

DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your
visual creativity*

DESIGN DECODED 2021 : ART EXHIBITION



Strategic Partners:



Lembaga Muzium Negeri Kedah



Suan Sunandha Rajabhat University, Thailand



Far Eastern University Philippines



Hanseo University Korea



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

United Arab Emirates

DESIGN DECODED 2021 : ART EXHIBITION



Copyright ©2021
by the Faculty of Art and Design,
Universiti Teknologi MARA (UiTM) Kedah Branch

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA (UiTM) Kedah Branch, 08400 Merbok, Kedah, Malaysia.

The views, opinions and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the Faculty or the University.

Cover Design : Neesa Ameera Mohamed Salim
Layout Design : Neesa Ameera Mohamed Salim
 : Syahrini Shawalludin
 : Abdullah Kula Ismail

Chief Editors : Neesa Ameera Mohamed Salim
 Faryna Mohd Khalis

ISBN 978-967-2948-13-1

Editors : Ts. Normarziana Hassan
 Juaini Jamalludin
 Syahrini Shawalludin
 Siti Fairuz ibrahim
 Abdullah Kula Ismail

Printed by

Sinaran Bros. Sdn Bhd (No. 3968-X)
Percetakan-Offset-Digital-Penjualan
5-3-18, The Promenade,
Permaisuri Mahsuri,
11950, Bayan Baru,
Pulau Pinang, Malaysia
sinaranbros.digital@gmail.com



Kimberly Mae G. Sain

Onlookers

I do not express myself; I exhibit the nature of one's self. Colors and shapes helped me give life to depict the understanding of how people view things from a different angle and that's what sparks one's visual creativity. People naturally have different ways on how to interpret a subject. The understanding of an individual's point of view is what stimulated my work. I was captured by the different perspectives, approach and the feeling that the subject gives. It is the daily life encounter that ignited my passion to create a piece that reflects the human connection. Just like how I am connected with my work, I want my viewers to spark a connection with my work.

As I was scrolling through my phone while observing people through the window of my little studio, I came across this quote by Christopher Paolini - you must learn to see what you are looking at... and for me it meant, to look and decipher what goes on with what I was seeing and not just to peek and see without analyzing. And while I was looking through the window, I tried applying what I had just read. Instead of looking at people passing by in a blur, I focused on them a little more from afar, tried to see their emotions, and understand their gestures. While watching these people, some made me feel happy, confused, awe, and distressed. It made me realize the essence of looking with understanding and not just letting the sight pass by my eyes. Thus, leading me to utilize the creative juices that have been boiling in my heart and mind and turn this realization into something creative, and share it with people.

This art piece may be different in representation among my other works but still, it is somewhat related to my previous works that depict life and reality. This piece which is presented in abstract form also talks about life and human interrelation. What my pieces have in common is that it sparks an artwork-viewer connection. It allows the viewers to delve into the artwork deeper by carefully focusing and interpreting their thoughts over my works. Whether they look at the visual aspects of the artwork or the message, it allows the viewers to question themselves on what they feel or think when they look at this piece.

In this piece, I chose to use a mix of bright and dark hues and a combination of different variations of lines and shapes. Which I think reasonably describes how life is being perceived by people from different angles with its ups and downs. People tend to assess life brightly while some people see it the other way. Nevertheless, when I created this piece, I wanted the people who will see this to feel the warmth and coldness of life. I also wanted to impart through this piece the humble quote from Christopher Paolini that is to learn to see what they're looking at. And I think that this quote encapsulates the whole essence and significance of this work.

KIMBERLY MAE G. SAIN
Onlookers

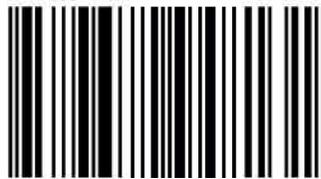
Acrylic on Canvas
14 " x 16 "
khimchi020@gmail.com



DESIGN DECODED 2021 : ART EXHIBITION



ISBN 978-967-2948-13-1



9 789672 948131

