



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)**



SERI MASO | WALL CLOCK DECORATION

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ABSTRACT

Seri Maso is a beautifully crafted wall-mounted clock created just for Hotel Perdana, inspired by the traditional Wau Bulan motif from Kelantan. This project aims to blend the rich heritage of Malay culture with modern interior design, turning a significant cultural symbol into a functional piece of art that enhances the guest experience. While Wau Bulan designs are often used decoratively in interiors, they usually miss out on practical applications, which can diminish their cultural significance. This initiative fills that void by rethinking these cultural motifs as usable decorative elements. The approach taken involves laser cutting technology to ensure the product is made with precision and uniformity. We chose materials like plywood, acrylic, mirror, LED lighting, and a quartz clock mechanism for their practical and aesthetic qualities. Plywood forms the main body and is used for the intricate laser-cut designs and bent lighting panels, while acrylic



serves as the clock's base and shows the engraved Arabic numerals. This product is particularly relevant given the current lack of multifunctional cultural decor at Hotel Perdana and the untapped potential within Sidai Craft Works' existing range. Feedback from stakeholders and visual assessments confirmed that Seri Maso successfully combines aesthetic beauty, cultural authenticity, and modern functionality. The results show that Seri Maso enhances the guest experience by providing a captivating, culturally rich timepiece. It sets a precedent for future product development that harmonizes heritage with practicality. Ultimately, this project highlights the importance of reinterpreting culture through innovative design in the hospitality industry.

Keywords: Wau Bulan, Kelantan heritage, functional art, hotel interior, cultural design, decorative clock.

INTRODUCTION

The Seri Maso wall clock is more than just a timepiece; it's a beautiful blend of traditional Malay artistry and modern practicality. As interior design continues to evolve, there's an increasing desire to merge cultural identity with contemporary style, especially in the hospitality industry. The Seri Maso decorative wall clock project meets this demand by featuring the iconic Wau Bulan motif from Kelantan, creating a product that is both functional and visually captivating for Hotel Perdana. This project isn't just about art; it's also a thoughtful response to the scarcity of three-dimensional decor that honors Malaysian cultural heritage in commercial hospitality spaces. (Abdul Razak & Sabil, 2024).

The Wau Bulan, a symbol rich in culture from Kelantan, is mostly seen as a decorative piece at Hotel Perdana. Unfortunately, it's not really woven into the experiences of the guests, which is a missed opportunity for a deeper connection. As (Shuaib & Enoch, 2014) argue, Traditional Malay motifs, such as the Wau, should go beyond just being decorative; they ought to be woven into functional items that enhance both beauty and practicality in modern environments. This project



exemplifies that idea by turning a cultural icon into a stylish wall clock with built-in lighting, merging tradition with innovation to meet the needs of today's hospitality industry.

Modern hotel interiors are being shaped more by a design approach that focuses on how we perceive things. This method takes into account visual perception, our sense of space and time, and logical reasoning to create a more human-centred experience in these spaces. (Yu et al., 2018). The psychological aspects play a huge role in shaping the atmosphere and comfort that hotel guests feel. The Seri Maso project taps into this idea by providing more than just a clock; it also includes a lighting feature and a decorative art piece that together elevate the visual and emotional experience within the hotel setting.

Supporting this sensory-driven design concept, (Geng et al., 2023) it's important to recognize that elements like light illuminance, wall color, and decoration style play a huge role in shaping guests' visual comfort and emotional reactions in hotel lobbies. By integrating adjustable lighting and stunningly intricate patterns crafted with laser technology, Seri Maso effectively addresses these elements, fostering a more welcoming and calming environment. Moreover, the aesthetic upgrades in hotels have proven to be vital in shaping the overall ambience. According to (Gupta & Kaur, 2022), wall decorations do more than just look good; they play a crucial role in crafting a memorable and welcoming atmosphere in hotels.

Research highlights how important artful decor is in enhancing the overall experience for guests, which really underscores the value of pieces like the Seri Maso clock in hotel interiors. The sustainability of traditional aesthetics is a significant concern in today's design landscape. As outlined by (Abdul Razak & Sabil, 2024), traditional Kelantanese architecture, known for its stunning wood carvings and intricate motifs, can seamlessly blend into modern spaces while still preserving its rich cultural heritage.

This idea is beautifully reflected in the Seri Maso design, which employs laser-cut plywood, mirrors, acrylic, and LED lighting to reinterpret traditional styles using eco-friendly materials and construction techniques. Similarly, (M. M. Fadzli, M. R. N. Huda, A Salmiah, C. M. N. S. Nuratirah, K. M. Rizal 2024) it's essential for interior design to evolve while still honoring cultural authenticity, which is a key principle of this project.

By blending traditional aesthetics with contemporary functionality, Seri Maso presents a fresh decorative approach that champions cultural preservation, emotional well-being, and sustainable innovation, particularly in the hospitality industry, with a focus on Hotel Perdana and similar environments.

MATERIALS AND METHODS

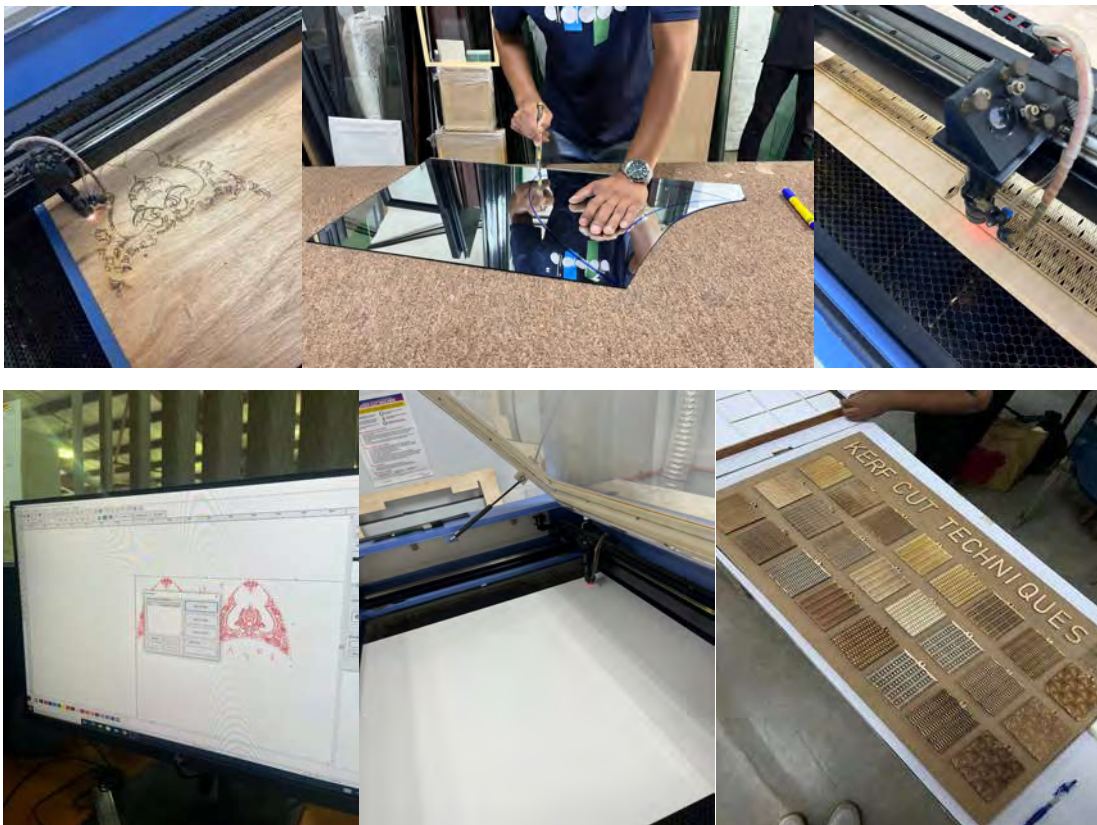


Figure 1.1 The picture of work process



The Seri Maso wall clock is a beautiful blend of carefully chosen materials and modern fabrication techniques, designed to merge traditional Malay aesthetics with a contemporary twist. This decorative timepiece features key materials like plywood, acrylic, mirror, LED lighting, and a quartz clock mechanism. Each element was thoughtfully selected to serve both structural and aesthetic purposes, aligning perfectly with the clock's dual mission of functionality and cultural expression. Plywood forms the core of the clock's body, prized for its strength and compatibility with laser cutting.

The design showcases a Wau Bulan-inspired motif, a beloved cultural symbol from Kelantan, intricately laser-cut into the plywood. This highlights the symmetrical and organic characteristics typical of traditional Malay art. Additionally, plywood was used to create the curved lighting features, achieved through a bending process that adds depth to the clock's overall design. To delve deeper into how laser-cut plywood behaves when bent, an experimental study was carried out using eight different pre-existing pattern designs.

The goal was to see how various perforation patterns affected the plywood's flexibility and visual appeal when bent. These patterns underwent rigorous testing with controlled laser cutting settings and physical bending trials to pinpoint the best configurations for the clock's lighting frame. The results of this study guided the final choice of a bending pattern that ensured smooth curves while maintaining the visual integrity and continuity of the motif.

For the clock face, white acrylic was chosen as the base, offering a sleek and modern backdrop for the plywood motifs. The white hue not only enhances the visibility of the plywood grain but also provides a contemporary contrast to the warm tones of the wood. This thoughtful design approach caters to the cultural context of the intended users, ensuring that the clock resonates with its audience.



RESULTS AND DISCUSSION/FINDINGS

The Seri Maso wall clock beautifully marries culture, functionality, and modern craftsmanship. Drawing inspiration from the iconic Wau Bulan motif of Kelantan, this design seamlessly infuses traditional beauty into a practical decor piece. The intricate patterns, achieved through laser-cutting on plywood, showcase the symmetrical and flowing lines typical of Malay art.

To elevate its elegance and make it a perfect fit for Hotel Perdana, a rich dark wood stain was applied, enhancing the natural wood texture in a stunning way. But it's not just about looks; practicality was a key consideration too. Arabic numerals were laser-engraved on the clock face for easy readability, catering to both local and international guests. An acrylic layer beneath the wood adds support while creating a striking contrast, giving the clock a layered, slightly three-dimensional appearance.

To further enhance its visual charm, mirror pieces were incorporated to reflect light, and LED lights were cleverly placed behind the curved wooden elements, casting a soft, warm glow that makes hotel rooms feel inviting at night. A significant aspect of this project involved experimenting with bending plywood using various laser-cut patterns. I tested eight different designs on plywood of three thicknesses: 2mm, 3mm, and 5mm.

The 2mm plywood was the easiest to bend but lacked the sturdiness to hold its shape well. The 5mm was robust but challenging to manipulate, requiring more force and careful adjustments to the patterns. Ultimately, the 3mm plywood struck the perfect balance it was flexible enough to bend smoothly while still being strong enough to maintain its form, making it the ideal choice for the clock's lighting frame.



In summary, the Seri Maso clock exemplifies how we can integrate traditional elements into contemporary products. It's more than just a decorative item; it tells time, illuminates the room, and narrates a story of culture and craftsmanship. The thoughtful combination of carefully selected materials, traditional patterns, and innovative design makes this piece not only functional but also meaningful and beautiful.

CONCLUSION & RECOMMENDATION

The Seri Maso wall clock beautifully illustrates how traditional cultural elements, such as the Kelantan Wau Bulan motif, can be transformed into both a functional and stunning pieces for modern hotels and restaurants. Hotel Perdana's design incorporates laser-cut plywood, acrylic, mirrors, LED lights, and a precise clock mechanism, all aimed at enhancing the guest experience while celebrating local culture. Thanks to this innovative product, Sidai Craft Works can now create three-dimensional decor inspired by various cultures. The company should consider expanding this concept into a full line of products featuring other traditional Malay designs, using eco-friendly materials to make them more sustainable. To keep designs authentic, practical, and fresh, it's essential to continuously gather feedback from users and collaborate with local artists and cultural institutions. The Seri Maso clock demonstrates that culturally inspired design can add depth, identity, and a unique experience to modern interiors.



Figure 1.2 The picture of Environment (SERI MASO)

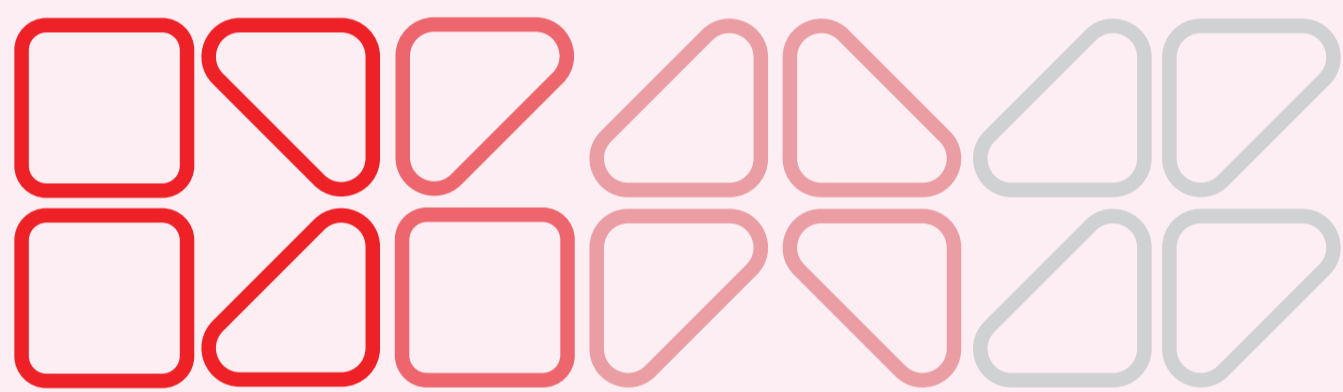
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