

Application of Art Deco Theme on “Bandung Tour on Bus” Exterior

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Abstract Bandung Tour on Bus or Bandros is a sightseeing tour around the city using buses from Bandung that are in demand by many tourists both in the city and outside the city, even to government guests. Bandros itself has various routes and colours for tourists to ride, Bandros bus was created to attract tourists from outside the city to visit the city of Bandung (City Branding) with its Art Deco theme, But the formation of Bandros itself is still far from the main theme, the Art Deco. Therefore, to avoid miss conception about Art Deco definition and design forms, it is necessary to redesign the exterior of the bus Bandros to be closer to the main theme using art deco parametric based on Art. However, to obtain optimal results, authors used an analysis of data based on literature, samples of design, and visual concepts are needed by prioritizing the basic theme of Art Deco and limiting it to government regulations. By using Art Deco parameters, it will avoid misconception in Art Deco on public understanding.

Keywords Art Deco, Bandros Bus, Exterior, Visual

1. Introduction

Bandung Tour on Bus or Bandros is a sightseeing tour around the city using buses from Bandung. Bandros also comes with colours variant, such as red, blue, green, purple, yellow and black for VIP only. Each colour has each own route and shared with each derivative colour. Bandros itself has a concept, mixture of double-decker from England and the tram from San Francisco with Art Deco touch. Bandros Bus was created to attract tourists outside the city to visit the city of Bandung (City Branding). Bandung Mayor “Ridwan Kamil” chose bright colours to make the residents of Bandung city smile while looking at that bus.

According to local news Bandaros bus aka Bandros used to a trending topic for a while, and it still being an origins city feature that Bandung citizen proud for. As it operated maximum of 8 times a day both tourist and citrizen still enjoying the ride eventually. While riding this tour bus were experience a hidden story around city, walking through history of Bandung City was being the critical point of this feature.

While Art Deco itself it has begun to be rarely used by companies manufacturing vehicles, the idea was to be simple and luxurious, while what we seen on Bandros bus shape was too crowded. And the colours variant is slightly different to present Art Deco look. 10 out of 10 random sources got mistook about the design language. Misconception may cause problem for public understanding, and may grow up as long as it's not

clarified.

Mislead information may cause chaotic understanding both from common and professional people. As it may shady to hear Art Deco for commons. It is the right time to educate people since there are an example from the past. While Art Deco now rarely seen, but yet there are still many fans existing around the world.

“Art Deco Means Decorative and industrial arts. Their mean to be modern and assisted by technological progress. It is the agenda that determine the shapes; hence technology is also part of it. There is a line between human needs and technology. Art talks no different. The shapes it creates are determined by those needs and new technologies; hence, they can only be modern”. [3] This mean Art Deco its self has to contain the technology on it, the way of modernism is part of Art Deco, both technology, and Art Deco have continuity that cannot be separated to each other.

“Art Deco style is not the form of one's expression, nor from a famous one. The Art Deco style gives visual energy impact from their own characteristics, inherent quality but open, the extraordinary beauty of Art Deco has proven its success throughout the world and with the most diverse situations”. [2] The more impact from the “form” its self the closer it looks to Art Deco, but that doesn't mean every form that have huge impact mean as an Art Deco. Art Deco has its own characteristic that made it original when the Art Deco itself Are made to be unique and limitedly.

“Art Deco Design is a form of modernism. As they are purposely made to be limited that symbolizing wealth and sophistication. featuring simple, clean shapes, often with a streamlined look. The design had geometric or stylized

from representational forms and usually patterned, composed by expensive materials such as plastics, especially Bakelite, vita-glass and ferro concrete and also jade, silver, ivory, obsidian, chrome, and rock crystal as we may found in nature. Art Deco Object create unusual look, it was form of limited product, that was not massively made. inspiration was about how human admire the modernity of machine”. [6]

“Art Deco form are, Horizontal rather than vertical emphasis, rounded rather than angular corner, minimum surface ornamentation”. [5] When we take a look at Art Deco style based on current Bandros Design It almost share the same definition unless about the minimum surface ornamentation.

The references above talking the same meaning about the Art Deco. The way it has to be unique, modern, stylish, and luxurious. “When Art Deco style are Progressive Art Design, which moves away from nature to be more industrial characteristics as it used to, creates an impression stylish, attractive, and fashionable. The implications used by Art Deco are Creative, urban, industrial. Art Deco talks about how modern, simple, geometric and wealth product, monochromatic color are the most suitable for this condition for an example like Silver and Gold are representing the wealth and prosperity, for a vehicle usually using chrome as an ornamental colors”. [1] The following is a color sample found in the Art Deco style.

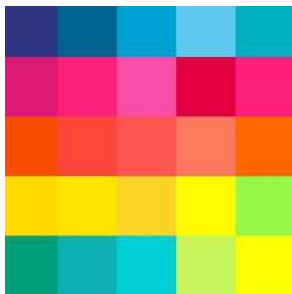


Figure 1. Art Deco Bright Colour Sample
source: artdecostyle.ca



Figure 2. Art Deco Metallic Colour Scheme
source: artdecostyle



Figure 3. Bandros bus exterior
source: Author Data

From the picture above it can be concluded that Bandros is cross formation between the design of the Tram from San Francisco, and the bus from London, there are also ornaments around the vehicle body, using art deco colours scheme as body paint. It had some characteristic from Art Deco, but it can fully call Art Deco because there are many things that crossing the parameters line, such as non-luxurious look.

2. Methods

2.1 Data Analysis & Parameters

Data analysis technique used by the authors, testing the quality of existing data and testing the completeness of the data by making data classifications, classifying data must refer to relevance and quality of literature. which is useful for getting predictive data. By using Parameters it's easier to gain result for the grand design. According to theoretical data, below parameter that determines Art Deco.

Table 1. Art Deco Parameters

Art Deco Parameter	
Point	Definition
Streamline	Streamline means fluid particle path relative to the mass period, fluid moves in smooth flow without creating turbulence, using horizontal line references, blunt angle and use of calm colour contrasting with dark colours, they are usually applied to chrome objects.
Geometric	Forms that can be defined, such as circles, balls, squares, tubes, pyramid, and so on. Often also referred to as absolute or pure form. the nature of the geometric shape is symmetrical (repetition).
Luxurious	Generally luxurious design form in classical way, has high-quality features, good appearance, more prestigious construction, high-level design and innovative modern technology.
Simplicity	Simplicity of Forms is a hidden luxury, the reduction in the forms used is the main characteristic of the simplicity of form.
Ornamentation	Art Deco usually expose their material colours, but does not cover the possibility to be painted, for vehicle the most ornaments usually made by

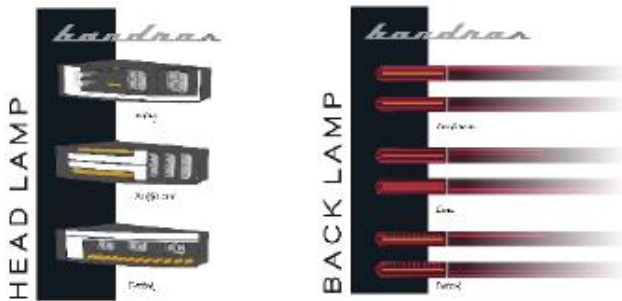


Figure 9. Details Sketch
source: Author Data

3.3 Final Design




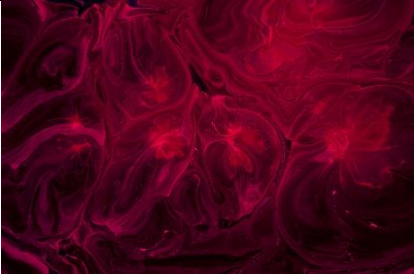








Figure 10. Final Design
source: Author Data

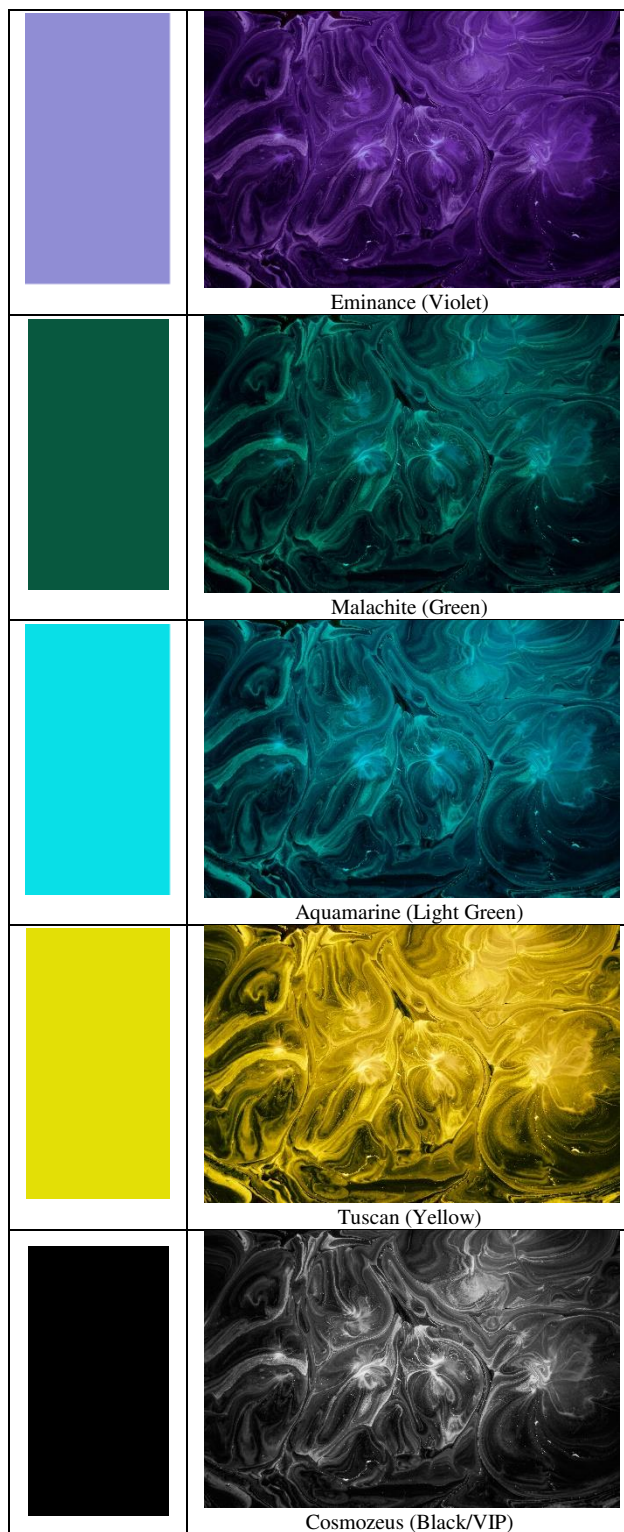


Figure 11. Ornament on Left Side
source: Author Data

The Idea was to made a tourist bus as closer as Art Deco parameters, authors choose among the alternative design from sketch, the grand design achieved by using a simple line between the deck. Authors using airplane as inspiration as the part of experimentation design. Ornaments was using chrome as based colours as the lamp using LED technologies that refers to modernism in vehicle design nowadays. Art Deco mean Simple and luxurious, both can be achieved using colour matching and simple lane design. Below are colours variant concept that change slightly from previous design colours, comes with a new naming concept for each colour.

Table 3. Colour Variant

Colour Comparison	
Previous Design	Curent Design
	 Shiraz (Red)
	 Geraldine (Pink)
	 Azul (Blue)
	 Aegean (Light Blue)
	 Cadenza (Purple)



streamlined, geometric, luxurious, simplicity in form, material, and experimental forms between planes and buses can produce Art Deco look. Parametric method helps authors to decide the grand design accorded to literature. And as it may clear miss understanding about Art Deco.

4.2 Recommendation

As the final result authors began to questioning random person as subject data and the result about 8 out of 10 the grand design was known as Art Deco, to avoid misconception among common people and Due the limitation of authors, for future design it may need deeper research about Art Deco looks to gain 10 out of 10 result especially for lamp parts, and features on body design.

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4. Conclusion & Recommendation

4.1 Conclusion

Based on the results of this study, it can be concluded that applying the Art Deco theme based on parametric data to the visual design of the exterior of the Bandros bus produced the Art Deco characteristic. The Art Deco formation, which is a series of "ever changing (always changing / futuristic)", by using parameters such as