

INTERNATIONAL CONFERENCE ON REINVENTION OF LOCAL TRADITION AND NEW TECHNOLOGIES FOR SUSTAINABILITY

(ICRP - AVAN 2017)

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Towards the end of 2017, UiTM Perak Branch successfully co-organised the International Conference on Reinvention of Local Tradition and New Technologies for Sustainability (ICRP – AVAN 2017). The main organiser, Universitas Syiah Kuala (UNISYIAH) played host for this conference which was held from October 18 to 19, 2017 in Aceh, Indonesia.



Throughout this conference, notable scholars; Prof. Regan Potangaroa, Assoc. Prof. Sr. Dr. Md. Yusof Hamid and Prof. Naka Ryusuke were invited as keynote speakers along with the Mayor of Surabaya himself, Tri Rismaharini. The diverse backgrounds of these presenters have successfully outreached wider perspectives in achieving the aim of the conference in sharing the latest researches with the communities.

In accomplishing the objectives that ranged from establishing research networks, exchanging new ideas and experiences, finding global partners for research collaboration to exploring the value of local tradition as part of design and planning, several potential sub-themes were generated. These sub-themes were listed either under 'local tradition and sustainable architecture' or 'building innovation and new technologies'. ICRP – AVAN 2017 served as an academic discourse to initiate innovation in architectural design that focuses on cross-cultural integration.

1ST INTERNATIONAL ASIAN CONFERENCE IN ART AND DESIGN (AICAD 2017)

In conjunction with the 1st International Asian Conference in Art and Design (AICAD 2017), the Rector of UiTM Perak Branch, Assoc. Prof. Sr. Dr. Md Yusof Hamid was invited to be the keynote speaker for the international event on October 2, 2017. This historical event was organised by the Academic Committee of Institut Seni dan Budaya Bandung (ISBI) in collaboration with the Faculty of Art and Design, UiTM Perak Branch and was supported by the National Visual Gallery (Malaysia). The main events throughout the international conference were artist talk and an international art exhibition participated by artists, academic staff and art students from both Malaysia and Indonesia.

The Honourable Rector was delighted to deliver his keynote speech entitled 'Investment in Art and Green Facilities for Sustainable Business Development'. The keynote speech managed to draw the interest of the conference participants on the importance of investing on art and green facilities in business premises as the beauty of art has always signified the civilisation of mankind. Currently, a sustainable and green lifestyle



has contemplated the modern society. Thus, merging the elements of art and green facilities in business premises will not only contribute towards aesthetic value, but will also educate the public on practising the sustainable culture that will benefit the mankind.

With reference to this, the Rector of UiTM Perak Branch touched on the issues related to a case study on the PKT Group Sdn. Bhd. that was keen in collaborating art and green facilities in their business environment. The artworks have not only created a friendly environment but also enabled the public to learn about issues related to historical, social and contemporary elements of the modern society.

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(FSSR)

e-Canang NEWS

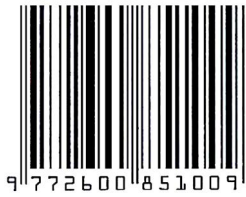
UiTM PERAK BRANCH

MARCH 2018 (ISSUE 2)

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eISSN 2600-8513



9 772600 851009

PUBLISHED BY

Universiti Teknologi MARA, Perak Branch
Corporate Communication Unit

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Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

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Sekian, terima kasih.

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27.1.2023

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