



# 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  
(Bachelor)**





## SELGUHUR | BAKHOOR BURNER

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### ABSTRACT

This bakhoor burner, known as Selguhur, is deeply inspired by the vibrant cultural heritage of Selangor. It beautifully merges traditional Malay aesthetics with royal symbolism, featuring elements like the awan larat motif, Bunga Tanjung, and architectural details from Balairung Seri, the royal hall of Selangor. Each of these elements carries significant meanings symbolizing nobility, continuity, and refined beauty. The design reinterprets these motifs through modern digital fabrication techniques, offering a fresh yet respectful take on tradition. In collaboration with FabCafe Kuala Lumpur, this project delves into how design can transcend print, weaving cultural narratives into product design. By utilizing cutting-edge tools like laser cutting, CNC milling, and 3D printing, the design achieves remarkable precision and allows for intricate detailing. Meanwhile, the handcrafted essence of the burner fosters a strong emotional and cultural connection for its users. The final product showcases a beautifully carved outer shell, a protective dome like lid, and a smooth incense chamber, all thoughtfully designed to embody both functionality and symbolic significance. The choice of sustainable materials, such as plywood, aligns with modern lifestyle values while promoting eco-friendly production. Selguhur stands as both a practical incense burner and a decorative cultural piece, making it a perfect fit for contemporary homes, galleries, or spaces inspired by heritage. It seamlessly blends the old with the new, offering a meaningful product that celebrates Selangor's identity through the lens of modern design.

**Keywords:** Bakhoor Burner, Selangor's royal heritage, awan larat patterns, Bunga Tanjung, FabCafe KL.

## INTRODUCTION

This project presents Selguhur, a contemporary bakhoor burner that draws inspiration from the vibrant cultural identity of Selangor. It beautifully merges traditional Malay heritage with modern aesthetics and cutting-edge digital fabrication techniques. The name Selguhur cleverly combines "Selangor" and "Gaharu" (agarwood), highlighting both its roots and purpose. The design takes cues from classic Malay motifs like awan larat and bunga tanjung, capturing the grace of Balairung Seri and other elements of Selangor's royal heritage (Zainuddin et al., 2016). In partnership with FabCafe Kuala Lumpur, this project delves into how design can extend beyond print media, particularly through product branding, visual storytelling, surface pattern design, and cultural symbolism (FabCafe Global, 2024). Selguhur is more than just a practical incense holder; it's a decorative piece and a storytelling object that infuses Malaysian heritage into modern living spaces, showcasing the transformative power of design.

## MATERIALS AND METHODS



Figure 1.1 The picture of final product



The Selguhur Bakhour Burner is crafted from plywood, a material that's not only lightweight and sturdy but also eco-friendly. This choice gives the burner a natural aesthetic that beautifully complements the traditional Malay design. The intricate patterns on the burner are made using a laser cutter, which precisely carves detailed Malay motifs like awan larat and bunga tanjung into the wood. Thanks to laser cutting, the designs come out looking sharp and accurate. The burner is constructed in separate pieces that are easy to cut, assemble, and package. It features a lid, a base, and a holder to securely keep the bakhour in place while letting the delightful scent waft through safely. The overall shape of the product draws inspiration from Balairung Seri, showcasing graceful curves and soft lines that lend it a regal and elegant touch. All components were designed digitally and brought to life with the assistance of FabCafe Kuala Lumpur, utilizing their advanced digital fabrication tools. This approach not only minimizes waste but also opens the door for custom designs. Selguhur beautifully blends traditional culture with modern technology, creating a stunning piece that fits seamlessly into any environment.

## **RESULTS AND DISCUSSION/FINDINGS**

The Selguhur Bakhour Burner draws inspiration from the rich heritage of Selangor. It features beautiful Malay patterns like awan larat and bunga tanjung, showcasing traditional elegance. The burner's design is more angular and structured, reminiscent of the intricate carvings found in Balairung Seri, the royal hall, giving it a strong and sophisticated appearance. I delved into traditional Malay designs alongside modern products to craft something that feels both timeless and contemporary. Constructed from plywood and utilizing laser cutting, the burner boasts crisp patterns and a polished finish. Ultimately, it's user-friendly, visually striking, and beautifully represents Selangor's culture in a modern context.

## CONCLUSION & RECOMMENDATION

To wrap things up, Selguhur beautifully merges culture with modern design, creating a product that's both simple and meaningful. It infuses a touch of tradition into our daily lives while showcasing the unique identity of Selangor. The design illustrates how we can keep our cultural heritage alive through innovative creativity. Looking ahead, there's plenty of room for improvement—like experimenting with different materials, crafting new versions for other states, and enhancing the packaging and overall experience. With the backing of FabCafe KL, Selguhur is poised to flourish as a cultural and contemporary home product that narrates the story of Selangor.



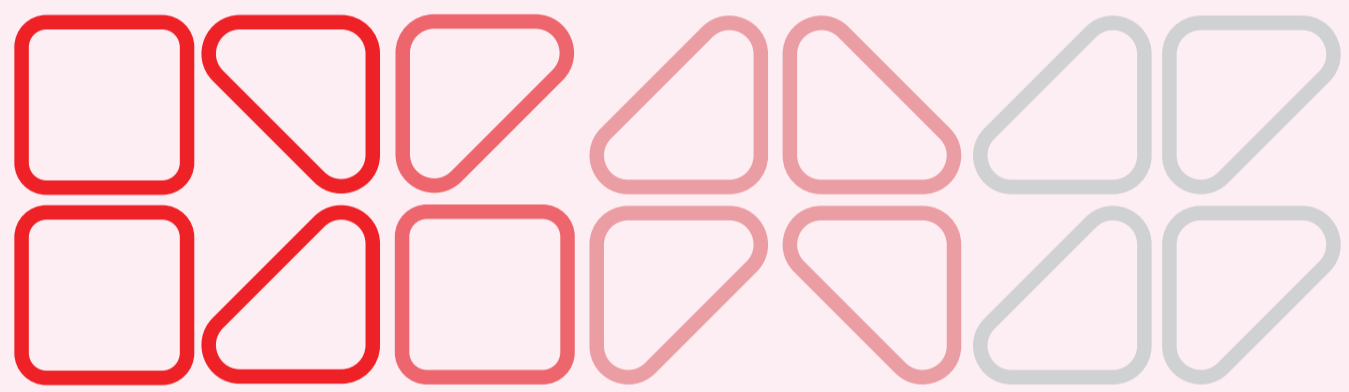
Figure 1.2 The picture of Environment (SELGUHUR)



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