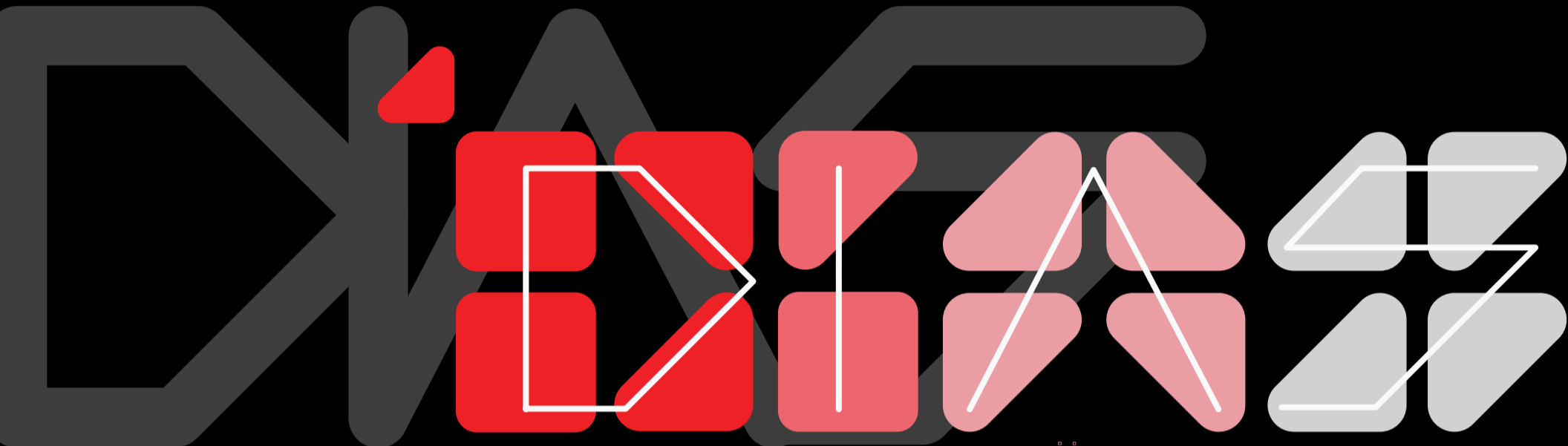




# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE  
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



# Design Innovation Academic Show 2025



Organized by



Fakulti  
Seni Lukis & Seni Reka  
Cawangan Kedah



اوسها تقوى موليا

Collaboration with



#perubahanluarbiasa  
#ADpilihanpertama



**EXTENDED  
ABSTRACT**

**Design  
Innovation  
Academic  
Show 2025**





DIAS 2025 (Design Innovation Academic Show) is all about "Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st Century Education." This vibrant program shines a spotlight on how creativity and innovation are reshaping modern education.

It consists of three key components. First up is the Mindareka Design Show, an exhibition that showcases students' final year projects and creative designs, giving them a chance to connect with industry professionals and the wider community. Next, we have the Northern Innovation Academic Tour (NIAT), which takes participants on an academic adventure to select institutions and innovation centers in the northern region, aimed at promoting knowledge sharing and building strong academic and professional networks.

Finally, there's the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID), a global competition that recognizes outstanding practices in teaching and learning by blending art, technology, and innovative design. But DIAS 2025 is more than just a talent showcase; it's a powerful platform for empowering both students and educators, while also strengthening collaborations between universities, creative industries, and global communities. With its inclusive and interdisciplinary approach, this initiative strives to spark relevant, competitive, and impactful ideas and innovations that truly benefit society and push the future of education forward.



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**D**esign  
*Innovation*  
**A**cademic  
**S**how 2025



**Prof. Dr. Roshima Haji Said**  
Acting Rector  
UiTM Kedah Branch

# 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!





# Head of Faculty Message

It is an honour to introduce DIAS 2025 – Design Innovation Academic Show, held under the theme “Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st-Century Education.” This significant event reflects the faculty’s ongoing commitment to fostering a culture of innovation, critical thinking, and creative exploration among our students and academic community. As we navigate the complexities of the 21st century, it becomes increasingly clear that education must go beyond traditional boundaries to embrace multidisciplinary approaches that are both relevant and future-forward.

The three core components of DIAS 2025, Mindareka Design Show, Northern Innovation Academic Tour (NIAT), and the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID) which is serve as vital platforms to highlight the convergence of design, technology, and pedagogy. These initiatives not only empower our students to showcase their talents and ideas, but also create opportunities for engagement with industry leaders, academic peers, and global collaborators. The Mindareka Design Show celebrates student creativity and innovation through compelling final year projects. NIAT fosters knowledge sharing and institutional partnerships through academic visits and exchanges, while InViCCAID offers international recognition for excellence in integrating art and design into teaching and learning.

I would like to express my deepest appreciation to the organising committee, faculty members, students, and strategic partners who have worked tirelessly to bring this programme to life. Your dedication and collaborative spirit have made DIAS 2025 a reality and a reflection of our shared vision for transformative education. It is my hope that this platform will continue to inspire meaningful dialogue, cultivate groundbreaking ideas, and spark a new wave of innovation that enriches both education and society.



**Mohamat Najib Mat Noor**  
Head of Faculty  
Faculty of Arts & Design  
UiTM Kedah Branch





***Industrial  
Design  
(Diploma)***





## BALONG RAJA | DRY EFFICIENT BENCH

<sup>1</sup>Muhammad Sadiq Akasyah bin Mohd Suhaimi, <sup>2</sup>Dinah binti Rakhim

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### ABSTRACT

Balong Raja is a modern bench design project that beautifully blends traditional Malaysian cultural elements with contemporary industrial design. The bench's silhouette draws inspiration from the Tanjak Balong Raja, a royal Malay headpiece that represents heritage and identity. This cultural nod is seamlessly integrated with modern aesthetics, influenced by the sliced parametric whale sculpture found in KLCC Park and the lively design of the KLCC playground. The materials chosen—like perforated metal plates, tube-bent steel, wood slats, and green-tinted Perspex—are selected not just for their structural strength but also for their visual contrast and sensory appeal. Features such as a bag hook and a slot for the beloved Malaysian “ikat tepi” drink cater to local habits, making everyday use a part of the design. This thoughtful layering of references transforms the bench into both a cultural artifact and a practical piece of urban furniture. The project delves into the connections between cultural symbolism, playfulness, and ergonomic urban seating. The tube bending technique creates smooth curves that soften the overall look, while the wood slats provide a comfortable touch and maintain a pleasant temperature. The use of Petronas green-tinted Perspex adds a contemporary flair, linking national identity to color. The perforated metal allows for breathability and a sense of lightness, contrasting nicely with the sturdy frame. Through this careful selection of materials and cultural reinterpretation, Balong Raja evolves into more than just a bench—it becomes a statement piece that encourages interaction, reflection, and a sense of civic pride in urban spaces.

**KEYWORDS:** Cultural, Urban, Functional, Playful, Materiality



## INTRODUCTION

This project, titled Balong Raja, is developed under the IDT317 Industrial Design II course to explore the relationship between cultural heritage and contemporary urban furniture. Inspired by the iconic Tanjak Balung Raja, the design blends traditional Malay symbolism with industrial materials and ergonomic considerations. The objective is to design a functional yet statement-making bench that responds to user needs in public parks, while expressing Malaysian identity through meaningful form and thoughtful materiality.

## DESIGN & DEVELOPMENT

The design was developed through cultural research, ergonomic studies, and material experimentation. Using tube-bending, perforated metal plates, wood slats, and Perspex, the bench achieves structural integrity, comfort, and playful visual appeal. Its sliced form draws from modern sculpture while integrating local references like “ikat tepi” drink placement and user-friendly features.

## PROJECT DESCRIPTION

Balong Raja is a public bench design under IDT317 Industrial Design II, merging traditional Malay elements with modern fabrication. It utilizes metal, wood, and Perspex to create a culturally rich, durable, and interactive seating experience for urban Malaysian environments.

## INDUSTRIAL DESIGN MATERIAL FOCUS

This industrial design project integrates perforated metal plates for breathability and strength, tube-bent steel for fluid structure, wood slats for comfort, and Perspex for visual lightness and local color reference—blending cultural symbolism with functional form and urban usability.



## FINDINGS & RESULTS

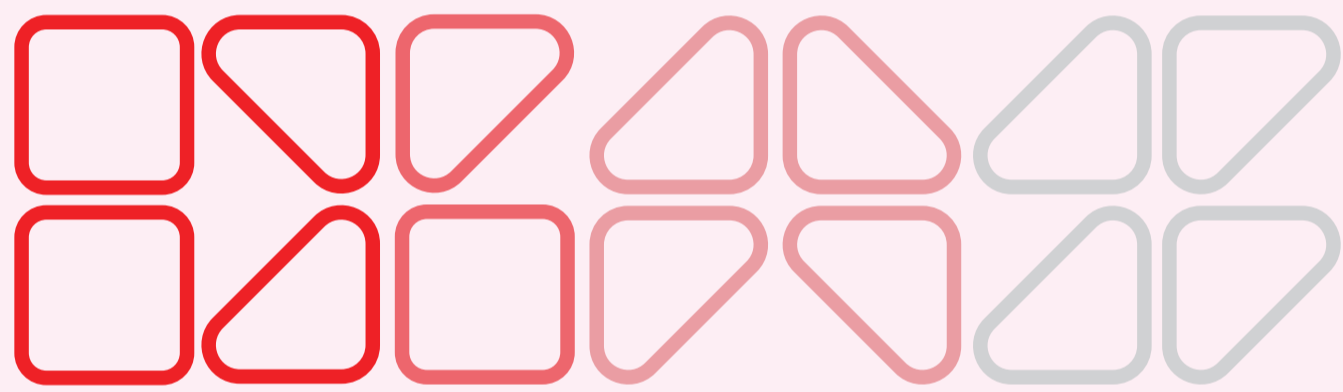
The final prototype of Balong Raja successfully balances cultural aesthetics with industrial practicality. The combination of materials provided a diverse sensory and structural experience—wood offering warmth, metal adding resilience, and Perspex contributing a modern visual cue. The feedback from mock-ups highlighted good ergonomics, cultural recognizability, and improved social interaction. Users appreciated the functional details like bag hooks and drink slots. The integration of perforated metal and curved forms enhanced breathability and approachability. Overall, the design achieved its goal of representing Malaysian culture through usable, statement-making public furniture.

## CONCLUSION & RECOMMENDATION

Balong Raja exemplifies how cultural identity can be thoughtfully embedded into modern public design. The use of diverse materials and symbolic form creates both functional and emotional resonance. For future developments, it is recommended to explore modularity, weatherproof coating enhancements, and potential for nighttime visibility through integrated lighting or reflective materials.

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# DMS



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