



The 18th reQaseni
EXHIBITION



NADI BY 18TH REQASENI ART AND DESIGN DIPLOMA EXHIBITION

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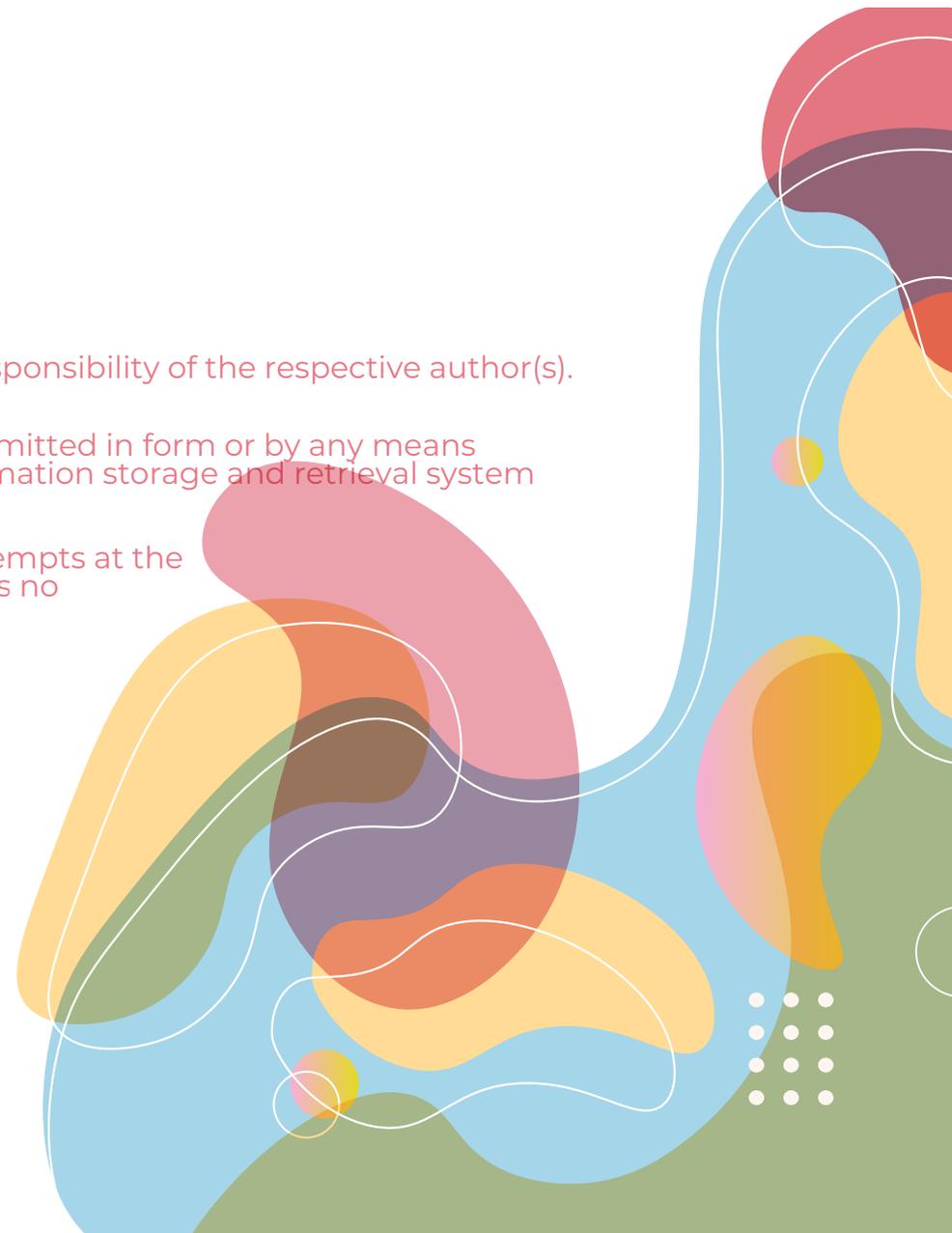
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EVENT

The project focuses on rebranding Sarawak's tourist attractions, particularly a music event called Borneo Music Festival Live (BMFL) in 2022, featuring various genres including Traditional Sarawak music, Electric Dance Music, and pop. A specific theme, that blends sci-fi and brutalism, will create a firm logo to overcome the design challenges. This will strengthen BMFL's brand identity and image in their corporate design, expanding emotional connections through diverse collateral and visually compelling elements through digital multimedia.



SCAN ME

Embark on a transcendent musical journey at the prestigious "Borneo Music Festival Live," where an exquisite fusion of genres awaits in a celebration of rhythm and melody, then brought to life by the collaborative efforts of Firmament Event Studio and More Entertainment. Firstly awaken in the year 2022, located in Sarawak. Traditional Sarawak music sets that show cultural music tone by combining the vibrant beats of Electric Dance Music (EDM) and the catchy rhythms of Pop, creates an eclectic harmony, catering to a spectrum of musical preferences.

STATIONERY ITEMS



LOGO RATIONALE

- The base of the lettermarks, represent the shape of the square that symbolize the concert stage.
- "2024" represent the year of the event hold.
- The head of the hornbill represent the Sarawak because it was held in Sarawak.
- The coloured waves Hue represent the connection between the artist and the audience.
- The 9 black waves represent the 9 divisions in Sarawak.

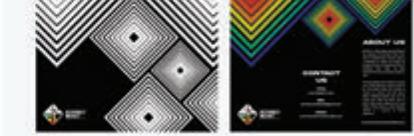
UNIFORM



LIVERY



BROCHURE



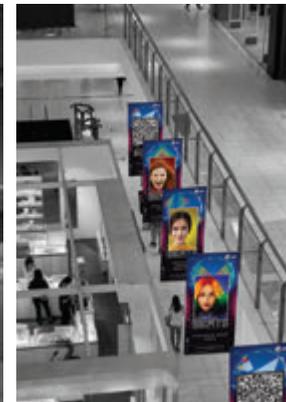
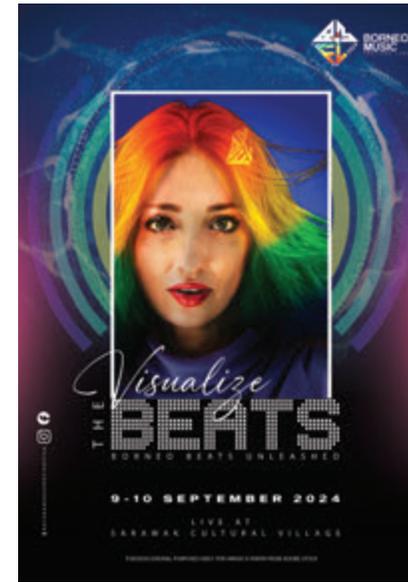
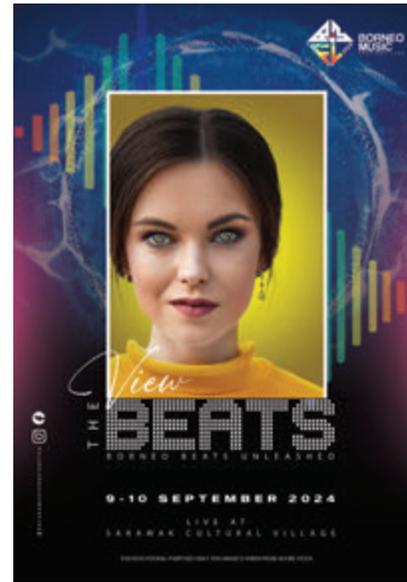
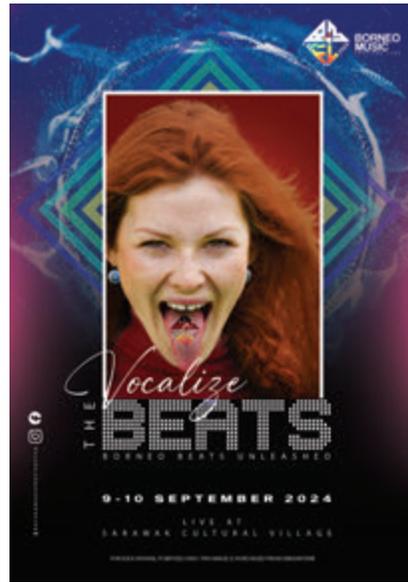
MERCHANDISE



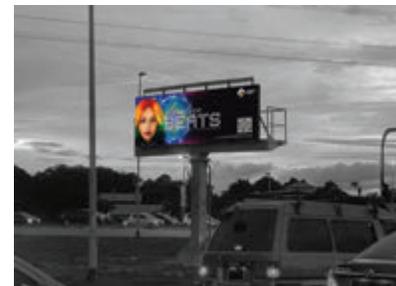
GDT315
PRINT DESIGN PROJECT

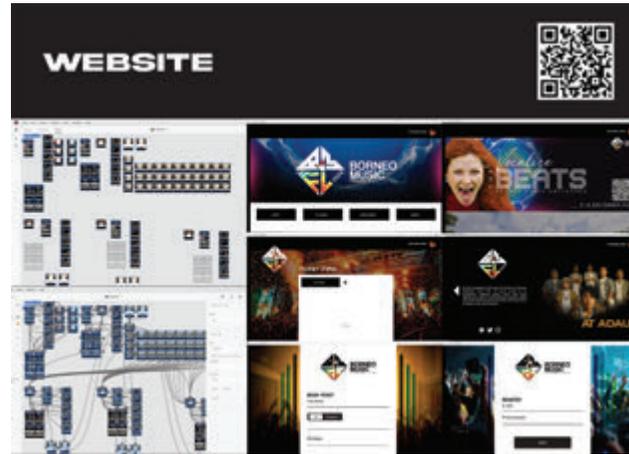


PRINT ADS

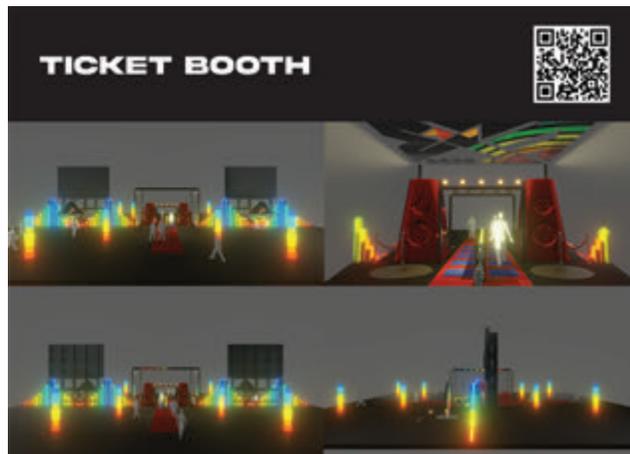


**FIVE
MEDIA PLATFORM**

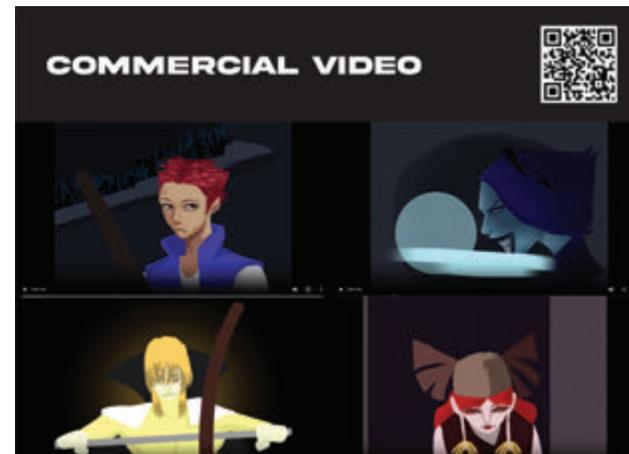




WEBSITE



3D BOOTH



COMMERCIAL VIDEO

