LIBRARY AS MULTI GALLERY

MUSIC GARDEN

ALIF BIN AHMAD SA’ID
AHMAD AFIFUDDIN BIN AHMAD RAZALI
MUHAMMAD RAZIQ BIN MOHD SAMINGAN
MERCHANDISE

TOTE BEG
The Concept Of Malaysia City In Kuala Lumpur

T SHIRT
The Concept Of Ifla Take From Malaysia Icon Is Twin Tower Petronas
First at all, praise and thanks to ALLAH S.W.T for giving change to our group in completing this multi gallery proposal. For our group, we put a lot of effort to gain all the information to make this proposal successful. Besides that, i also want to express my appreciation to the lecture, Puan Jamizan Jalaluddin because her effort to teach us about being hardwork and extraordinary, plus giving a lot of advises while completing this assignment.

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CONCLUSION

As UITM student, we would like to say that this PTAR library project is an excellent opportunity for us to get the experience things that we would have never gain through going straight into job. We grateful to the ptar library for giving us this wonderful opportunity.

The main objective project is to change the concept of “information” in UITM libraries with just books, web based tools, and other traditional information resources and introduce to a wider array of UITM library services than ever before.

It easy to work with group team member that giving commitment for this project we feel we got the maximum out of that experience. Also we learn the way of work in and organization, the importance of being punctual, the importance the maximum of commitment and the importance of team spirit.
ART INSTALLATION

MUSIC GARDEN
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ABOUT MUSIC GARDEN

BACKGROUND
Library Tun Abdul Razak (TAR) Puncak Alam Campus has started its service on 7 July 2009 at 5th floor. Plaza satellite Building B (PSB). Through Phase 2 development, Puncak Alam Campus Library has moved into new buildings and fully operational in May 2014. The new building has four floors that can accommodate 1300 seats at a time. The facilities and services provided is expected to meet the needs of teaching, learning, research and development of knowledge among UiTM.

BIG IDEA
Create Music Garden (with mural of typography, pattern, illustration)

CREATIVE CONCEPT
To create a new environment with proper display
To deliver the cozy, relax, and comfort feeling
Create the outstanding and creative interior that can attract people to come to library
The best preparation for tomorrow is doing your today.
H. Jackson Brown, Jr.
Provide a “Music Garden” at the entrance of library so visitor will be interest in relaxing at the library. Provide music instrument such as piano and guitar so that passer-by can show off their talent.

Create a welcoming environment outside of the library for the passer-by and student. Promoting a nice environment for visitor such as mural of typography pattern and illustration inside of Music Garden. There also provided a place to buy merchandise from PTAR.
BIBLIOGRAPHY
As for merchandise, it has significance towards the theme ‘library as a music garden’ where we want to show how library act as the healing unit for mind. That is through petronas twin towers, which means icon for malaysia in the world. As the petronas twin towers has been choose for its modern and simplicity.
LIBRARY AS MULTI GALLERY
MUSIC GARDEN

CREATIVE PLATFORM

AIM:

- To Make Library As Multi Gallery
- Have A Opportunity To The Public

COMMUNICATION OBJECTIVE:

- Make The Library As Multi Gallery
- Be Able To Reduce Visitor Problem Like A Place To Rest
- Where To Get Rid Of Stress And Have A Private Place

TARGET AUDIENCE:

- Student Of Uitm Puncak Alam
- Public Visitor
- Staff Uitm Puncak Alam

PROJECT POSITIONING

- Unique
- Music
- Eco Green
- Modern Green Concept

TONE & MANNER

- To Make Library As Multi Gallery

PROJECT BENEFIT

- Project Will Be Located At The Entrance Of Library. This Location Is Where The Number Of Visitor And Pass-by Are Many

TARGET COMPETITOR

- Perpustakaan Sultanah Bahiyah, UUM
- Perpustakaan Za'ba, UM
- Perpustakaan Tengku Bainun, UPSI
- Perpustakaan Sultan Abdul Samad, UPM

BIG IDEA

- Can Introduce To Public About PTAR
- Make The Consumer Feel Happy And Comfortable
- Promote Libraries To The Public And Foreign Tourism

REFERENCE

1. Industrial Revolution 4.0
2. Perpustakaan Tun Abdul Razak (PTAR)
3. Integrated Marketing Communication (IMC)

01 WALL PAINTING

02 MUSIC GARDEN

03 MERCHENDISE

REFERENCE

1. Industrial Revolution 4.0
2. Perpustakaan Tun Abdul Razak (PTAR)
3. Integrated Marketing Communication (IMC)