

Abstract

A good building design is usually considered regarding how the building is used and operated. Also the visual beauty is another factor to be considered along with the design for increasing the efficiency of the building in the process of the design. The building area that is utilized the most is the inside and outside floor area. Most people overlook the use of the building envelope, especially skyscrapers and buildings with large front wall and with the usage of all facades. This study attempts to explore an idea to fully utilize the facade instead of leaving it to become a deserted area despite having high maintenance cost.

This study is then aimed to investigate the use of the facade to be a billboard to the most efficiency. To address this concept, the relation of the location of a building to other factors of the building was examined. The purpose is to study formats, kinds of billboard, and proportion of area occupied by billboards on the facade.

1. To proceed with the study, selected experts with knowledge and experiences about building management and outdoor advertising were interviewed.
2. To collect more information by using questionnaires, researcher simulates the usage of facades for billboards of the three commercial buildings which are selected for being case studies. Inquiries were then conducted among the customers or people who pass by.

Then the information showing the usefulness of facades for setting up billboards were analyzed, and finally reaching principles of building management regarding facade usage for billboards to the most efficiency.

The results should have successfully been applied to considerations along with the new building design or in the process of the renovation of an old building, the facade of which is used as a billboard for more efficient design.