

**ABSTRACT BOOK** 

CCA **2024**CCA **2024**Unleashing Your

Visual Creativity



# COLLEGE OF CREATIVE ARTS

UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH





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Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri

Co-Editor: Nurul 'Ayn Ahmad Sayuti, Abdullah Kula Ismail, Faryna Mohd Khalis, Fadila Mohd Yusof, Syafiq Abdul Samat, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Nawi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin & Mohd Rozman Mohd Nasir,

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## Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!

### "UITM KEDAH SOARING FOR EXCELLENCE"

Prof. Dr. Roshima Haji Said Rector UiTM Kedah Branch

# Head of College's Message

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA 2024 - Unleashing Your Visual Creativity, orchestrated by our College of Creative Arts, UiTM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

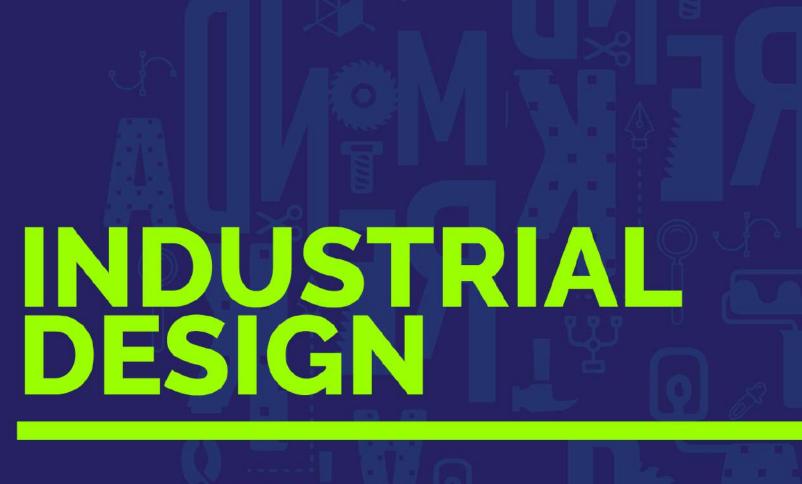
A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA 2024 - Unleashing Your Visual Creativity serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters selfexpression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.

Dr. Nurul 'Ayn Ahmad Sayuti Head of College of Creative Arts, UiTM Kedah Branch









### **Furniture Design**

### **Honey Fushion**

#### **Design Advisor:**

Mrs. Norarifah Ali Mr. Abu Hanifa Ab Hamid

#### **Abstract**

This project aims to design and build a unique armchair inspired by Honey Bee, named "Honey Fushion," designed specifically for the living room area of a terrace house. The honey bee, known for its famous yellow and black colour combination and also for its graceful form, was selected as a main inspiration to incorporate natural aesthetics into urban living spaces. The inspiration was then developed into an armchair design through a comprehensive design process and method.

Honey Fusion is an armchair that combines biomimicry with practical design, providing both an aesthetically pleasing appearance and high functionality. The armchair, which emphasises the honey bee's significant looks and colour, aims to maximise comfort while minimizing environmental impact. The designer believes that by merging nature inspired design with human-centered innovation, the innovation's values will be expanded



