



**GRAPHIC DESIGN EXHIBITION  
2020**



**LOKA**  
/LəW.Ké/ /'LO:.Ke/

**Loka** is a word borrowed from Sanskrit लोक (loká) which means 'world'. Since olden days, the Malay language has derived and adopted many languages into its own and Sanskrit is believed to be the root of the language.



## CONCEPT OF LOKA

Shadow puppet/ 'wayang kulit' has long existed in countries across the world. Each country possesses a background and styles of shadow puppets unique to themselves. Malaysia was one of said countries. However, our traditional shadow puppet is becoming extinct. Therefore, to bring it back, we modernised shadow puppet with bright colours and combine it with a paper-cut style.

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## SUSTAINABLE FASHION DRESS FOR ALL

: BRAND AWARENESS

by AZRUL HARITH ABDULLAH

A public brand awareness that aimed to change people's lifestyle in fashion and to promote sustainable ways of reducing water consumption and waste generation. Kanoë's specialty is designed to consist of upcycle products, natural materials and 100% hand embroidered details to the garments that prevent any harmful chemicals that would affect the consumer as well as the environment and community. Their beautiful garments are made of natural fibre and the idea of wearing garments made of fibre that has been grown from the earth will be implemented.



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In Collaboration with:

# KANOE

