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College of
Built Environment

Poster Book

IIIDBEE X 2023
20 JANUARY 2023
*International Invention, Innovation & Design Exposition
for Built Environment and Engineering 2023*

**College of Built Environment
UiTM Puncak Alam**
20 January 2023 | Friday

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Generations of Professional Excellence

Unleashing Potentials
Shaping the Future

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PROPOSED INTERIOR DESIGN FOR ARTISAN: MALAY HERITAGE BOUTIQUE HOTEL



INTRODUCTION

To propose an interior design for ARTISAN: Malay Heritage Boutique Hotel by Campbell House at Kuala Lumpur Performing Art Centre, Sentul.

ISSUES

- There are few issues that contributed to the root of this project:
- Malay culture especially Malay Textile is dying.
 - Lack of Malay Heritage Boutique Hotel in Kuala Lumpur.
 - People's perception towards Malay Textile due to lack of awareness.
 - Compete with other country of Textile as theirs are more well known.

OBJECTIVES

The proposed interior scheme aims to promote the Malay culture and educate young generation, maintaining the historical character and identity as well as to provide a great experience for the user or guest to explore the Malay History: culture, textile and food.

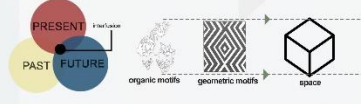
CONCEPT

The concept of this project is called **"INTERFUSION: Reviving The Forgotten Past: Morphing Traditional Malay Textile Into Modern Context"**. The word interfusion is defined as the **process of intermingling, or the state of being interfused**. This concept idea idealizes the metaphor to blend and mix (two or more things) together. In this case, interfusion happens when the design or elements throughout the past, present and future of Malay Heritage such as the motifs are **intertwined into the space**.

Therefore, in order to revive the 'forgotten past', we have to bring the Malay Textile into the modern context by implementing the development of interfusion. Hence, it is very critical to understand from the **beginning about the past or backstory of Batik & Songket to comprehend the space emotionally**.

The past of this concept is all about the beauty of motifs, the patterns and the perception of how Batik & Songket are produced. It also includes the technique, the tool used of Batik & Songket making, colors as well as the elements needed to create the magnificence of our Malay Heritage: Batik & Songket

But why we have to consider **the element of the present? In modern context?**



This is because the world has undergone many changes in the past. This change progresses day by day. **As technology and innovation advances, the Batik Songket and concept of interior design also have changed**. There are many differences between the past and present, such as consumer's perspectives and current needs. Thus, understanding the target market for the hotel, tourists, or young generation that loves to know about the past but entirely in the modern context is required. Furthermore, the spaces must be designed to anticipate future needs. In conclusion, through interfusion, the design will be seen as a single complete piece, as a whole and not a group of disparate parts.



LAYOUT PLAN



PERSPECTIVES

MOTIFS INTERFUSED BY THE SHAPE OF SONGKET AND BATIK

Living Lounge
The living lounge is inspired by the arrangement of batik.

Travelling Lounge Room
The ceiling is inspired by the arrangement of batik.

Tempang Deluxe Room
The bed head panel is inspired by the arrangement of songket. Besides, the ceiling of the bed area is lowered to make the guest feel cozy.

Compass Suite Room
The eye level is inspired by the arrangement of batik.

Private Dining Suite Room
The table and chairs are inspired by the arrangement of batik.

Bedroom Suite Room
The bed and headboard are inspired by the arrangement of batik.