



EXTENDED ABSTRACT



InViCCAD 2025
1ST 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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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
(Bachelor)**





SENGGOK | HOTEL LOUNGE CHAIR

¹ Daing Norhaiman Aliff Bin Daing Nor Zainal, ²Norarifah Binti Ali

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ABSTRACT

Senggok is a modern lounge chair that draws inspiration from the graceful shape and cultural significance of the Wau Pungguk, a traditional Malay kite from Pahang. Known for its beautifully curved, owl-like wings and rich heritage, this design aims to transform this cultural symbol into a stylish and functional piece of furniture, seamlessly blending traditional identity with contemporary luxury. Tailored for boutique hotels or culturally themed hospitality spaces, Senggok provides guests with an authentic Malaysian seating experience that honors local craftsmanship while ensuring modern comfort. The name "Senggok" comes from the Malay word "sengguk," which means a gentle nodding motion, symbolizing the natural rhythm of relaxation and the poetic story of the pungguk (owl) yearning for the moon. This reflects both the physical posture and the emotional essence of rest. The chair is made from a mix of wood and metal. The wood showcases Malaysia's abundant natural resources and traditional craftsmanship, while the metal adds durability, elegance, and a contemporary touch. This combination of materials represents a harmonious balance between heritage and innovation, aligning with Malaysia's evolving design narrative. Thoughtfully designed with comfort in mind, Senggok features a reclined seating angle that encourages deep relaxation and tranquility. Its structure mimics the graceful flow and lift of a wau in flight, transforming the simple act of sitting into a poetic moment of pause and serenity. Through Senggok, this project highlights how traditional cultural elements can be reimagined into modern furniture that resonates with both functionality and Malaysian identity in the realm of hospitality design.

Keywords: Cultural, Heritage, Contemporary, Comfort, Lounge Chair



INTRODUCTION

In the ever-evolving world of Malaysian furniture design, it seems that cultural identity often takes a back seat to the demands of the market. Many local brands focus more on mass appeal and profitability than on expressing their heritage, which leads to furniture that feels devoid of the rich Malaysian character (M. Ibrahim, 2007). Many companies create beautifully crafted pieces, yet they often miss the mark when it comes to weaving in distinctive elements of Malaysian culture into their designs (M. Ibrahim, 2007). This trend not only diminishes the presence of Malaysia's vibrant heritage in modern interiors but also fosters a disconnect between people and their surroundings.

Moreover, while some culturally themed furniture tries to highlight heritage through decorative elements or motifs, these designs frequently prioritize looks over practicality and comfort. As pointed out by Faridah Sahari and Musdi Shanat (2021), the current approach to culturally inspired furniture shows a troubling imbalance where usability is sacrificed for mere visual appeal. This underscores a vital design gap: the necessity for products that blend cultural storytelling with functional design.

Senggok a modern lounge chair inspired by the iconic Wau Pungguk from Pahang. It tackles this challenge head-on by merging traditional forms, meaningful symbolism, and ergonomic comfort. Specifically designed for hotels and culturally themed hospitality spaces, Senggok reinterprets tradition using contemporary materials and a user-centered approach. This project aims to revive cultural significance in Malaysian furniture by delivering a design that is not only aesthetically pleasing but also practical, meaningful, and relevant in today's design landscape.

MATERIALS AND METHODS



Figure 1.1 The image of Senggok 3d design



Figure 1.2 The images of material and method



The Senggok lounge chair is crafted from wood and metal, each chosen for its deep meaning and structural role. The wood symbolizes Malaysian cultural identity and craftsmanship, while the metal adds a contemporary flair and ensures the chair's durability.

For the seat, a solid wooden panel is shaped into a rounded form, echoing the graceful silhouette inspired by the Wau Pungguk kite. Surrounding this wooden seat, a metal pipe is expertly bent to follow its curves, serving as both a sturdy support and a visual frame that mimics the gentle arcs of a kite in flight.

The armrests consist of three distinct pieces of wood, each meticulously shaped to create an ergonomic curve. These wooden parts are sanded down to a smooth finish using a sanding machine, ensuring they feel comfortable and flow seamlessly with the overall design.

All the metal elements, including the base frame and support structure, are connected through precise welding techniques. A welding machine is employed to create strong, clean joints that boost the chair's stability while keeping its sleek appearance.

To make the chair even more comfortable, the wooden seat is topped with soft upholstery. This cushioning adds a touch of coziness without detracting from the chair's minimalist and elegant aesthetic.

Every step of the process from selecting materials to shaping, bending, welding, and finishing is carried out with care, showcasing the beautiful blend of cultural heritage and modern craftsmanship that characterizes the Senggok lounge chair.

RESULTS AND DISCUSSION/FINDINGS

The Senggok lounge chair beautifully embodies the graceful and flowing shape of the Wau Pungguk, transforming it into a cozy and practical seating option. Drawing inspiration from the kite's elegantly curved, owl-like wings, the chair features a round wooden seat paired with a sleek metal frame that gives off a sense of lift and lightness.



These design elements not only evoke the image of a kite soaring through the sky but also provide solid support and stability.

The combination of wood and metal creates a perfect harmony between cultural heritage and contemporary design. The wood symbolizes Malaysian tradition and natural resources, while the metal adds a polished, durable touch that's perfect for upscale hospitality environments. The bent metal pipe encircling the seat not only reinforces the chair's graceful curves but also serves as both a structural frame and a striking visual detail.

The armrests, crafted from three distinct pieces of wood and meticulously sanded, enhance both comfort and artistry. By adding upholstered padding to the wooden seat, the overall experience is elevated, making it a fantastic choice for relaxed spaces like boutique hotels and lounges. The ergonomic reclined angle of the seat encourages a natural lounging posture, allowing users to unwind comfortably.

This project showcases how cultural inspiration, thoughtful design, and innovative materials can come together to create a lounge chair that is not only visually appealing but also functional, reinforcing Malaysia's design identity in modern settings.

CONCLUSION & RECOMMENDATION

In conclusion, the Senggok lounge chair is a fantastic blend of modern design and traditional Malaysian influences, making it a perfect fit for hotels. It beautifully embodies the essence of the Wau Pungguk while also catering to the practical needs of the hospitality sector. With its combination of wood and metal, it strikes a lovely balance between warmth, durability, and elegance just what you need to create a sophisticated experience for guests.

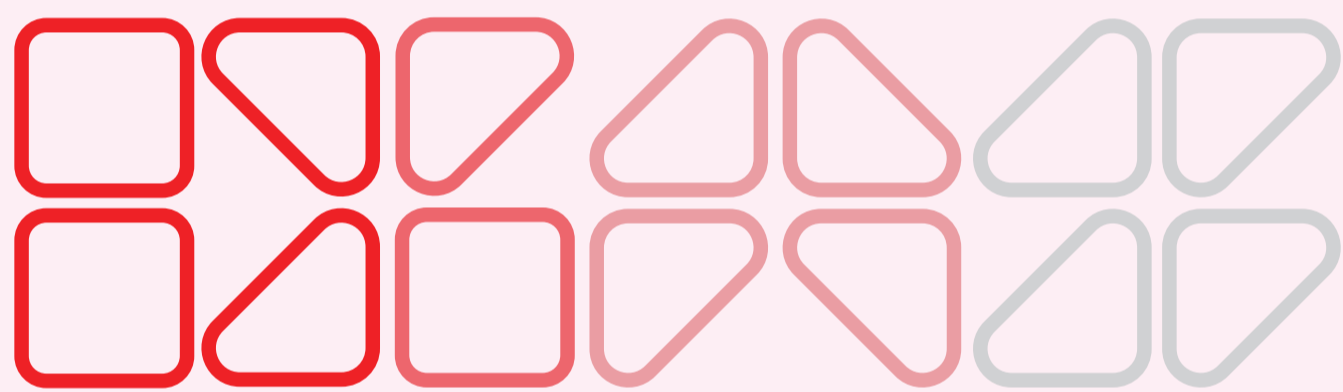
This chair isn't just about looks, it's also designed for comfort, making it an excellent choice for hotel lobbies, guest lounges, or upscale waiting areas. Plus, it brings a touch of local culture into the decor, enriching the overall ambiance.



REFERENCES

Research / references on problem identification.

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2. M. Ibrahim (2007). Malaysian Product Design Identity: Review on the 'Keywords'



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