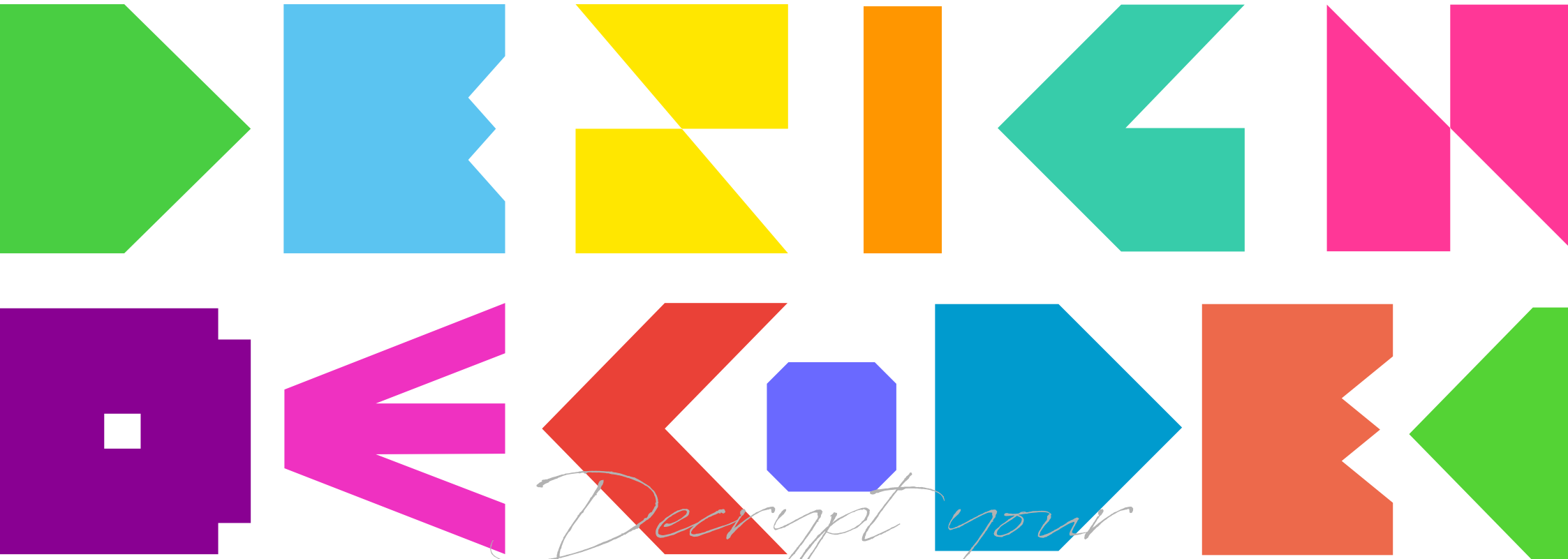


DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your  
visual creativity*

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ISBN               978-967-2948-13-1

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Printed by

Sinaran Bros. Sdn Bhd (No. 3968-X)  
Percetakan-Offset-Digital-Penjilid  
5-3-18, The Promenade,  
Permaisuri Mahsuri,  
11950, Bayan Baru,  
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## Maifarah Ahmad

### KUCING 2021

This digital artwork entitled KUCING 2021 is inspired by the life of the artist's twelve cats. This art piece, reflects and tells a story of how the artist lives with all the cats, now for almost 11 years, and still happily counting. This is the artist's newest and latest addition, in the continuation of the series KUCING, KUCING 49, KUCEN 13:49. The artist, the caretaker of twelve cats, and through decades of experience, a rightfully self-proclaimed cat behavior expert, Maifarah Ahmad is a Senior Graphic Designer from Universiti Teknologi MARA (UiTM), Malaysia. Through feats of passion and unyielding effort, Maifarah Ahmad commands expertise in Visual Communication, especially in Graphic Design, Typography, Branding, and Packaging.

Born and raised in Ipoh, Perak, artist Maifarah Ahmad was constantly surrounded by the bursts of colors life had to offer. As is the life we live in, sometimes these colors can turn to darkness and dullness; but in this darkness, the artist found joy and comfort in giving care and getting care from these four-legged lovelies: cats. Even in her younger days, Maifarah always had a soft spot for the furry felines, finding their behaviour ever so intriguing; caring for them regardless of consequence, and loving any cat, stray or not, unconditionally.

This digital artwork is created to invite the viewers and the audiences to wonder, to imagine and to explore the life of the artist's twelve cats; while simultaneously imagining the life of living with twelve cats. This art piece explores the therapeutic effect living with twelve cats has; the uniformity and routineness seen in the bold unified lines reflects the calmness of the daily, comforting sureness of living with cats. On the contrary, the bold, in your face colors portrayed on the pure black canvas explores a burst of emotions even in the artist's darkest days; it can also be seen as the excitement, the wonderful unpredictability of living with twelve cats. In this artwork, these messages are being conveyed and evoked through the manipulation of colors, shapes, typography and the multitude of elements of design in graphics. The use of asymmetrical balance in the artwork is to symbolize the different, dubious, child-like

unpredictability characters of a cat. Each has its own personality; none is the same, whether it is at face value or even in the meticulous details, whether it is the way the cat sleeps, eats, expresses its emotions of being happy or sad, or just being playful. The colorful colors inside the silhouette of a cat face used in this artwork is also to depict the mischievous characters of the artist twelve cats. The typography is scattered throughout the layout along with the use of the words: "meow" and "kucing". This digital artwork uses a word coming from the Malay Language, that is "kucing" (pronounced ku-shi-ng) which refers to cat in English. Sans Serif Typeface manipulation were also used, being scattered heavily, to create this artwork. The type itself shows the image of a cat, applying, and giving the artist's personal touch on the technique "words as image" popularized by Ji Lee.

Throughout her life, the artist discovered that caring for cats, simultaneously meant caring for herself, as the care and loved poured into the cats were unexplainably and miraculously felt by herself to. It was not just the artist taking care of the cats, but also the cats taking care of the artist.

This artwork portrays emotions, thoughts, feelings, and behaviours of both the cats and the artist, in a avid, loving relationship of mutualism. The twelve cats are the artist's inspirational output, and the artist's inspirational input; inconsequentialy, a true, fully encompassing, healing process, for all the artist's ailments.



**MAIFARAH AHMAD**  
KUCING 2021

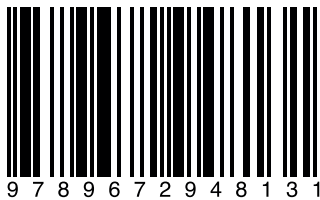
Digital  
20 inch x 20 inch  
2021



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ISBN 978-967-2948-13-1



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