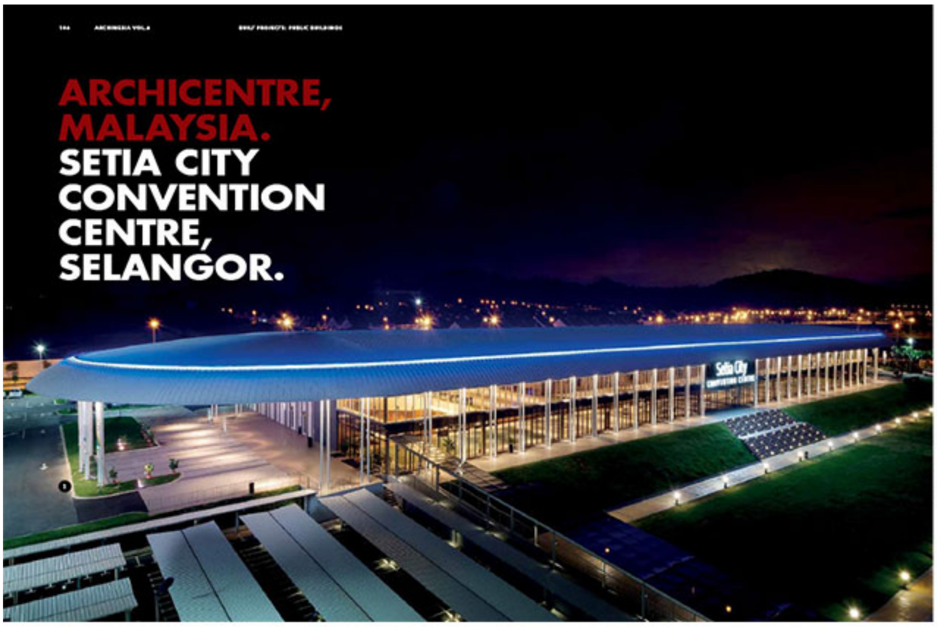
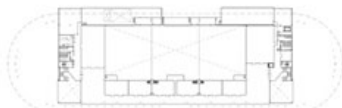
ARCHICENTRE, MALAYSIA.
SETIA CITY CONVENTION CENTRE, SELANGOR.



Ground Floor Plan



First Floor Plan

Longitudinal Section

Berkembangnya sektor pariwisata dan ekonomi di Malaysia membuat industri *Meeting, Incentive, Convention and Exhibition* (MICE) menuntut fasilitas-fasilitas yang mendukung kegiatan tersebut. Salah satunya adalah *Setia City Convention Centre* yang terletak di kawasan terpadu Setia City di Malaysia. Lokasinya tidak jauh dari Bandar Udara Internasional Kuala Lumpur, sehingga kawasan ini diproyeksikan menjadi tujuan alternatif yang dianggap strategis di Selangor untuk mengadakan agenda-agenda MICE.

Di atas lahan seluas empat hektar, fasilitas konvensi dirancang bermassa tunggal setinggi dua lantai dan diposisikan di tengah ruang luar terbuka hijau berupa halaman rumput luas. Program ruang yang dibentuk sederhana namun tegas. Pada lantai dasar dirancang tiga buah aula yang disusun berjajar secara linier. Ketiga aula ini sewaktu-waktu dapat dibuka menjadi sebuah *grand ballroom* berkapasitas dua ratus meja. Tata letak yang linier membentuk area sirkulasi berupa koridor panjang di sisi *grand ballroom* yang bisa digunakan menjadi area prafungsi. Lantai dua juga mengikuti tata letak serupa dengan delapan ruang pertemuan serta koridor dan area prafungsi.

Tata letak atau program ruang linier ini pada akhirnya membentuk sebuah gubahan massa besar, panjang dan horizontal. Horizontality terasa begitu kuat karena bangunan yang berlantai rendah ini memiliki bentangan yang mencapai lebih dari 150 meter. Perbandingan ketinggian dan panjang yang ekstrem membuat bangunan ini memiliki proporsi horizontal yang baik dan juga menonjol, terlebih karena lingkungan sekitarnya berupa tanah datar kosong berlapis rumput hijau. Tampilan bangunan juga menjadi lebih menarik perhatian karena bangunan diberi atap berbentuk elips dengan penutup atap metal yang mencolok. Atap ini disokong kolom-kolom baja yang disusun repetitif di setiap sisi bangunan hingga memberi kesan kokoh dan formal. Pada malam hari, penerangan yang menghiasi seluruh bangunan dan arealnya begitu kontras dengan kegelapan, sehingga bangunan ini tampak—meminjam istilah arsitek—menyerupai umpan pancing yang berkilauan.

Menjadikannya bangunan berarsitektur ikonik, itulah salah satu keinginan arsitek juga pemberi tugas dalam mewujudkan bangunan ini. Dan keinginan tersebut dapat dikatakan tidak meleset bila kita mendefinisikan bangunan ikonik sebagai bangunan yang mampu mencuri perhatian pengamat. Akan tetapi, apakah sedemikian mudahnya sebuah karya arsitektur dapat disebut sebagai ikon? Profesor sosiologi Leslie Sklair yang menulis tentang arsitektur ikonik melalui kacamata globalisasi kapitalis mengatakan bahwa ke-ikon-an arsitektur hanyalah *image*—figur atau representasi dari sesuatu. Lebih lanjut ia menyatakan bahwa *"iconicity is simply a matter of publicity, fashion, self-promotion by the client or the developer aided and abetted by the architect and by those who produce the images."* Mungkin memang inilah yang menjadi salah satu tujuan dibangunnya *Setia City Convention Centre*. Namun demikian, selain ungkapan di atas, Sklair juga berargumen bahwa *"there are no iconic buildings or architects, only iconic images."*[1] Apakah bangunan ini hanya sebatas *iconic images*? Tentu harus ditelaah lebih jauh lagi untuk merespons pertanyaan ini.

1. Sklair, Leslie. "Iconic Architecture and Capitalist Globalization." City 10, 1 (2006): 21-47. University of Washington Department of Architecture. Web. 3 Sept. 2014.

Profil Arsitek

Didirikan pada tahun 1994, ArchiCentre adalah sebuah biro arsitektur multidisiplin yang berbasis di Malaysia. Karya-karya ArchiCentre dimotori oleh regionalisme berkelanjutan untuk menciptakan lingkungan terbangun yang responsif secara sosial. Portfolio mereka bervariasi, mulai dari perencanaan kota berskala besar hingga proyek-proyek komersial, *hospitality*, residensial, dan proyek guna-ulang adaptif. Desain-desain karya ArchiCentre telah memenangkan berbagai penghargaan dan banyak dimuat dalam penerbitan-penerbitan di Malaysia. Rekanan ArchiCentre terdiri atas Ar. Dr. Tan Loke Mun, Ar. Lim Wei Hong, Ar. Teoh Chee Wui and Ar. Ng Hai Yean.

The development of tourism and the economy in Malaysia made the Meeting, Incentive, Convention and Exhibition (MICE) industry requested facilities that support their activities. One of these facilities is the Setia City Convention Centre located in the Setia City integrated area in Malaysia. It is not far from the Kuala Lumpur International Airport; hence this area is projected as a strategic alternative destination in Selangor for MICE agendas.

On this four hectare plot of land, the convention facilities was designed as a single building mass two stories high and positioned in the middle of a large sward. The layout is simple, yet severe. On the ground floor there are three halls arranged linearly. Should the need arise these three halls could be merged into a grand ballroom capable of holding two hundred tables. The linear layout created a circulation area in the form of a long corridor—which can also function as the pre-function area—on one side of the grand ballroom. The second floor is also arranged in the same linear approach with eight meeting rooms and a corridor or pre-function area.

This linear layout resulted in the formation of a gigantic building mass, long, and horizontal. Its horizontality is very obvious since the low-rise building has a total span of over 150 meters. This extreme ratio of height and length makes this building possess an excellent and astounding horizontal proportion, especially since the immediate area around the building is a large flat land covered in grass. The appearance of the building becomes more attractive with elliptical roof covered in striking metal coverings. The roof is supported by steel columns arranged in repetition on each side of the building to give a formal and solid impression. Artificial lighting that surrounds the building and its immediate area is a striking contrast to the darkness of night, making this building looks like—if we may borrow the architect's term—a glittering fish lure.

To create a building with iconic architecture, that was one of the desires of the architect and the assignor when they designed this building. And it cannot be said that their desire is not fulfilled, especially if we define iconic building as a building that grasp the attention of its observers. However, can a work of architecture be considered iconic that easily? Leslie Sklair, a sociology professor who wrote about iconic architecture through the lens of capitalist globalization stated that the iconicity of architecture is just an image—a figure or representative of something. Furthermore he stated that "iconicity is simply a matter of publicity, fashion, self-promotion by the client or the developer aided and abetted by the architect and by those who produce the images." But then again, this may be one of the objectives of the construction of Setia City Convention Centre. However, besides the abovementioned statement, Sklair also argued that "there are no iconic buildings or architects, only iconic images."[1] Is this edifice merely an iconic image? Further examination must be undertaken to respond to this question.

1. Sklair, Leslie. "Iconic Architecture and Capitalist Globalization." City 10, 1 (2006): 21-47. University of Washington Department of Architecture. Web. 3 Sept. 2014.

Architect's Profile

Founded in 1994, ArchiCentre is a multidisciplinary architecture design practice based in Malaysia. ArchiCentre's work is driven by sustainable regionalism to create socially responsive built environments. Their portfolio of works range from large scale city and town planning through to commercial, hospitality, residential, and adaptive re-use projects. ArchiCentre's multi award-winning designs are widely published in the region. ArchiCentre's partners are Ar. Dr. Tan Loke Mun, Ar. Lim Wei Hong, Ar. Teoh Chee Wui and Ar. Ng Hai Yean.

1
Tata cahaya yang apik pada bangunan dan lanskap menghadirkan suasana yang indah pada kawasan.
Excellent lighting on the building and the landscape around it presents a wonderful atmosphere to the area.
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2
Bentuk elips dan horizontal serta ekspresi rapi dan bersih membuat bangunan ini mampu mencuri perhatian pengunjung.
The elliptical shape of the roof, the horizontality of the building, and the neat and clean expression imparted by both successfully seize the attention of visitors.

3
Material kayu dan cahaya lampu berwarna kuning sebagai elemen interior menjadikan ruang terasa megah.
Wood, along with yellow-tinged lamplight in the interior, makes the room appear majestic.

4
Aplikasi dinding kaca pada koridor prafungsi di lantai satu ini mengizinkan cahaya matahari masuk ke dalam bangunan sekaligus menjadi akses visual pengunjung ke arah taman kawasan.
The application of glass walls along the pre-function corridor on the ground floor allows sunlight to penetrate the building, while also giving visual access to the park.

5
Deretan kolom baja putih di sepanjang bangunan tidak hanya berfungsi menyokong atap, melainkan juga memberi kesan formal.
The lines of white steel columns along the length of the building do not only support the roof, but also impart a formal aura to the interior.

6
Bayangan yang jatuh di area foyer lantai dasar masuk dari dinding-dinding kaca yang diaplikasikan sepanjang bangunan.
Shadows formed on the floor of the ground floor foyer is created by the glass walls applied along the length of the building.