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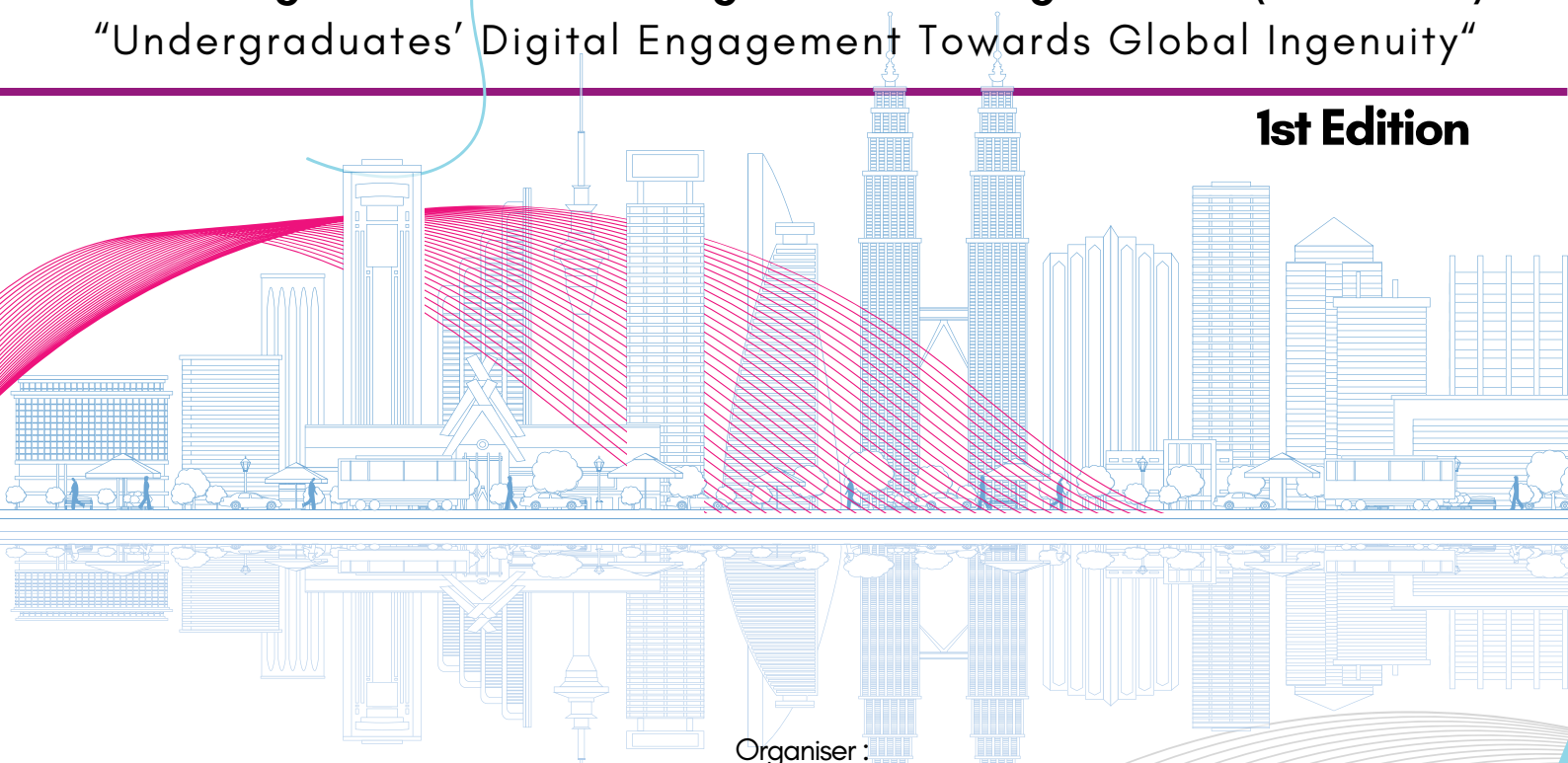
Proceeding for International Undergraduates Get Together 2024 (IUGeT 2024)

"Undergraduates' Digital Engagement Towards Global Ingenuity"

1st Edition



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Co-organiser :

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Alunan

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ABSTRACT
This project proposes a modular, sustainable cultural hub designed to revitalize interest in Malay traditional music and dance. By incorporating interactive elements and a curvilinear form inspired by the Malay traditional dance, the design aims to create an engaging and immersive space. The project addresses a gap in cultural knowledge among younger generations by offering opportunities for learning and appreciation. Situated strategically to maximize visibility and environmental performance, the modular structure ensures adaptability and minimizes environmental impact. The design prioritizes the use of timber, aligning with the project's cultural focus and sustainability goals. Ultimately, this cultural hub seeks to foster community engagement, preserve Malay heritage, and inspire future generations.

KEYWORDS: Modular cultural hub, malay heritage, sustainable design, interactive experience, community engagement

DESIGN DESCRIPTION
This design suggests a modular, sustainable architectural environment to revitalize the interest of Malay traditional music and dance. Identifying the lack of cultural awareness in younger generations as the problem, the project is to establish an effective learning atmosphere. Inspired by the fluid movements of the traditional Malay dance, the curvilinear form enhances the natural flow of light and air to the interior. The modular structure makes it flexible and adaptable to various site conditions. Built mainly of timber, the design reflects the principles of sustainability, which the project is dedicated to. Key features include interactive exhibits, performance spaces, and workshops. The space is designed to be welcoming and inclusive, catering to a wide range of visitors. By combining traditional Malay aesthetics with contemporary architectural principles, this design offers a unique and inspiring cultural experience.

NOVELTY AND UNIQUENESS
This design innovates by merging traditional Malay aesthetics with contemporary architectural language. The curvilinear form, inspired by traditional Malay dance, is unprecedented in its application to cultural centres. The integration of interactive elements within a heritage-focused space offers a unique visitor experience. Additionally, the design's emphasis on sustainability and community engagement sets it apart from typical cultural buildings.

BENEFITS TO MANKIND
This design now revives the seemingly unappreciated culture and brings people together while also boosting tourism. Through these facets, it promotes learning and awareness about Malay arts through the use of strong and exciting interactive features. The sustainable design minimizes environmental impact, while its modularity enhances adaptability and cost-efficiency. By revitalizing interest in Malay heritage, the project boosts the regional economy through promoting

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cultural tourism. Ultimately, it enriches the community's quality of life by providing a vibrant cultural space.

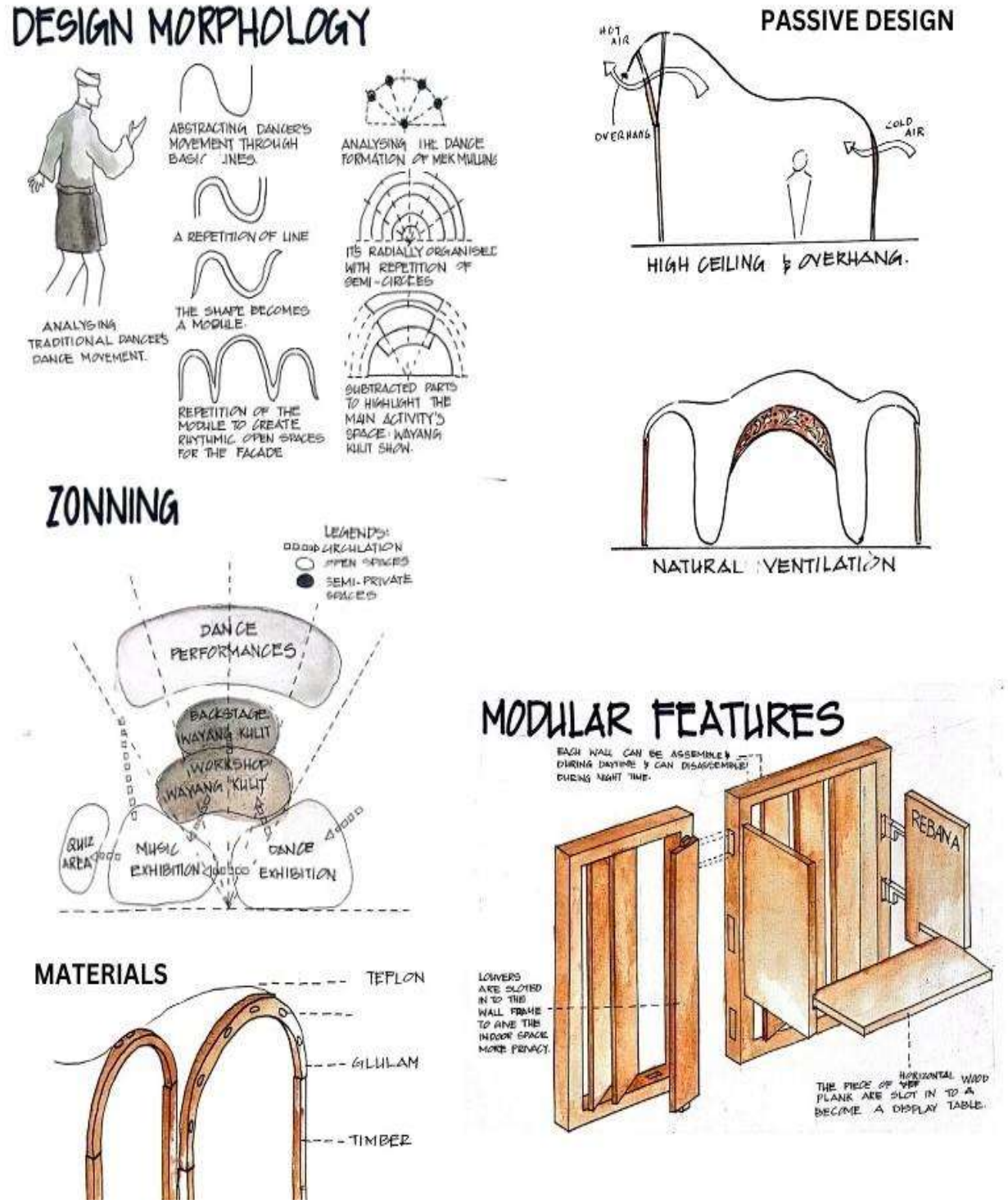

Figure 1: Alunan

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COMMERCIAL POTENTIAL

The modular design offers scalability, making it adaptable to various market sizes. Its unique blend of culture and sustainability presents a competitive advantage. Potential revenue streams include ticket sales, merchandise, workshops, and corporate events. Cost-effective construction and operation enhance profit margins. Compliance with relevant regulations and intellectual property protection are essential. Further analysis of market demand and business model refinement are necessary to fully assess commercial potential.

CONCLUSION

This modular cultural hub demonstrates the potential of architecture to revitalize cultural heritage. By combining sustainability, innovation, and community engagement, the design offers a compelling solution to address the decline of traditional arts. The project's success hinges on its ability to create a dynamic and inclusive space that resonates with the local community. Future research could explore the long-term impact of such spaces on cultural transmission and community development.

ACKNOWLEDGEMENT

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We extend our heartfelt thanks to each of our dedicated group members (Nabhan Aminulhakeem and Nur Najla Nasuha) for their collaborative spirit, hard work, and unwavering support. Each member brought unique strengths and perspectives to the project, contributing significantly to its success.

We believe that this project would not have been possible without the combined efforts of our mentors and team members. Their contributions are deeply appreciated.

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Tencom Ltd. (Ed.). (2023, June 13). The benefits of modular design in manufacturing. Custom Fiberglass Pultruded Products. http://www.tencom.com/blog/the-benefits-of-modular-design-in-manufacturing#:~:text=Modular%20design%20significantly%20influences%20the, efficiency %2C% %2C%20and%20scalability

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Setuju.

27.1.2023

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