

MONDRA REKKA



ABSTRACT BOOK

CCA 2024

**Unleashing Your
Visual Creativity**

**COLLEGE OF
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA
KEDAH BRANCH



MONDRA
REKA

The title 'MONDRA REKA' is rendered in a bold, blocky font. Each letter is filled with a grid pattern and is surrounded by various icons and tools. The 'M' has a pencil, the 'O' has a saw blade, the 'N' has a pencil, the 'D' has a saw blade, the 'R' has a saw blade, the 'E' has a pencil, the 'K' has a pencil, the 'A' has a pencil, and the 'A' has a pencil. The background is dark gray with faint, larger letters and icons scattered throughout.

ABSTRACT BOOK

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Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!

"UiTM KEDAH SOARING FOR EXCELLENCE"

Prof. Dr. Roshima Haji Said
Rector
UiTM Kedah Branch

Head of College's Message

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA 2024 - Unleashing Your Visual Creativity, orchestrated by our College of Creative Arts, UiTM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA 2024 - Unleashing Your Visual Creativity serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters self-expression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.

Dr. Nurul 'Ayn Ahmad Sayuti
Head of College of Creative Arts,
UiTM Kedah Branch



MINDA REKKA



INDUSTRIAL DESIGN

Rosza

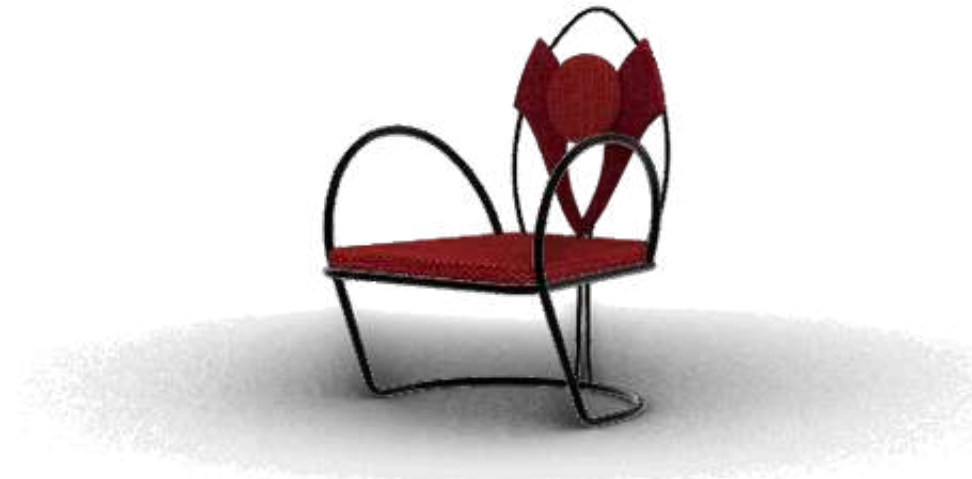
Design Advisor :

Mrs. Norarifah Ali

Mr. Abu Hanifa Ab Hamid

Abstract

The design aims at designing a unique armchair named "Rosza" that is perfect for balcony areas of condominiums. It is inspired by the roselle plant as a main inspiration to incorporate natural beauty into urban living spaces. The Rosza armchair designer aims to harmonize the organic components of the roselle plants with modern ergonomic concepts suitable for outdoor settings, with an emphasis on both aesthetic appeal and practical functionality. The Rosza armchair is designed to be an eye-catching addition to condo balconies, taking styling inspiration from the delicate elements found in the Roselle plant, such as its curving petals and vibrant colour palette. The goal of the concept was to highlight how biophilic design can change urban landscapes by showcasing how furniture influenced by nature can make people feel more connected to their natural surroundings, encourage sustainability, and make their homes better. The Rosza armchair is an example of how nature-based art can harmoniously integrate with modern living spaces while still being an attractive and practical accessory for condo balconies.





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