

## **Signages' Expressions on Cihampelas Road as a Shape of Bandung City's Commercial Architecture Face**

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### **ABSTRACT**

*Since the middle of the 80's, Cihampelas Denim Center has been famous as one of the most favourite tourism destinations in Bandung. Every shop on both sides of the road competes by providing unique facade with placing sign such as a monumental superhero statue. In particular case, the shape of the building itself plays the role of the sign. There is no relation among the signs of every building. As commercial architecture, each of it carries freedom of expression. Signs are not valid for long period, each of them has been replaced in order to follow the trends of which superhero character that was in.*

*Design is a language, architecture is a science of languages. Buildings communicate through their expressions. Appreciator will read the sign and interpret it to get its architectural character meanings. Imageability is a capability of a physical object in giving any possibility to build strong images in every appreciator's mind. Every architect could deliberately create buildings based on certain signified which is wanted to be evoked in every appreciator's mind.*

*At city scale, signs could be arranged according to the city's plan for the area since in the beginning of the design work is started. Thus buildings' expressions in Cihampelas would deliver certain messages which build particular impression and image that was wanted for the commercial area.*

*Since 2005 most of the denim shops are located on left side of the road. The owners have sure that their shops have been considered by their names, the signs have been simplified, whether they have been replaced by pictures or by texts of the shop's names only; acts that could vanish Cihampelas' special character. Cihampelas gives energy to the city through its unique urban art architecture, so the phenomenon of architectural communication by signs which dominates the space has to be kept intact.*

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