

DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your  
visual creativity*

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## Abdullah Kula Neesa Ameera Salim Syafiq Abdul Samat

### Lembah Bujang

This artwork focuses on one tourist attraction – Bujang Valley or locally known as *Lembah Bujang* located in the Malaysian northern state of Kedah. It covers an area of 224 km<sup>2</sup>, stretching from Gunung Jerai (Jerai Mountain) in the north to the Sungai Muda (Muda River) in the south. It is likely the oldest civilization archaeological site in the South East Asian region; older than Angkor Wat (Cambodia) and the Borobudur Temples in Indonesia. The decline rates of tourists in the recent years need to be solved to sustain the uniqueness of Bujang Valley which holds unique archeological findings, historic sites and interesting monuments. In an effort to boost Bujang Valley as a tourist destination, this artwork conceptualize the idea to build collective identity of Bujang Valley as a tourism destination through community empowerment, brand image, and creative entrepreneurship specifically in the field of art and design. This initial concept is part of our creative initiative to define the brand identity of Bujang Valley and aims to add community value and strengthen the local community empowerment.



ABDULLAH KULA  
SYAFIQ ABDUL SAMAT  
NEESA AMEERA  
Lembah Bujang

Digital Illustration  
21 cm x 21 cm

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