



**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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## RIDING PINK MOBILE APP

: WOMEN'S E-HAILING SERVICE

by AZAH NURSYAFINI BINTI NAZARI

Riding Pink is a service by women for women, it's a Malaysia's first female's only transportation platform. Upon hearing many cases of harassments from women taking public transportation and taxi trips, the founder took the initiative to establish the female-only ride-hailing service. It also creates job opportunities for mothers staying at home. Riding Pink moved from web-based systems in 2017, to having a complete app-based platform for their riders and drivers now, in response to their growing number of trips.

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