

“GREAT MINDS DISCUSS IDEAS”

NDC 2018

**2ND NATIONAL UNDERGRADUATES
DESIGN COLLOQUIUM**

D E C E M B E R 2 0 1 8

**DESIGN
CONCEPT**

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Published by:

Faculty of Art & Design
Universiti Teknologi MARA Kedah
08400 Merbok
Kedah, Malaysia

e-ISBN: 978-967-0314-64-8

- Asrol Hasan
UITM Cawangan Kedah
- Nurul 'Ayn Ahmad Sayuti (Dr)
UITM Cawangan Kedah
- Syazliyat Ibrahim
UITM Cawangan Kedah
- Azmir Mamat Nawi
UITM Cawangan Kedah
- Abu Hanifa Ab Hamid
UITM Cawangan Kedah

LEDLIDI

Coconut Leaf Stick Lighting

ABSTRACT

Craft Industry has been developed as part of the Creative Industry Policy in Malaysia (DIKN) which was launched in 2009. The creative industries have become a focused policy area for the Malaysian government which is in line with the Vision 2020. The Malaysian craft industry used to focus on weaving products such as basket or other daily use craft products from rattan and bamboo rather than exploring other natural materials. Although other handmade craft products which are created using natural resources (from the coconut tree, banana trunk, eggshells, etc.) are seen to have commercial values, some of these materials are still undervalued and not fully recognised in the craft industries. One of the most undervalued natural material is coconut leaf stick which has not been seriously considered as a core substance in the craft industries in Malaysia. Considering this, this study is carried out to explore the potential use of coconut sticks in product design. The LEDLIDI is designed to give new dimensions in the development of creative products in Malaysia which focuses more on lighting design or home interior decoration products that are made from coconut leaf sticks. This project focuses on the development process, ideas generation and material exploration where coconut stick is identified to have aesthetical commercial values, diverse usage and durable features. The LEDLIDI is uniquely designed to be multifunctional and can be converted into a table light, a freestanding light and a pendant light. The silhouette which is projected from the arrangement of the coconut sticks will not only illuminate but create an ambience for modern contemporary living spaces. One of the significant impacts of this project is to give ideas and be an exponent for cottage industries to explore more natural materials for craft production in their designs. It is hoped that the use of coconut leaf sticks can help the craft industries' entrepreneurs to develop and produce more home interior craft products which are able to compete in the global market.

Keywords: Coconut Leaf Stick, Creative Industries, Craft, Lighting

Pendant Light



PROBLEM STATEMENT

There is no study found on craft products using coconut stick in Malaysia. However, according to Chan and Elevitch (2006) the coconut tree or its scientific name *Cocos Nucifera* (Arecaceae, palm family) is well known for its various necessities where almost every part of the tree can be consumed. The young leaves are used for clothes making (as skirts and body ornament) and weaved into baskets. Moreover, they also stated the usage of the palm tree for kitchen utensils, food container, hula drums, carvings products, ropes, packaging, roofing, and for cosmetic usages. Study by Reddy et al (2007) on the usages of Arecaceae in India where the Indian primitive tribes produced artistic and traditional handmade items for utility and decorations. Abi Sofian and Azman (2010) shown their concerns in the vast imported cultural or heritage art products which may influence consumers' behavior of the Malaysian market. According to Redzuan and Aref (2011) handicraft industry is an important part of the economy of Malaysia where the Malaysian government has taken initiatives to provide the infrastructure and manpower to encourage the development and prolong this industry. However, Ahmad and Hassan (1990) as cited by Redzuan and Aref (2011) stated that Malaysian craft products are unable to compete with other Asian countries such as Thailand, Indonesia and Philippines countries although Malaysia has more agencies for the development of the handicraft industry. Consequently, more immediate actions should be taken (such as encouraging the involvement of designers and artists) in order to mitigate this issue.

DESIGN OBJECTIVES

- To assist the rural community to generate income by using coconut leaf stick
- To provide a new research area in material usage and added-value products.
- To explore fresh ideas in producing crafts which are competitive and able to fulfil the current needs of the market.

PRACTICALITY

Providing a new dimension in interior decoration with the modern and contemporary concept.

MARKETABILITY

With the collaboration of designers and artists in the craft industries, the craft products can be developed to be more competitive and marketable by taking into consideration the incorporation of new technologies and the usage of other potential raw materials such as coconut sticks and others.

References

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Table Light



Free Standing Light



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