

## DESIGN EXHIBITION 2022

## 

College of Creative Arts, UiTM Kedah Branch



## INDUSTRIAL DESIGN

**Publisher:** 

College of Creative Arts, Universiti Teknologi MARA Kedah Branch, 08400 Merbok, Kedah, MALAYSIA

Copyright 2022 College of Creative Arts, Universiti Teknologi MARA Kedah Branch.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

**Editor:** Asrol Hasan, Shafilla Subri, Azhari Md Hashim, Neesa Ameera Mohamed Salim, Faryna Mohd Khalis, Syahrini Shawalludin, Mohd Hamidi Adha Mohd Amin, Abu Hanifa Ab Hamid, Ahmad Fazlan Ahmad Zamri, Mohd Taufik Zulkefli, Zaidi Yusoff, Fadila Mohd Yusof, Izza Syahida Abdul Karim, Muhamad Aiman Afiq Mohd Noor

MINDAREKA HYBRID 2022: Programme Book e ISBN: 978-967-2948-25-4

Cover & layout design : Asrol Hasan Typeface : Roboto Type size : 11/12

Printed by:

Perpustakaan Sultan Badlishah, Universiti Teknologi MARA Kedah Branch, 08400 Merbok, Kedah, MALAYSIA







For humans, nature has long been a source of inspiration. Natural forms and structures were examined and attempted to be learned about by humans. Designers also watched how life unfolded in nature and began to build furniture by copying or replicating natural structures. Nature provided them with several opportunities to enrich various aspects of life through its amazing systems, designs, and capabilities. The designer used three key nature inspired concepts as subject matter to meet the goal of designing and producing an armchair inspired by nature for Landed House, which are Calla Lily flower, Stingray, and Deer antler. The designer chose Stingray as the main concept after conducting research to investigate the characteristics or details of the inspired concept.

A survey analysis technique was used on 20 people to answer a google form on the issue of armchairs. This approach was used to obtain relevant information from respondents on the problem of existing armchairs. In addition, questions about common activities while using an armchair were also asked. It was found that, the majority of respondents watched television while using an armchair and it is suggested to add a foot rest and storage or remote control to the design.

As a result, the designer designed RAIE as a name for an armchair for the living room that was inspired by Stingray. The lounge chair provided an additional footrest and a shelf for television remote control on both sides. The design more towards curvy shape and the combination of metal and plastic wrapped with pvc leather and Bohemian pattern fabric to create Bohemian style armchair inspired by Stingray.















e ISBN 978-967-2948-25-4

