

The Application of "The Jungle Book" Theme in the Interior Design of Manimonki Animation Studio in Surakarta

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ABSTRACT

Indonesia is one of the countries with the highest popularity of animation in the world. However, the city of Surakarta lacks facilities to develop and support the potential of animation film-making communities. The lack of attention from the local government as a facilitator and enabler poses a problem, leading these communities to prefer working in larger cities with national-scale studios, thereby risking Surakarta's market segment in animation. This study aims to design the interior of Manimonki Animation Studio in Surakarta to provide a facility that can accommodate and support the local animation film-making community, enhancing the growth of the animation industry in Indonesia to compete internationally. The interior design of this studio adopts a unique theme, "Jungle Book," inspired by the 1967 American musical comedy animated film produced by Walt Disney Productions. The theme serves as a foundational concept for designers to address and solve design problems encountered. The methodology includes literature studies, field studies, and interviews to gather data, followed by zoning, grouping, and space organization to structure the interior design. The results indicate that the Jungle Book theme creates a creative and engaging work environment, boosting productivity and minimizing fatigue.

KEYWORDS

Interior Design
Manimonki Studio
Jungle Book
Animation Industry
Creative Workspace

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1. Introduction

Manimonki Studio, a 2D and 3D animation production house, has established a significant presence over its eight years of operation, with numerous works published across various platforms. These works have garnered national and international awards, attesting to the studio's creative prowess. However, an observational analysis reveals that Manimonki Studio faces limitations in terms of infrastructure and facilities, which are crucial for a fully functional animation studio. This limitation confines their production to product/advertisement shorts, short films, and video content, primarily due to the limited number of computers and workspace.

A more expansive and well-equipped facility would significantly enhance the studio's capability to undertake larger industrial projects such as films and TV series. Additionally, a thoughtfully designed production environment is essential to maintain consistent performance and foster a progressive mindset among the staff. In this regard, the thematic planning of the studio's interior plays a critical role, as it supports the creative, educational, and entertainment functions inherent to an animation studio.

This study focuses on the interior design of Manimonki Animation Studio in Surakarta, adopting the "Jungle Book" theme inspired by the 1967 American musical comedy animated film by Walt Disney Productions. The choice of this theme aligns with Manimonki Studio's iconic character—a monkey living in a jungle. The primary aim of this design project is to create an interior that is both unique and creative, enhancing the productivity of the staff while minimizing fatigue, especially during long working hours (Konstantzos et al., 2020; Mumpuni, 2023; Ru et al., 2019).

To address the identified issues, this study will explore the application of the Jungle Book theme in the interior elements of the studio. The objective is to provide a reference design that accommodates and facilitates the animation filmmaking community in Surakarta, promoting the growth of the animation industry in Indonesia and enabling it to compete internationally. The theoretical framework involves a review of existing literature on thematic interior design and its impact on creative workspaces. The methodology includes data collection through literature studies, field observations, and interviews, followed by zoning, grouping, and space organization to structure the interior design effectively.

The expected outcomes of this research include a comprehensive interior design plan that not only meets the functional needs of Manimonki Studio but also creates a stimulating and enjoyable work environment. The benefits of this study extend beyond the studio itself, aiming to support the local animation community, attract more talent, and ultimately contribute to the broader animation industry in Indonesia. This research aims to provide a detailed and practical interior design solution for Manimonki Studio, using the Jungle Book theme to create an inspiring and efficient workspace. The anticipated impact is a significant enhancement in the studio's production capabilities and an improved working environment that supports both creativity and well-being.

2. Method

The methodology for this study comprises several phases, starting with data collection, followed by data analysis, design process, and a thorough literature review to establish a solid theoretical foundation.

2.1 Data Collection

The data collection phase includes three primary methods: literature review, field study, and interviews. The literature review identifies issues related to the interior design planning of Manimonki Animation Studio, providing useful data throughout the analysis and design process. The field study involves observing various locations that can serve as references and comparisons for the project, particularly in the field of interior design. Additionally, interviews are conducted with management and users to gather direct data regarding space allocation, circulation, and spatial requirements.

2.2 Data Analysis

The data analysis phase involves several critical steps to ensure an effective interior design plan. Initially, the interior spaces are divided into three classifications: Public Area, Semi-Private Area, and Private Area. Public Areas are accessible to the general public, Semi-Private Areas are restricted to relevant users, and Private Areas are designated for personal use.

Spatial dimensions are adjusted according to the estimated number of users, room size, furniture size, and furniture requirements. The organization of space within each zone is arranged based on the specific needs of each area. Circulation patterns are designed to be mixed, allowing users the freedom to choose their desired rooms. The relationship between spaces is structured to be adjacent, considering the functional requirements of each room.

2.3 Design Process

The design process involves several key steps to develop a cohesive and functional interior design. Initially, visual variations of the interior and furniture are created through hand sketches. These sketches and 2D plans are then transferred into AutoCAD 2022 for further development. The room components and furniture are modeled using SketchUp Pro 2021. Following this, materials are selected and applied to the designs. One alternative design is chosen for consultation with the project supervisor to ensure alignment with the project goals.

2.4 Literature Review

The literature review encompasses various sources that provide insight into the thematic and functional aspects of the project. For instance, animation studios are specialized companies focusing on creating three-dimensional, two-dimensional, and architectural animation (A'yun et al., 2018). The design of creative workspaces often requires the integration of natural elements to support creativity and productivity. Decision-making in spatial design significantly influences creativity, while design elements

such as natural lighting and green spaces can enhance employee creativity (K. Thoring et al., 2019; K. C. Thoring et al., 2021).

Moreover, physical elements like spatial layout and material choices greatly influence creative processes. A well-designed spatial layout can facilitate workflow and collaboration, while appropriate material choices can create an aesthetically pleasing and functional environment (Blomberg & Kallio, 2022). Creative work environments not only enhance productivity and innovation but also increase the attractiveness of organizations to potential talent (Maier et al., 2022).

In summary, the integration of natural elements, thoughtful spatial design, and careful material selection are essential components in creating a workspace that supports creativity and productivity. These design considerations are critical in making animation studios effective and appealing to both current and prospective employees.

“The Jungle Book”, an American musical comedy animated film produced by Walt Disney Productions in 1967, serves as a thematic inspiration for this project. The film, based on Rudyard Kipling's 1894 book, follows Mowgli, a wild child raised in the Indian jungle by wolves, and his friends Bagheera the panther and Baloo the bear, who try to convince him to leave the jungle before the evil tiger Shere Khan arrives (see Fig. 1).



Fig. 1. Promotional Image from Disney's "The Jungle Book".

Incorporating the Jungle Book theme into the interior design of Manimonki Animation Studio aims to create a biophilic and modern atmosphere. This thematic approach is intended to foster creativity and recreation, transforming the studio from merely a production office into an educational tourist attraction that particularly appeals to children. This theme is consistent with Manimonki Studio's iconic character, a monkey living in the jungle, and serves to strengthen the studio's brand identity.

Key thematic elements such as clouds, trees, bushes, grass, streams, and animals are strategically integrated into various interior components including walls, floors, ceilings, furniture, and accessories. These elements collectively create an immersive environment that aligns with the studio's creative vision and operational needs.

The study also delves into the psychological effects of color, emphasizing their importance in enhancing the overall ambiance. The strategic use of colors in garden settings, flower arrangements, and neutral tones can significantly enhance relaxation. Green hues, in particular, are recognized for promoting calmness and tranquility, which are essential for maintaining a productive and stress-free work environment (Kexiu et al., 2021; Pasanen et al., 2018; Rapuano et al., 2022; Ratcliffe et al., 2022).



Fig. 2. A palette of neutral colors chosen based on their psychological effects.

By integrating these thematic and color elements, the interior design not only supports the aesthetic appeal but also contributes to the psychological well-being of the studio's employees. This comprehensive approach ensures that the workspace is both visually stimulating and conducive to creativity, making it an ideal environment for animation production.

The thematic concept of integrating the Jungle Book theme into the overall interior design methodology of Manimonki Animation Studio guides the design process at every stage. This approach ensures that each element of the theme is cohesively and effectively implemented throughout the studio's interior. The selection of these thematic elements is informed by initial data collection through literature reviews, field studies, and interviews, ensuring a comprehensive understanding of both functional and aesthetic requirements. The analysis includes zoning, grouping, spatial dimensions, organization, circulation patterns, and spatial relationships, as illustrated in Figure 3.

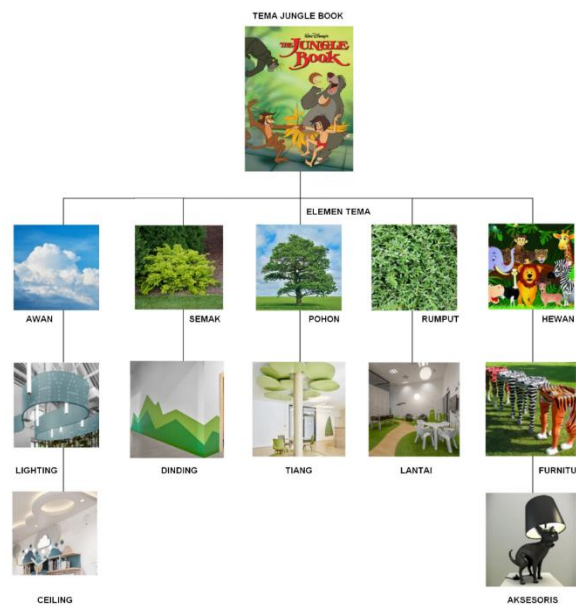


Fig. 3. Mindmap of the Jungle Book theme

The thematic elements incorporated into the interior design draw inspiration from clouds, trees, bushes, grass, streams, and animals. These elements are seamlessly integrated into various interior components, including walls, floors, ceilings, furniture, and accessories, to create a cohesive and immersive environment.

Clouds are represented in the lighting and ceiling design. Lighting fixtures crafted to resemble clouds add a whimsical and airy atmosphere to the space. Additionally, the ceiling is designed to mimic the sky, adorned with cloud patterns that enhance the biophilic effect, making the studio feel more open and natural. This aligns with the principles of active design, which can influence activity levels, sitting behaviors, and overall well-being in the workplace (Engelen, 2020).

Bushes are reflected in the wall designs, using textures and colors that evoke the feeling of being surrounded by nature, creating a sense of immersion in a jungle environment. Trees are creatively incorporated into the structural elements of the studio, with pillars designed to resemble trees, providing both functional support and reinforcing thematic consistency. The ceiling utilizes tree patterns and forms to create an immersive jungle canopy effect, further enhancing the theme.

Grass is brought into the studio through flooring and furniture. Green, grass-like flooring materials create a natural and refreshing atmosphere indoors, contributing to a biophilic environment that

promotes relaxation and productivity. Furniture pieces incorporate grass-like textures and colors, adding to the thematic coherence and making the environment more engaging.

Animals play a crucial role in enhancing the jungle ambiance. Animal-themed accessories and decorative items are strategically placed throughout the studio, adding charm and interest. Murals of jungle animals adorn the walls, providing visual depth and reinforcing the theme, making the space feel more vibrant and alive.

Integrating these thematic elements into the interior design of Manimonki Animation Studio aims to create a unique and engaging workspace that boosts productivity and creativity. This thematic approach not only addresses the functional needs of the studio but also adds an element of storytelling and immersion, making it an inspiring place to work. The effectiveness of the role of interior design in creating functional and institutional happiness for work environments is evident here, as a well-designed space can significantly enhance occupants' satisfaction and perceived productivity (Candido et al., 2019).

The methodology outlines a comprehensive approach to designing the interior of Manimonki Animation Studio. Through careful data collection, analysis, design, and theoretical research, this project aims to create a unique, functional, and inspiring workspace that supports the creative and professional needs of the studio. By enhancing creativity in activity-based offices, the design promotes a dynamic and flexible work environment conducive to innovative thinking and effective collaboration (Yekanielibeglou et al., 2021).

In summary, the Jungle Book-themed interior design of Manimonki Animation Studio exemplifies the potential of thematic and biophilic design to transform a workspace. By integrating these elements thoughtfully, the studio not only meets the functional requirements of animation production but also fosters a sense of well-being and creativity among its employees.

3. Results and Discussion

The interior design of Manimonki Animation Studio has been meticulously planned to integrate thematic elements inspired by the Jungle Book, ensuring that each aspect of the design contributes to creating a cohesive and immersive environment. Below is a detailed discussion of the layout, flooring, ceiling, and various perspectives within the studio.

3.1 Layout

The layout of the studio, as illustrated in Figure 4, employs dynamic and curved shapes as a primary design element, reflecting a modern style within the furniture and overall spatial organization. The unique furniture designs support the Jungle Book theme, making the environment both functional and visually appealing. The materials used for the furniture include wood, silicone, leather, foam, and polyester, all chosen for their safety and comfort.



Fig. 4. Layout Plan

The layout plan is thoughtfully divided into different zones, each designed to serve specific functions and enhance the thematic experience. The main production area incorporates creative workstations, meeting rooms, and collaborative spaces, all featuring green flooring and tree-like pillars that contribute to the immersive jungle atmosphere. These design choices not only foster a collaborative and creative workspace but also reflect the studio's thematic inspiration.

In addition to the production area, the studio includes recreational and support areas such as the lobby, cafeteria, and corridors. These spaces are adorned with thematic decorations that reinforce the Jungle Book theme, providing employees with relaxing and visually stimulating environments. The lobby, for instance, features walls and a reception desk decorated with plants and jungle motifs, cloud-shaped lamps that create a whimsical atmosphere, and pillars designed to resemble trees. Similarly, the cafeteria integrates plant motifs and natural colors on the ceiling, walls decorated with plants and animal murals, and tree-like pillars, creating a cohesive and engaging space for social interaction and relaxation.

Furthermore, the first-floor corridor, which separates the cinema and gallery areas, continues the thematic design with tree-like pillars placed in the middle of the corridor, walls adorned with animal murals and natural textures, and plant beds that enhance the natural feel and thematic continuity.

3.2 Flooring

The flooring throughout Manimonki Animation Studio has been designed with materials that prioritize comfort, ease of maintenance, and safety. These materials include carpet, vinyl, ceramic, marble, granite, and parquet, as illustrated in Figure 5. The careful selection of these flooring options ensures that the studio environment is not only aesthetically pleasing but also practical and safe for daily use.

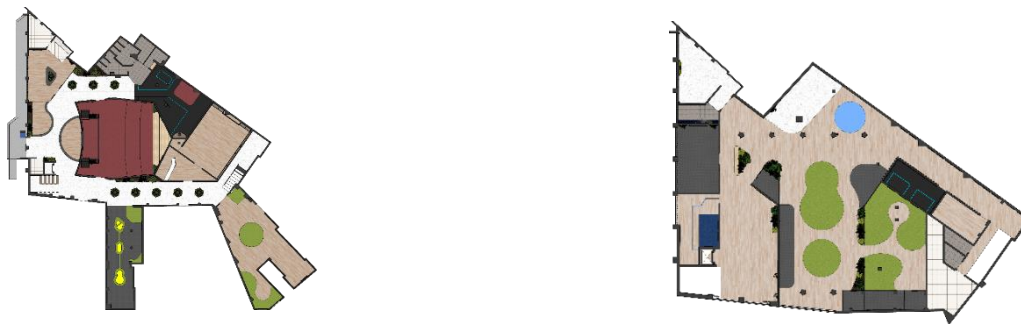


Fig. 5. Flooring Plan

Carpet and vinyl are prominently used in areas where comfort and noise reduction are crucial. These materials help create a quiet and comfortable atmosphere, essential for maintaining focus and productivity in an animation studio. The soft texture of carpets also adds a cozy feel to the space, making it more inviting for employees who spend long hours working.

In high-traffic areas, materials such as ceramic, marble, and granite are utilized. These materials are chosen for their durability and ease of cleaning, ensuring that the studio can withstand heavy use without frequent maintenance. Their robust nature makes them ideal for corridors, entrance areas, and other parts of the studio that experience constant movement.

Parquet flooring is used to add a natural wood aesthetic, aligning perfectly with the Jungle Book theme. The warm, natural tones of parquet not only enhance the visual appeal of the studio but also contribute to creating a harmonious and calming environment. This choice of material supports the biophilic design elements present throughout the studio, reinforcing the connection to nature.

Overall, the selection of flooring materials is integral to the studio's thematic and functional design. By combining comfort, durability, and aesthetic appeal, the flooring contributes to a workspace that is both inspiring and conducive to productivity. This comprehensive approach to flooring design reflects the studio's commitment to providing a safe, comfortable, and visually stimulating environment for its employees.

3.3 Ceiling

The ceiling design incorporates various styles, including conventional, exposed, suspended, up-ceiling, and down-ceiling, as shown in Figure 6. Additionally, the ceilings are decorated with climbing plants to create a refreshing and natural atmosphere. Materials used for the ceiling include gypsum, wood, and panels.

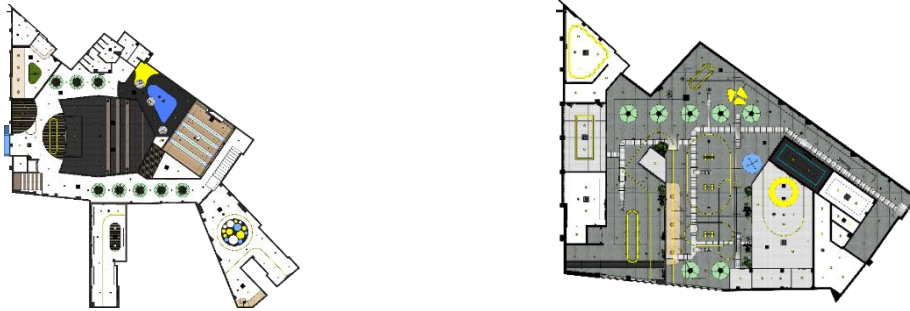


Fig. 6. Ceiling Plan

The ceiling designs in the Manimonki Animation Studio play a crucial role in enhancing the overall thematic elements of the Jungle Book-inspired interior. By incorporating both exposed and suspended ceilings, the design achieves a modern industrial aesthetic that seamlessly integrates natural elements. These ceilings not only add visual interest but also create a sense of openness and sophistication within the studio space.

In addition to the industrial design, the ceilings are adorned with climbing plants, which introduce a biophilic touch to the environment. This incorporation of natural greenery is not merely decorative; it has been strategically chosen to promote relaxation and creativity among the studio's employees. The presence of plants in the workspace has been shown to reduce stress levels, improve air quality, and enhance overall well-being, thereby fostering a more productive and inspiring work atmosphere.

3.4 Perspective

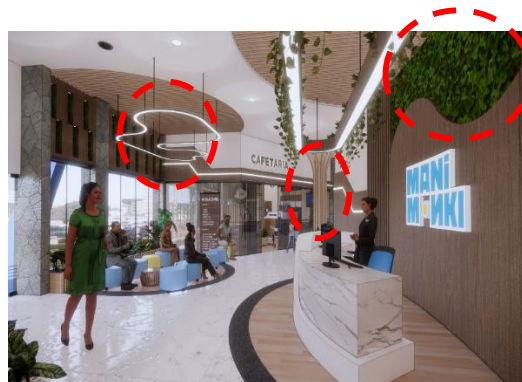


Fig. 7. Lobby perspective

The lobby design of the Manimonki Animation Studio, as shown in Figure 7, effectively incorporates the Jungle Book theme through several key elements. The walls and reception desk are adorned with plants and jungle motifs, creating an immediate sense of immersion as visitors enter the studio. This natural decor not only enhances the aesthetic appeal but also reinforces the thematic connection to the jungle environment.

Additionally, the lighting in the lobby features cloud-shaped lamps, adding a whimsical and playful touch to the space. These unique light fixtures contribute to a relaxed and creative atmosphere, aligning with the studio's overall design goals.

Furthermore, the pillars in the lobby are designed to resemble trees, providing structural support while simultaneously enhancing the jungle theme. This thoughtful integration of thematic elements helps to create a cohesive and engaging environment that sets the tone for the rest of the studio.

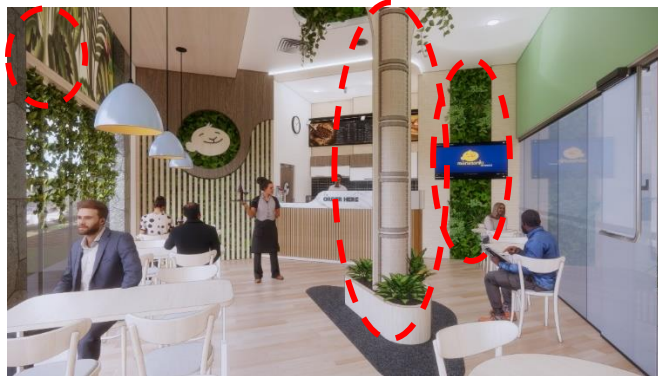


Fig. 8. Cafeteria perspective
(*Personal document: 2023*)

The cafeteria, as illustrated in Figure 8, seamlessly integrates the Jungle Book theme through a variety of design elements. The walls are adorned with plants and animal murals, creating a vibrant and lively atmosphere that reflects the essence of a jungle. The ceiling is decorated with plant motifs and natural colors, further enhancing the biophilic design. Additionally, the pillars are designed to resemble trees, adding to the thematic consistency and providing a cohesive look that ties the entire space together.

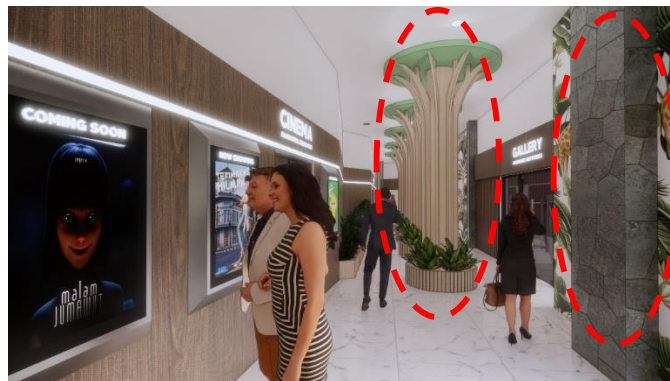


Fig. 9. First floor corridor perspective
(*Personal document: 2023*)

The first-floor corridor, depicted in Figure 9, effectively separates the cinema and gallery areas while maintaining the Jungle Book theme. Tree-like pillars are strategically placed in the middle of the corridor, providing both structural support and thematic continuity. These pillars are designed to resemble trees, adding to the immersive jungle atmosphere and reinforcing the biophilic design elements present throughout the studio.

The walls of the corridor are embellished with animal murals and natural textures, enhancing the visual appeal and thematic consistency. These murals not only add aesthetic value but also contribute to creating a sense of being in a natural, jungle environment. The use of natural textures on the walls further reinforces this feeling, making the corridor a seamless extension of the studio's overall design theme.

Additionally, plant beds are incorporated into the corridor design, strengthening the natural feel and maintaining the theme throughout the space. These plant beds add a touch of greenery, promoting relaxation and well-being among the employees and visitors. The integration of plants also aligns with biophilic design principles, which aim to connect occupants with nature, thereby enhancing their overall experience and satisfaction.

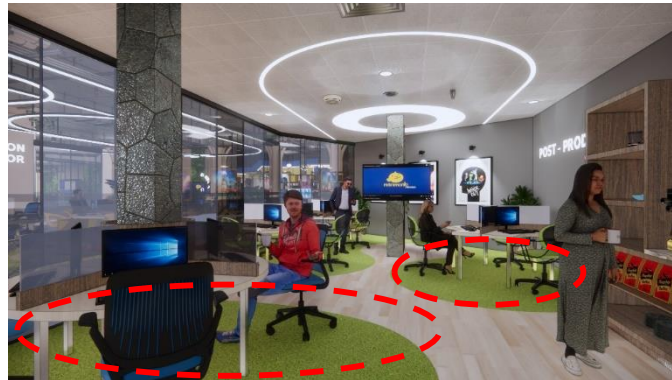


Fig. 10. Post-production room perspective

The post-production room, shown in Figure 10, emphasizes comfort and natural aesthetics. The flooring is made of vinyl with grass-like carpeting, creating a comfortable and inviting environment. Ergonomic furniture is used to ensure the safety and comfort of employees during prolonged work periods, which is crucial for maintaining productivity and well-being.

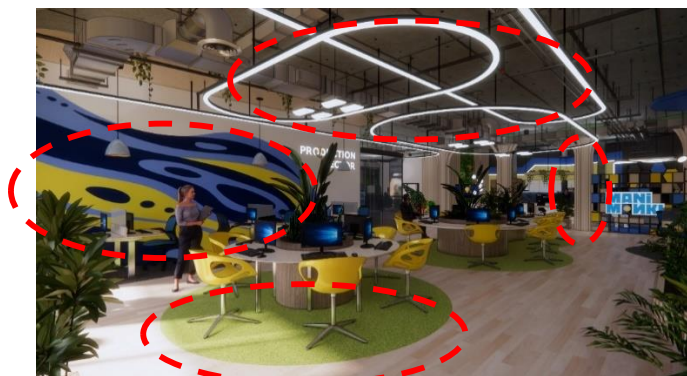


Fig. 11. Cafeteria perspective

The production room, depicted in Figure 11, prominently features the Jungle Book theme through various design elements. The walls are adorned with river-themed murals, creating a serene and inspiring backdrop. The ceiling features LED lights with cloud patterns, adding a whimsical touch to the space. The flooring consists of grass-textured carpets, enhancing the natural ambiance. Additionally, tree-like pillars and plant beds are used to create an immersive jungle environment, making the production room both functional and visually appealing.

3.5 Analysis of Thematic Integration and Functional Design

The interior design of Manimonki Animation Studio effectively integrates the Jungle Book theme into every aspect of its layout and furnishings, resulting in an environment that not only meets functional needs but also promotes creativity and productivity. Below is a detailed analysis of how each design element contributes to the studio's objectives and overall thematic consistency.

3.5.1 Functional Zoning and Space Utilization

The strategic division of the studio into distinct functional zones ensures that each area serves its intended purpose while contributing to the overall efficiency and workflow (Bae et al., 2019). The main production area, with its dynamic and curved furniture, fosters a collaborative and creative atmosphere.

The use of open spaces and carefully planned workstations facilitates communication and teamwork among employees, which is crucial in an animation studio where collaborative efforts are key to successful projects.

The recreational and support areas, such as the lobby and cafeteria, provide essential spaces for relaxation and social interaction. These areas are designed to help employees unwind and recharge, which is vital for maintaining high levels of productivity and preventing burnout. The thematic elements in these spaces, such as plant decorations and animal murals, create a pleasant and inspiring environment that aligns with the studio's creative ethos.

3.5.2 Material Selection and Safety Considerations

The careful selection of materials for flooring and furniture underscores the studio's commitment to creating a safe and comfortable working environment. Materials such as vinyl, carpet, ceramic, marble, granite, and parquet are chosen not only for their aesthetic qualities but also for their practical benefits. These materials are easy to clean, non-toxic, and safe to prevent accidents, making them ideal for a high-traffic workspace.

The furniture materials, including wood, silicone, leather, foam, and polyester, are selected for their comfort and durability. This consideration is particularly important in an animation studio where employees may spend long hours working. By ensuring that the furniture is both comfortable and safe, the design helps to reduce physical strain and improve overall well-being.

3.5.3. Thematic Integration and Biophilic Design

The integration of the Jungle Book theme through elements like tree-like pillars, grass-like flooring, cloud-shaped lighting, and animal-themed decorations creates an immersive environment that fosters creativity and inspiration. The use of biophilic design principles, such as incorporating natural elements and plant motifs, enhances the connection between employees and the natural world. This connection has been shown to reduce stress, increase productivity, and improve overall job satisfaction.

The thematic consistency across different zones ensures that the studio's identity is clearly communicated and experienced by everyone who enters the space. This thematic approach not only differentiates the studio from others but also reinforces the brand's unique character and vision.

3.5.4. Enhancing Creativity and Productivity

The design elements chosen for the studio are specifically intended to stimulate creativity and enhance productivity (Abouelela, 2022). The use of vibrant colors, natural textures, and thematic motifs creates a stimulating environment that encourages innovative thinking and artistic expression. For instance, the river-themed murals and tree-like pillars in the production room provide visual inspiration that can spark new ideas and creative solutions.

Moreover, the layout and design of the studio are intended to minimize distractions and create a focused work environment. The separation of work and recreational spaces ensures that employees can concentrate on their tasks without unnecessary interruptions. The availability of comfortable and well-designed spaces for breaks also helps employees to relax and return to work with renewed energy and focus.

3.5.5. Impact on Employee Well-Being and Collaboration

A well-designed workspace has a significant impact on employee well-being and collaboration. By creating a pleasant and supportive environment, the studio helps to foster a positive work culture where employees feel valued and motivated. The thoughtful design of the workspace, which includes areas for both individual work and group activities, encourages collaboration and teamwork. This collaborative spirit is essential for an animation studio, where different departments need to work together seamlessly to bring projects to life.

In conclusion, the interior design of Manimonki Animation Studio exemplifies how a well-thought-out thematic approach can transform a workspace. By integrating functional requirements with creative and biophilic design elements, the studio provides a unique and inspiring environment that supports both the practical needs of animation production and the well-being of its employees. This holistic

approach not only enhances the studio's operational efficiency but also reinforces its brand identity and commitment to creativity and innovation.

4. Conclusion

The interior design of Manimonki Animation Studio in Surakarta, inspired by the Jungle Book theme, successfully merges functionality with thematic creativity, resulting in a workspace that fosters both productivity and well-being. The design employs strategic zoning, dynamic and curved furniture, and thoughtful material selection to create an environment that supports the unique needs of an animation studio.

Key thematic elements, such as tree-like pillars, grass-textured carpets, cloud-shaped lighting, and animal murals, are integrated throughout the studio, creating a cohesive and immersive experience. The application of biophilic design principles, including the incorporation of natural elements and plant motifs, enhances the connection between employees and the natural world, promoting relaxation and creativity.

The study demonstrates that a well-designed workspace, aligned with a strong thematic concept, can significantly impact employee productivity and satisfaction. The Jungle Book theme not only provides a unique and engaging aesthetic but also supports the practical needs of the studio, offering a balanced and harmonious environment that inspires innovation and collaboration.

By addressing both functional requirements and thematic consistency, the interior design of Manimonki Animation Studio sets a benchmark for creative workspaces in the animation industry. The findings highlight the importance of integrating thematic elements into interior design to create an inspiring and effective working environment that aligns with the studio's identity and enhances the overall work experience for its employees.

In conclusion, the Jungle Book-themed interior design of Manimonki Animation Studio exemplifies how thoughtful and innovative design can transform a workspace, making it a place where creativity and productivity thrive. This study contributes valuable insights into the field of interior design for creative industries, emphasizing the benefits of thematic and biophilic design approaches.

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