

CELEBRATING  
COMMERCIALISATION  
YEAR 2014

# iiindex 2014

AN INTERNATIONAL EXPOSITION ON RESEARCH AND INNOVATION

invention  
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& design  
exposition 2014

INNOVATEUR  
wannabe!  
2014

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UNIVERSITI TEKNOLOGI MARA  
MALAYSIA

*Bridging  
the valley of death :  
advancing the  
commercialisation  
of research*

RESEARCH BOOK

# iiindex2014

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innovation  
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## FOREWORD

The Honourable Minister of Science, Technology and Innovation (MOSTI) has launched 2014 as Malaysia Commercialisation Year 2014 (MCY2014) with the theme Science Technology and Innovation (STI) for Wealth Creation. In line with this theme, Invention, Innovation, Design & Exposition 2014 (iidex2014) is an annual exposition organized by UiTM and is the ultimate platform to highlight and commercialise new inventions and innovations. Researchers and inventors will exhibit their products which cater to the needs and wants of the community and the country.

The iidex2014 creates a new dimension by fusing two competitive concepts, a competition among innovative products and a competition to invite Innovateur Wannabes to perform live pitching of their products to the audience. The iidex2014 focuses on comprehensive commercialization and creating opportunities for entrepreneurs to carry out R&D as well as to provide avenue to commercialise their products. Through expositions such as iidex2014, MOSTI hopes to inculcate the culture of commercialisation of new technology designed and created by Malaysians.

I wish to congratulate all the participants of the iidex2014 and this is the opportunity for all researchers to show their ideas and exhibits their products and creativity. Apart from showcasing their products, innovators will have the opportunity to provide a window to the industry for business matching during the exposition.

Tan Sri Dato' Sri Sallehuddin Mohamed  
Pro-Chancellor, Universiti Teknologi MARA

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## FACIAL EXPRESION AND THE MASK

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This research is about the mask which is usually worn on the face, for protection, social environments and sometimes it is a part of decoration or craft in any performance, ceremonial and practical purposes. The mask functions as an expression which can be changed depending on the situation and place. The message of the expression will convey information directly to the audience or people around. This study focuses on multiple expressions, such as joy, sadness, fear, disgusts or contempt. Therefore the mask is also part of conservation piece to protect the original objects from disappearing. This study is to determine the types of facial expression from different masks, which were viewed and analysed then constructed into visual development according to the themes that have been identified with appropriate face expression character into installations sculpture artwork. Furthermore, this study focusses on alternative printmaking which differs from the traditional method. Making installations artwork depends on the creativity of the artists, idea and the ability to overcome technical problems. Artwork needs large space and form to be displayed, However, the idea of multiple print have been created for multiple copies of the same original object using casting technique. This technique originates from the use of ceramic such as POP (plaster of Paris) and slip. Creating the mould makes the object prominent and suitable to be transferred into installations elements either in a small or large space. The beauty of making artwork from alternative technique is the artists must be creative, be a good designer, full of knowledge in ceramic and brave or able to multitask to create the artwork. The audience must understand when they see this artwork because 3D work is actually a copy of the real original object and is applied into art pieces. The purpose of this study is to show the importance of expression in our daily life when facing different situations or being in different environments, the expression make humans move display different facets of life. Therefore, the impact from this artwork does not only reflect the audience but it also illustrates how the techno culture will support the masks pieces.