



# 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.



**Publisher**

Universiti Teknologi MARA Kedah Branch,  
Sungai Petani Campus,  
08400 Merbok,  
Sungai Petani,  
Kedah,  
Malaysia.

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Perpustakaan Negara Malaysia  
Cataloguing – in- Publication Data

Editor : Syahrini Shawalludin, Juaini Jamaludin, Normaziana Hassan, Fadila Mohd Yusof

Co-Editor : Shafilla Subri, Mohd Syazrul Hafizi Husin, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri, Abdullah Kula Ismail, , Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Nawawi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin, Nazirul Mubin Awang Besar, Qatrunnisa Shariff, Mohd Rozman Mohd Nasir, Wan Noor Faaizah Wan Omar

Design & Layout Editor: Syahrini Shawalludin, Nazirul Mubin Awang Besar, Mohd Rozman Mohd Nasir & Qatrunnisa Shariff

Language Editor : Normaziana Hassan & Juaini Jamaludin

DIAS 2025 : Extended Abstract

Perpustakaan Sultan Badlishah  
e ISBN: 9 789 672 948 780

Printed By :  
Universiti Teknologi MARA Kedah Branch,  
Sungai Petani Campus,  
08400 Merbok,  
Sungai Petani,  
Kedah,  
Malaysia.





# CONTENTS

**Rector's Message**  
**Head of College's Message**

## EXTENDED ABSTRACT

**Diploma in Art & Design**  
(Graphic Design & Digital Media)

**Page**

**1 - 174**

**Diploma in Art & Design**  
(Industrial Design)

**175 - 575**

**Bachelor in Art & Design**  
(Industrial Design)

**576 - 760**

**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)**





## AYORA | LOUNGE CHAIR

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### ABSTRACT

The Ayora lounge chair represents a harmonious fusion of traditional inspiration and modern craftsmanship, showcasing the potential of mixed materials wood and metal in contemporary furniture design. Drawing visual and structural influence from the graceful silhouette of the Wau Helang, a traditional Malaysian kite from Perlis, Ayora embodies both cultural elegance and functional simplicity. The chair's backrest mimics the winged geometry of the kite, with symmetrical, angular panels that extend outward like a bird in flight, evoking a sense of balance and pride. The primary materials richly grained wood for the seat and back panels, paired with a sturdy matte black metal frame were selected for both their aesthetic appeal and durability. This combination not only enhances the structural integrity of the chair but also allows it to fit seamlessly into various environments, from modern living rooms to artistic public spaces. The seat is subtly contoured to support natural body posture, ensuring ergonomic comfort, while the decorative floral cut-out motifs on the side wings add a delicate, handcrafted touch. This design explores the intersection between cultural identity and modern utility, offering users not just a place to sit, but a meaningful design narrative. Ayora is more than just furniture it is a statement piece that reflects a reverence for heritage while embracing the needs of contemporary lifestyles. By marrying strong materials with symbolic forms, the Ayora lounge chair achieves a timeless aesthetic that is both grounded in tradition and forward-looking in function.

**Keywords:** Lounge chair, Perlis heritage, Traditional Malay design, Cultural identity, Ergonomic furniture

## INTRODUCTION

The Ayora lounge chair is a modern furniture piece designed through an industrial design lens, drawing inspiration from the Wau Helang an iconic traditional kite symbolizing the pride of Perlis (Ahmad Rizal Abdul Rahman et al., 2025). The chair's form mimics the graceful and powerful wings of the kite, combining structural strength with ergonomic comfort. Its outer steel frame provides stability and reflects the kite's skeletal structure, while the wood interior adds warmth and natural appeal.

Incorporating traditional motifs into the wooden panels, the Ayora chair fuses heritage with contemporary design language (Mohamad Hanif Abdul Wahab et al., 2015). The seat's curved surface supports the body in a natural resting posture, making it both functional and visually distinctive. Supported by durable metal legs, this chair is suitable for various interior settings residential or commercial serving as a symbol of cultural reinterpretation within modern industrial furniture design.

## MATERIALS AND METHODS



Figure 1.1 The picture of final body structure



Figure 1.2 The picture of Environment (AYORA)

The Ayora lounge chair is constructed using a combination of natural and industrial materials to reflect both traditional heritage and modern design principles. The primary material used is high-quality solid wood, selected for its durability, warm texture, and visual harmony with the traditional aesthetic of the Wau Helang. The wooden components, including the backrest and seat, are cut and contoured to achieve smooth, flowing lines that mirror the curvature of the wau's wings (Yan Liu et al., 2023).

To provide structural support, a steel frame is integrated into the design. The frame is precisely welded to maintain strength while minimizing bulk, ensuring a clean and elegant profile. The legs of the chair are also made of steel, bent and molded using controlled heat-forming techniques to follow the natural flow of the design. Cross braces are added between the legs to enhance overall stability.

Laser-cut wooden panels with traditional Malay floral motifs are attached to the wings of the chair to evoke the cultural symbolism of the Wau Helang. After full assembly, all wooden surfaces are sanded and polished to a smooth finish,



highlighting the grain and adding sophistication. The final chair blends organic form, cultural identity, and modern craftsmanship.

## **RESULTS AND DISCUSSION/FINDINGS**

The Ayora lounge chair successfully captures the essence of the traditional Wau Helang through its flowing form, symbolic structure, and blend of materials. The curved wooden seat and backrest reflect the spread of the wau's wings, providing both visual impact and ergonomic comfort (Nabilah Zainal Abidin et al., 2017). The integration of steel framing ensures a strong yet lightweight structure, allowing the chair to maintain a sleek, open appearance without sacrificing stability. The combination of natural wood textures and black steel enhances the aesthetic appeal, offering a balance between heritage and modernity.

Traditional Malay motifs were laser-cut into the side panels to emphasize cultural identity while adding artistic detail. The final polished finish brings out the warmth of the wood and creates a smooth, refined look. User feedback indicated that the chair offers a comfortable and supportive seating experience, suitable for various interior spaces such as living rooms, galleries, or rest areas.

Overall, Ayora demonstrates how local heritage can be effectively reinterpreted into contemporary furniture design that is both functional and culturally meaningful (Rashdan et al., 2024).

## **CONCLUSION & RECOMMENDATION**

In conclusion, the Ayora lounge chair beautifully merges cultural heritage, comfort, and modern design. Its form, inspired by the majestic wings of the Wau Helang, creates a balance between symbolic strength and graceful comfort. The combination of a solid steel frame with contoured wooden panels ensures both durability and visual appeal. Traditional motifs and natural finishes enhance its cultural depth while maintaining a contemporary look.

Research / references on problem identification.

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# DMS



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