



CCA 2024
**Unleashing Your
Visual Creativity**

VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH



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MINDAREKA DESIGN SHOW CCA

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Universiti Teknologi MARA Kedah Branch,
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Rector's Message

Prof. Dr. Roshima Haji Said

Rector

UiTM Kedah Branch

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!

"UiTM KEDAH SOARING FOR EXCELLENCE"



Head of College's Message

Dr. Nurul 'Ayn Ahmad Sayuti

Head of College of Creative Arts,
UiTM Kedah Branch

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA 2024 - Unleashing Your Visual Creativity, orchestrated by our College of Creative Arts, UiTM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA 2024 - Unleashing Your Visual Creativity serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters self-expression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.



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College of Creative Arts

Bachelor in Industrial Design

Renjana : Tepak Sirih In Wood Appreciation

Design Advisor :

Mr.s. Wan Noor Faaizah Binti Wan Omar

Mr. Abu Hanifah Ab Hamid

Abstract

"Japanese Moku-Zogan Technique Application to Malaysian Furniture Design" deftly combines Japanese woodworking, particularly Moku-Zogan, with traditional Malaysian furniture, emphasising cultural exchange through Tepak sirih forms with Bunga Raya and Sakura motifs. Rigorous study attempts to create culturally significant furniture which symbolises common values between Malaysia and Japan.

Blending Tepak Sirih forms with Bunga Raya and Sakura patterns celebrates cultural harmony between Japan and Malaysia. This intentional fusion serves as a cross-cultural exchange. The amalgamation symbolizes the interconnectedness of both cultures, inviting appreciation for the unique artistic expressions of Japan and Malaysia. This intentional fusion shared an understanding and celebrating the beauty that emerges when traditions from different backgrounds come together.

The initiative intentionally situates itself at the intersection of cultural enrichment and commercial viability. With a focus on both aesthetics and commercial appeal, the goal is to create a fascinating furniture line that effortlessly combines the beauty and cultural diversity of Malaysia and Japan. The deliberate synthesis of design components seeks not only to elicit respect for creative expression, but also to suit the needs of a discriminating consumer market.





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