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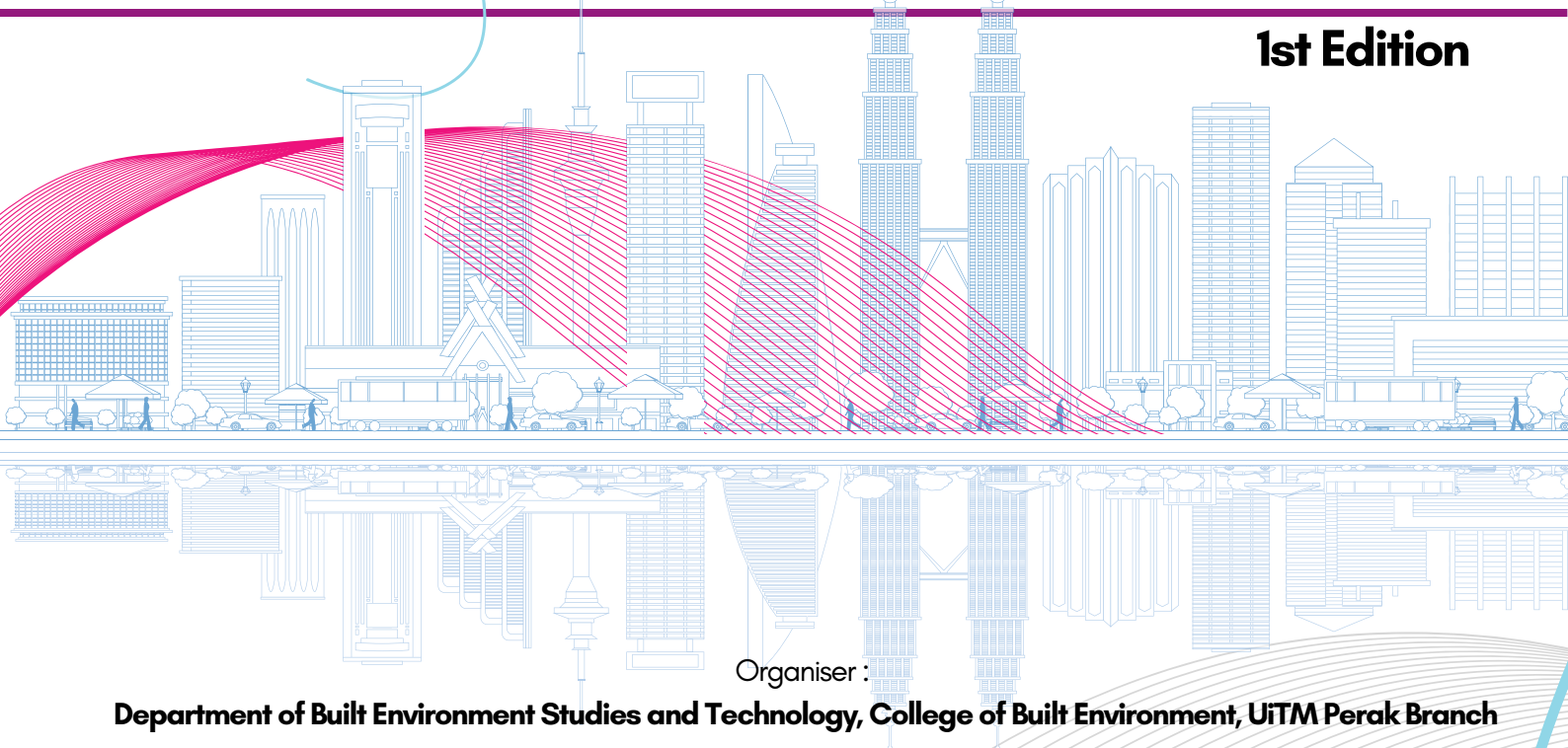
Cawangan Perak

e - Proceedings



**Proceeding for International Undergraduates Get Together 2024 (IUGeT 2024)**  
"Undergraduates' Digital Engagement Towards Global Ingenuity"

**1st Edition**



Organiser :

**Department of Built Environment Studies and Technology, College of Built Environment, UiTM Perak Branch**

Co-organiser :

**INSPIRED 2024. Office of Research, Industrial Linkages, Community & Alumni (PJIMA), UiTM Perak Branch**

**Bauchemic (Malaysia) Sdn Bhd**

**Universitas Sebelas Maret**

**Universitas Tridinanti (UNANTI)**

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## **A Glimpse to the Past: Pop-Up Recreational Hub**

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### **ABSTRACT**

The proposed pop-up installation in Universiti Teknologi MARA, Perak, Malaysia, is conceived as a dynamic tribute to the town's rich cultural heritage, focussing on the historical significance of traditional games. UiTM, with its deep-rooted traditions and communal values, has long been defined by these games, which have played a pivotal role in fostering social connections and cultural continuity. This installation is designed to honour this legacy by integrating traditional gameplay with an innovative architectural approach inspired by the Wau Kangkang—a traditional Malay kite that serves as Malaysia's emblem. In addition to promoting a healthy lifestyle, the installation will serve as a community hub where users can share their personal experiences and reflections on traditional heritage games. Educational programs and interactive workshops will further enhance users's understanding of Malaysia's traditional recreational and cultural practices, providing a platform for both learning and cultural exchange.

**KEYWORDS:** Traditional, games, pop-up, installation & heritage

### **INTRODUCTION**

Malay traditional games are an integral part of Malaysia's cultural heritage, reflecting the community's values, social interactions, and historical context. These games are not only a form of entertainment but also serve educational and social functions, promoting physical activity, strategic thinking, and community bonding. One of the most well-known Malay traditional games is "Congkak," a mancala game that involves strategic planning and counting skills. Children and adults alike enjoy playing it on a wooden board with two rows of holes. The game is believed to enhance cognitive abilities and foster social interaction among players (Ahmad.S et al., 2023). Another traditional game is "Sepak Raga," which combines elements of soccer and volleyball. When played with a rattan ball, it requires agility, coordination, and teamwork. This game is not only popular in Malaysia but also in other Southeast Asian countries, highlighting its cultural significance and regional appeal (Hossain, E. & Ping, H.W., 2022). "Wau," or kite flying, is another traditional pastime, particularly in Kelantan. During festivals and competitions, participants fly the intricately designed kites, showcasing their artistic skills and creativity. This game emphasises the importance of craftsmanship and cultural expression in Malay society (Hussein, N.S. et al., 2022).

### **DESIGN DESCRIPTION**

The proposed site is near a lake recreational park in Universiti Teknologi MARA, which is located in Seri Iskandar, an educational town in Perak, Malaysia. This installation promotes a traditional games hub near the UiTM lakeside recreational park, serving both physical activities and fostering community bonds. The proposed pop-up installation aims to honour this legacy by designing a space that captures the essence of past heritage, focussing on the role of traditional games as

societal anchors. The Wau Kangkang, a traditional Malay kite renowned for its intricate design and cultural significance, serves as the central architectural motif of the pop-up installation, deeply inspiring it. This design choice reflects the aesthetic and symbolic aspects of national heritage while providing a vibrant and engaging space for showcasing traditional games. By combining interactive elements, the recreational context of UiTM, and community involvement, the pop-up installation aims to honour and preserve the rich cultural heritage of physical activities. Traditional games like Sepak Raga, Congkak, and Kaki Tempurung are all exhibited here to further expose today's generation to the heritage of traditional games. Inside the installation, dedicated zones will be created for traditional games such as Sepak Raga, Congkak, and Kaki Tempurung. These areas will provide interactive experiences that allow users to engage with and understand the historical and cultural contexts of these games. By offering hands-on opportunities to play these traditional games, the installation aims to connect contemporary audiences with the cultural practices of the past.

The pop-up's structure will feature sweeping, aerodynamic forms reminiscent of the Wau Kangkang's curves and contours. A bamboo-inspired cylindrical court will frame the central space, providing an evocative design element. Utilizing bamboo and sustainable materials, the structure will include modular components that mimic the intricate patterns of the Wau Kangkang. These components will be prefabricated for ease of assembly and disassembly, reflecting the transient nature of the pop-up installation that is eco-friendly for students gathering space. Additionally, fabric architecture will be used for the roof and parts of the walls. The fabric roof offers flexibility, lightweight construction, and natural light diffusion, while the fabric walls create an open facade for better airflow and passive cooling, enhancing the structure's sustainability and comfort. This design also creates spaces for users to share their personal experiences with traditional games and contribute to the ongoing cultural narrative. At the same time, this design expands their understanding of these games, enabling them to appreciate their rich history.

### **NOVELTY AND UNIQUENESS**

The design of the proposed pop-up installation is an innovative attempt to combine traditional Malay heritage with modern contemporary architectural form-making. This pop-up installation addresses the theme of contemporary heritage in a novel way by transforming Wau Kangkang, a traditional Malaysian kite, into an interactive and dynamic space. The incorporation of traditional games within the architectural design reinterprets tradition within a recreational context. It creates an engaging atmosphere that brings users closer to local cultural identity. Furthermore, the inclusion of timber modular design methods as part of the design strategy adds another layer of innovation to this pop-up structure.

### **BENEFITS TO MANKIND**

This pop-up installation has a multifaceted impact on society. Initially, it reinvigorates and fosters societal consciousness about the cultural legacy of traditional games, which have nearly vanished from memory. This indirectly creates a sense of belonging and identity among the community. Secondly, in this era where sustainability is paramount, the pop-up installation emphasizes timber modular design. Thirdly, this installation functions as an educational tool, imparting knowledge about local culture to individuals of all ages and backgrounds. Additionally, it enhances tourism values by attracting tourists and supporting local entrepreneurs in the area, both of which indirectly contribute to economic growth.



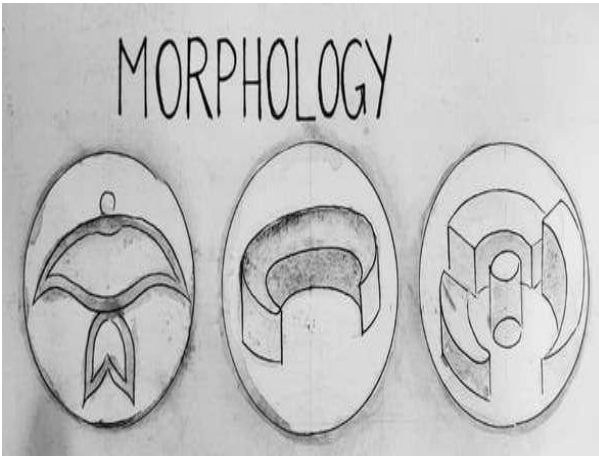


Figure 1: Morphology

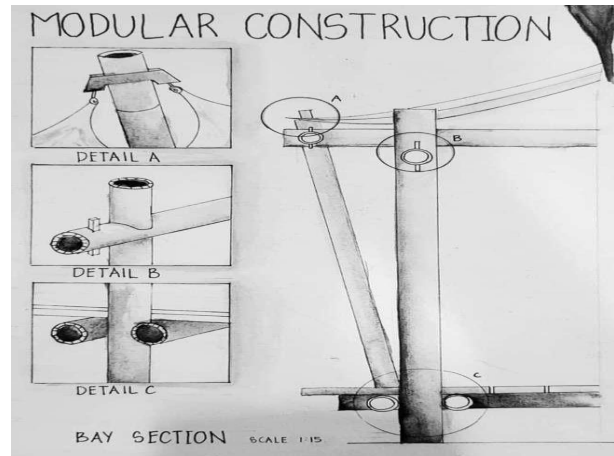


Figure 2: Modular construction



Figure 3: Congkak activity area



Figure 4: Kaki Tempurung activity area



Figure 5: Wau exhibition and activity area



Figure 6: Foyer overlooking the sepak raga court

## COMMERCIAL POTENTIAL

The pop-up installation offers an attractive commercial opportunity. With rising demand for true cultural experiences and sustainable eco-tourism, the installation can generate significant revenues from ticketing, merchandising, and corporate branding. Modular in design, it offers agility to scale and tailor to different site and topography characters. Through careful management of costs and revenue levers, the installation can achieve profitability and income. A clear understanding of regulatory compliance and intellectual property care shall be central to longer-term commercial success.

## CONCLUSION

The proposed pop-up installation presents an innovative approach to rejuvenating traditional recreational heritage in a sustainable and commercially viable project. Through the fusion of old and new, the design delivers a distinctive encounter for various users. Particularly the pop-up installation's ability to support cultural conservation and economic growth denotes its importance. Additional investigations could be conducted on interactive features, community engagement activities, and higher levels of sustainable strategies to optimise the potential of tropical regionalism in the project.

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Sekian, terima kasih.

**"BERKHIDMAT UNTUK NEGARA"**

Saya yang menjalankan amanah,

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

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