Graphic Design Showcase

2026

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Lokaswara: Revitalising Malaysian Folklore through Collectible Culture and Digital Storytelling



Modern folklore collectible idea that reimagines Malaysian legends through character design,collectible culture, and digital storytelling. The project turns traditional stories into collectible characters, each inspired by legends from Malaysian states. It is imagined as a possible Cuti-Cuti Malaysia × ZUS Coffee collaboration, using packaging, character cards, AR interaction, and a website platform where users can collect, scan, discover, and explore each story.

The project aims to encourage cultural awareness and domestic tourism. By blending heritage with modern design trends, Lokaswara presents folklore as a living experience, not just a traditional tale you read once and forget.