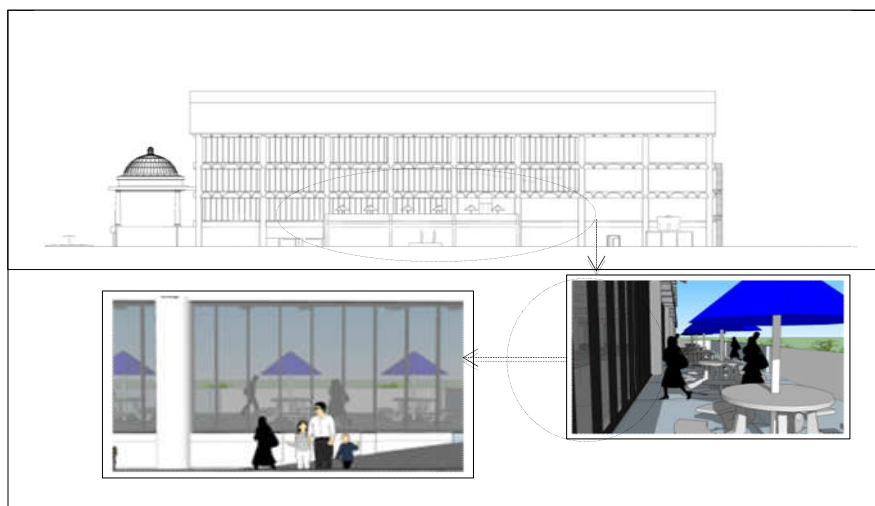
### 4. Result and Discussion

Circulation is an achievement that is committed to achieving the desired function inside the building. Review of a system of the building, the circulation of the distinguished top horizontal and vertical circulation. The horizontal circulation is done on one floor while the vertical made to reach from the floor to the other floors. Building circulation criteria as follows; for the exhibition, circulation is expected to direct from space to space, clear and easy achievements, safe and comfortable for visitors[1]. Analysis of the form is an against character analysis or visualization that will appear on the building, forms a connecting room is in the exterior environment. The form consists of elements such as size, color, and texture, position, orientation, mass. All elements have a goal to realize the image and look at the shape of the building. Based on factors above, form the most well used as consideration of the strengths and weaknesses that are used to customize the theme structure as an aesthetic elements is a formed square due to entanglement with the theme and consideration of view, movement of the wind, the movement of the sun, and the function of the project itself.

In designing Kualanamu Art Gallery & Exhibition Center this perspective or orientation between building is very important. This will effected the appearance of an ability of intercultural communicated with the building of buildings. Determination of the angle is effect by; the visitor's viewing distance, the distance between the building and the form of the mass. Determination of orientation of tread and buildings considered against; the location of the tread design, building activities, and mass, the local climatic conditions, the influence of pollution and noise, the relationship between buildings. The form of the facade made of glassy to ease the entry of light; entrance was used as a drop off area for visitors; the front entrance and stairs ramp made for visitor; there are 2 ramps in front of the facade that is the way to the foot of the ramp and vehicle (Figure 5). Outdoor cafe in the gallery, to enjoy the atmosphere around the gallery; the atmosphere inside the gallery out of the building (Figure 6).



**Figure 5.** The Concept of Mass and Facade



**Figure 6.** The Concept of Mass and Facade

The concept of the main structure that will be used in the Kualanamu Art Gallery & Exhibition Center is using rigid frame structure, where the concept of column and beam will connect to each other can stream the loads which is attached with joints to be able to prevent relative rotation between connected elements so that the load will be spread out evenly to the ground [3].

## 5. Conclusion

Art galleries and exhibition is expected to become a new tourism venue in the city of Medan and the iconic place of the development of works of art in the city of Medan. With the Kualanamu Art Gallery & Exhibition Center future could increase the country's foreign exchange from the tourism sector. The gallery is a long room protected or closed, in the form of the corridor between buildings that serves as a place of exhibition artwork. Structure in term of

architecture is a system, meaning that a combined or a series of wide range of elements that are assembled in such a way to become one unified whole. The aesthetic is a branch of philosophy dealing with the nature of beauty, art, taste, and with the creation of the appreciation of beauty.

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