



This poster is inspired by the Bidayuh's ethnic ritual, "Nguguoh" performed during Gawai festival. The poster emphasized on the the main person of the ritual, "Pinguguoh", a female shaman as the focal point.

The process of the ritual is visualised through the graphics to allow the audience to experience it.

PROJECT 1B. CULTURAL COLLAGE



The meaning of "Nguguoh" ritual to Bidayuh people is interpreted into collage story; Paddy deities are responsible for blessing human on earth with paddy and has been showering the Bidayuh's people with bountiful paddy. It is represented by the mountain, the place where Bidayuh are blessed with abundance food resources. The Bidayuh people invite their ancestors via stream and by reciting mantras and playing musical insttument during Nguguoh ritual as celebration in showing their gratitude.