



**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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Design
Innovation
Academic
Show 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)***





CAMELLIA | ARMCHAIR

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ABSTRACT

The Camellia Chair takes its name from the delicate camellia flower, symbolising softness, calmness, and grace—qualities that are reflected in both its form and function. This chair was designed to bring comfort and emotional warmth to users, especially in environments where relaxation, care, or bonding is essential, such as in nursing spaces, breastfeeding corners, or creative work settings. The design features a gentle, rounded silhouette with plush, fabric-upholstered cushioning in calming tones. The soft curves and thick padding across the seat, backrest, and armrests create an inviting and emotionally soothing experience. The armrests are layered with dual-level padding for extra forearm support, while the supportive back cushion helps maintain healthy posture without sacrificing comfort. Built with a combination of light-coloured wood and powder-coated metal tubing, the chair offers both structural integrity and visual softness. Every aspect of the Camellia Chair, from its material choices to its soft-touch finishes, was developed through a human-centred design approach. The chair aims to reduce physical strain during long sitting periods while uplifting the user through tactile comfort and aesthetic tranquillity. The Camellia Chair ultimately merges emotional design with ergonomic care, making it a versatile seating solution for those who seek beauty, softness, and serenity in everyday use.

Keywords : Soft-touch design, emotional comfort, relaxation chair, calm aesthetic, soft fabric upholstery

INTRODUCTION

The Camellia Armchair is a furniture design project I created to give users a comfortable, soft, and calming place to sit. The design was inspired by the camellia flower, which represents beauty, calmness, and gentleness. I wanted the chair to bring that same feeling into personal spaces like nursing areas, reading corners, or quiet spots for rest or reflection. This armchair features rounded shapes and thick cushions on the seat, backrest, and armrests to make sitting for longer periods feel more relaxed. I combined light wood materials with a simple metal frame to make it strong but still look light and elegant. The form and materials were chosen to give off a warm, peaceful vibe while also being practical for everyday use. I also kept sustainability in mind by using durable materials and thinking about how the chair could be repaired or reused in the future. The overall goal of the design was to make something that feels soft and welcoming while also supporting good posture and lasting comfort. In the end, the Camellia Armchair shows how a simple, thoughtful design can improve comfort, create a peaceful mood, and make every day spaces feel more meaningful.

MATERIAL & METHODS



Figure 1 Camellia Armchair final product

The Camellia Armchair is constructed using a combination of rubberwood and steel rod, chosen to balance durability and a lightweight structure. The main seat base, backrest, and side panels are made from rubberwood with a



natural wood grain finish, providing both warmth and visual softness. A layer of clear matte coating is applied to protect the wood while maintaining its natural tone and texture. The armrests and frame structure are supported by powder-coated hollow metal pipes, bent to follow the flow of the chair's soft form. This metal framework not only strengthens the joints but also enhances the modern and airy look of the chair. The soft parts—seat, backrest, and armrests—are made using foam padding wrapped in textured pink fabric upholstery, adding a cosy, inviting touch. These cushions are detachable, allowing for easier cleaning or replacement if needed. Overall, the combination of natural and industrial materials reflects the chair's concept of gentle strength, providing both emotional warmth and functional reliability, with finishes that are user-friendly, long-lasting, and visually soothing.

RESULT AND DISCUSSION/FINDINGS

The Camellia Armchair successfully achieves its core design goal of offering a soft, secure, and emotionally soothing experience for users, especially mothers during breastfeeding or moments of rest. The combination of plywood base panels and white hollow metal piping results in a structure that is both visually light and physically sturdy. During testing, the chair showed excellent stability and balance, even when users leaned into the backrest or shifted positions, making it reliable for extended use. Visually, the contrast between the natural wood finish and the soft pink upholstery creates a gentle, feminine tone, while the curved frame design gives it a modern yet nurturing aesthetic. The white powder-coated metal parts complement the overall palette, offering structural support without overpowering the wooden elements. Overall, the Camellia Armchair stands out as a thoughtful, well-balanced piece of furniture that supports physical comfort, emotional well-being, and aesthetic harmony, especially in environments focused on care, relaxation, and softness.

CONCLUSION & RECOMMENDATION

In conclusion, the Camellia Armchair combines comfort, emotional warmth, and a soft aesthetic to create a chair that's perfect for relaxing, breastfeeding, or simply unwinding. Its thoughtful form, with layered cushioning and rounded edges, offers

both physical support and a calming experience. The mix of wood, metal, and fabric not only makes the chair durable but also gives it a modern and gentle appearance that suits personal and wellness-focused spaces. The design is both functional and meaningful, making it more than just a chair; it becomes a safe space for mothers, children, and anyone needing quiet comfort. Its smooth surface finishes, comfortable padding, and supportive structure meet ergonomic and emotional needs effectively.

Recommendation

To further improve the Camellia, it's recommended that fabric color options be added to help the chair blend into various interior styles. In the future, adding gentle rocking or gliding functionality could enhance the relaxing experience even more. Overall, the Camellia Armchair is a well-balanced design that supports comfort, care, and visual calmness, making it a great choice for both home and wellness environments.



Figure 1 Camellia Armchair in environment



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