

Creative Symbiosis of Small- and Large-scale Entrepreneurs in Bandung's Factory Outlet's District

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ABSTRACT

Fashion industries have been developing for more than 20 years in Bandung, but never been exposed for branding the city of Bandung. It was not until the last decade when Factory Outlets were introduced by the creative local entrepreneurs for promoting more urban fortune from the long-tradition of garment and textile production in town. Surprisingly the idea was responded enthusiastically by the consumers, and the industry has flourished unconditionally occupying all prestigious districts in town. Nowadays the image of Factory Outlet is indispensable with the image of Bandung as a former harmonious colonial city and a contemporary creative city.

This paper will discuss the result of field research on the incremental growth of spatial occupation in colonial residential areas by small- and large-scale entrepreneurs, and the role played by each participant in the business collaboration which supports each other existence and development. Further discussion will elaborate types and scale of activities to be organized that could safeguard the consumer's attraction and keep the image sustainable. The discussion will focus on the creative symbiosis of entrepreneurs along Riau and Dago streets, which have contributed unpredictably to the branding of Bandung as a creative city and to the image of Bandung's creative place making.

Keywords: *small scale entrepreneur, factory outlet, historical residential area, creative symbiosis*