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AICAD
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OF ART & DESIGN

REiiD

Monograph Of Academic Ideas & Conceptual Design

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PREFACE
CHIEF EDITOR

TRANSFORMING INTELLECTUAL INSPIRATIONS INTO CONCRETE DESIGNS

Throughout the rapidly evolving discipline of graphic design, the convergence of creativity and functionality holds utmost significance. The present preface serves as an introduction to a scholarly discussion on the intricate process involved in generating ideas and designs within the field of graphic design. It acknowledges the dynamic nature of this discipline, where the fusion of innovative thinking and aesthetic expertise continually shape its terrain. This investigation examines the complexities of ideation and design within the realm of visual communication, highlighting the importance of a deliberate and purposeful methodology.

The inception of a captivating graphic design project is rooted in the development of concepts. Ideas serve as the foundational elements that give rise to innovative concepts, and their cultivation constitutes a fundamental pillar in the achievement of a design's triumph. The preamble serves as an invitation for readers to engage in contemplation regarding the origins of ideas, specifically emphasizing the varied sources of inspiration that contribute to the creative process. Ideas, derived from cultural influences, personal experiences, or the current state of society, serve as the vital force that brings the static canvas of graphic design to life.

Transitioning from the abstract realm of ideas, the next chapters explore the practical aspects of transforming these intellectual inspirations into concrete designs. The process of design is a deliberate and iterative undertaking, wherein each component has the significance of purpose. The preamble highlights the significance of a deliberate design approach, emphasizing the interdependent connection between form and function. By analyzing case studies and approaches, individuals are prompted to adopt the perspective that great design is not solely focused on aesthetics, but rather a strategic pursuit that possesses the ability to convey messages, attract audiences, and stimulate change.

Ts. AHMAD SOFIYUDDIN
BIN MOHD SHUIB
CHIEF EDITOR

PREFACE
AICAD INDDEX Director

DESIGNING TOMORROW - A VISUAL SYMPHONY IN REIID PUBLICATION

Welcome, creative minds and visionaries, to a celebration of the visual arts within the hallowed pages of Recapitulate Invention, Innovation & Design (REIID) Publication. In this edition, we cast a spotlight on the dynamic intersections of Graphic Design, Advertising, Corporate Identity, and Illustration. Within these realms, we discover not just visual aesthetics, but narratives that shape our perceptions, redefine identities, and breathe life into the intangible. Looking through Graphic Design, the silent poet of visual expression, takes center stage in this symphony of creativity. Beyond the mere arrangement of colors and shapes, graphic design is a language that speaks to us, conveying messages, emotions, and stories through a harmonious blend of visual elements. The designs featured in this publication are not static images; they are living, breathing compositions that bridge the realms of imagination and reality.

Advertising, the art of persuasion and storytelling, weaves its enchantment throughout these pages. From bold campaigns that challenge societal norms to subtle narratives that tug at the heartstrings, advertising is more than a conduit for commerce—it is a reflection of culture, a catalyst for change, and a canvas for creativity. The contributors showcased here are the architects of visual narratives that captivate, inspire, and linger in the minds of audiences. While, Corporate Identity emerges as a visual symphony, a reflection of organizational ethos and personality. In a world brimming with choices, the visual identity becomes the face of a brand, speaking volumes in a single glance. This edition explores the nuances of corporate design, where consistency meets innovation, and where visual elements coalesce to form an identity that resonates with stakeholders and leaves a lasting imprint. Finally, exposing the Illustration Design which represents the art of bringing stories to life, dances across these pages with whimsy and purpose. Illustrators featured in this volume are not just artists; they are storytellers who translate complex ideas into images that transcend language barriers. Through their work, we witness the power of illustration to engage, provoke thought, and evoke emotions, proving that a single image can indeed speak volumes.

As you traverse the curated landscape of REIID, we invite you to immerse yourself in the stories within the designs. Let your eyes wander, allow the visuals to spark your imagination, and contemplate the narratives that unfold before you. This publication is more than a collection; it is an invitation to explore the limitless possibilities that arise when creativity meets purpose. To the brilliant minds behind the designs showcased in this edition, we extend our heartfelt gratitude. Your work is not just a testament to your artistic prowess; it is a contribution to the ever-evolving dialogue of design, innovation, and the visual language that shapes our world. So, dear reader, prepare to be enchanted, inspired, and transported into a world where design is not just a visual treat but a powerful force shaping the trajectory of our collective visual culture. Join us on this journey through Graphic Design, Advertising, Corporate Identity, and Illustration within the pages of the REIID Publication. The canvas is rich, the palette diverse, and the stories are waiting to unfold. Enjoy the spectacle!

**Ts. DR NUR FAIZAH
BINTI MOHD PAHME**
AICAD INDDEX Director

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THE CLEAR PATH CAMPAIGN DESIGNED AS ROADSIDE SAFETY EDUCATION IN MALAYSIA TO ACHIEVE SDG 3 GOOD HEALTH AND WELL-BEING

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ABSTRACT

Introducing the Clear Path road safety campaign. Clear Path is a campaign design made using the right colours and elements based on a journal that mentions the elements that should be explicitly made for roads. This research was done to educate drivers in Malaysia about stopping their cars on the shoulder of the North-South Highway. The target audience is motorists in Malaysia aged 17-50 years, male and female, married and single. In addition, not only promoting Clear Path but also wanting to achieve Sustainable Development Goal 3, which is good health and well-being. The way to achieve this is to create awareness of the Clear Path campaign to reduce the number of accidents in Malaysia to achieve SDG 3 of good health and well-being.

Keyword: Accident - Clear Path - Road Safety - SDG 3 Good Health and Well-Being

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Road safety has been considered one of the social responsibilities of the Malaysian Government for a long time. In a developing country like Malaysia, transportation is important, and the purchasing interest increases yearly. One of the major risks of driving is road accidents. Malaysia's accidental death rate per 10,000 vehicles is higher than other developed countries. Road accidents can occur due to road users, vehicles and environmental factors. Accidents occur due to using less attractive road equipment and following road design, so road users pay less attention to road equipment. Road equipment includes all objects or equipment installed on the road and used to maintain safety and traffic areas. Road equipment is an important part of the safety aspect, such as signs, street lights, road humps, AES cameras, road spikes and delineator poles (Harun, 2022).

There needs to be more road safety signs to educate drivers in Malaysia on the importance of stopping their vehicles on the shoulder of the road and preventing them from causing accidents. Several problems are associated with the road signs system, including improper placement, insufficient compliance with standards, existing standards no longer relevant, road signs insufficient regarding the number of sets that need to be installed, etc. (Zolkefli 2018). Apart from the lack of attention to road signs, in Malaysia, no one has campaigned to prohibit stopping vehicles on the side of the North-South highway because it is dangerous for drivers (Merat 2018; 2022).

2. USEFULNESS

Road accidents are one of the leading causes of death and injury in Malaysia. This campaign was created to raise awareness among the public in Malaysia regarding the prohibition of stopping cars on the shoulder of the North-South highway to reduce the rate of road accidents and deaths. Therefore, the design of this Clear Path Campaign is made as attractive as possible to get the attention of drivers in Malaysia.

3. PROJECT TARGET/OBJECTIVE

It is the responsibility of road drivers to prevent road accidents while driving, to avoid animal and human accidents, and to advocate several methods to educate Malaysian road safety guides on the dangers of stopping a car on the south side of the North highway shoulder. In Malaysia, according to expert research, 46% of fatal and non-fatal accidents are caused by young drivers aged between 16 and 25 years (Nuraziean, 2023). Young and novice drivers commit more traffic violations, such as speeding, using cell phones while driving, not obeying traffic signs and not paying attention to signboards. Initiate an awareness campaign on the dangers of stopping trains on the shoulder of the North-South highway in achieving SDG3: Good health and well-being to reduce the accident rate in Malaysia.

4. PRODUCT 1 (Logo Design)

Figure 1. Logo Design

5. PRODUCT 2 (Stationary Items)

Figure 2. Stationary Design

6. PRODUCT 3 (Collateral Items)

Figure 3. T-shirt Design

Figure 4. Note Design

Figure 5. Staff ID Card

Figure 6. Tote Bag

7. PRODUCT 4 (Interactive Design and Promotional Items)

APPLICATION
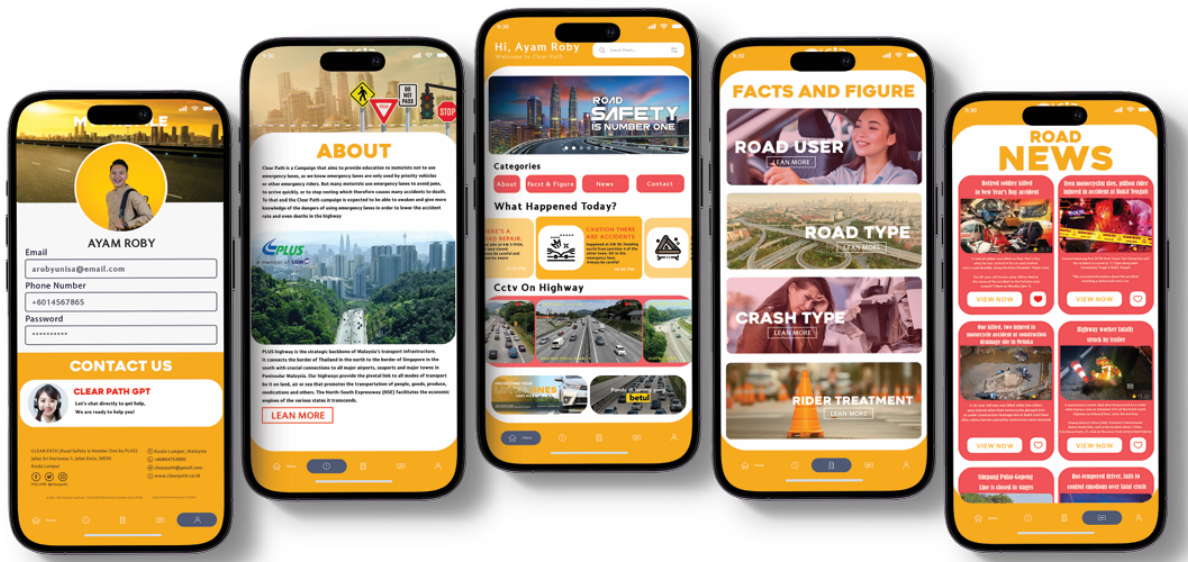
Figure 7. Applications Design

WEBSITE

Figure 8. Website Design
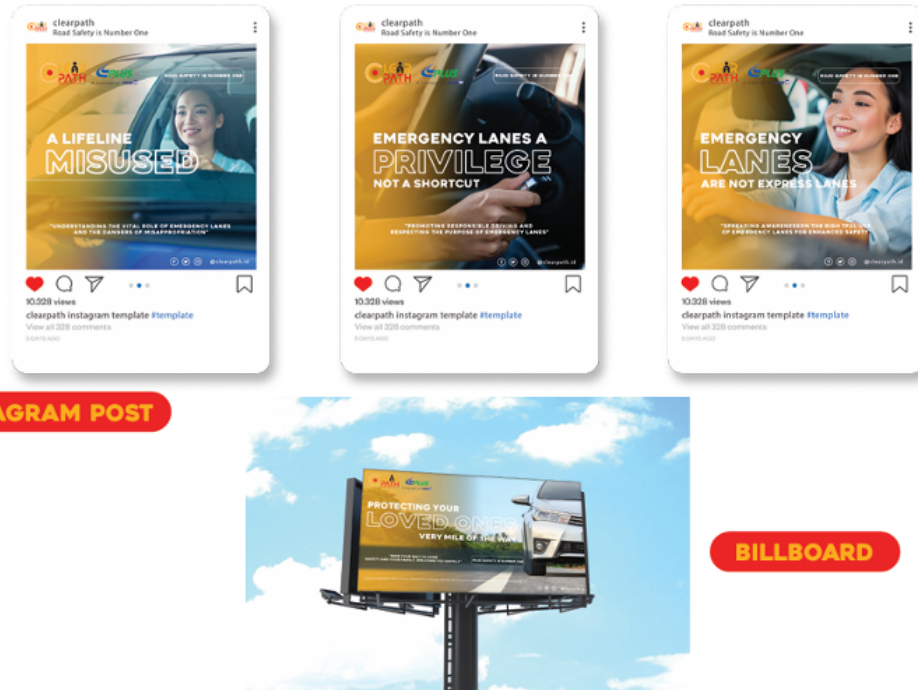
Figure 9. Promotional Items (Social Media and Billboard)

8. COMMERCIALISATION AND POTENTIAL

By creating Clear Path designs such as logos and corporate items, Malaysian drivers are expected not to stop the cars on the shoulder of the north-south highway and to create promotions through posters, websites, and applications so that drivers are more interested in following the campaign created.

9. NOVELTY

Design logos, stationery items, collateral items, posters, websites and applications using appropriate colours and elements based on the problem statement and through journals that mention elements that should be made for specific safety highways. All design items that show road safety.

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TERATAK SINGGAH : DIGITAL NOMAD CO-LIVING HOUSING

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ABSTRACT

The Malaysian Movement Control Order (MCO) during COVID-19 has fueled a rise in digital nomads as businesses adopt remote work. Challenges like childcare and noise persist for some, but for those able to embrace it, the digital nomad lifestyle brings advantages like flexible schedules and diverse work locations. However, maintaining work-life balance, managing time zones, and ensuring internet stability remain concerns. In Batu Ferringhi, Pulau Pinang, Teratak Singgah caters to the growing foreign workforce, providing tailored co-living services to enhance productivity for digital nomads in the post-COVID era. Recognizing the unique needs of digital nomads, Teratak Singgah is committed to offering an environment conducive to productivity and creativity. By providing co-living spaces that support work, living, and creative endeavours, Teratak Singgah aims to enhance the output and quality of work for digital nomads, contributing to the flourishing trend of remote work in the post-COVID era.

Keywords: Co-living, Digital Nomad, Flexibility

1. PROBLEM STATEMENT

I. No Co-living facilities that are catered towards digital nomads are situated in Batu Ferringhi

II. Batu Ferringhi does not have an atmosphere for a digital nomad working environment

III. Hot climate can affect digital nomad foreigners

IV. Co-working spaces can offer amenities but uncontrolled aspects of open coworking/ communal spaces can bring fatigue and negative impacts on nomads if left uncontrolled

V. Oversharing spaces/ social interaction mitigated by over-exposure to communal space

VI. Cultural differences

2. USEFULNESS

Co-living spaces for digital nomads serve as invaluable hubs that enhance the overall experience of remote work and travel, while uniquely embracing the local culture of Pulau Pinang. These spaces cultivate a sense of community, fostering connections and networking opportunities among like-minded individuals. Equipped with shared resources such as high-speed internet, workspaces, and communal areas, co-living spaces alleviate logistical challenges, ensuring digital nomads have the necessary infrastructure for effective remote work. The cost efficiency of co-living arrangements, coupled with the cultural exchange facilitated by living with diverse individuals, enriches the overall experience by providing a platform for embracing and immersing in the local Pinang culture. Additionally, the structured work environment contributes to enhanced productivity, while flexible lease terms and convenient amenities cater to the mobile lifestyle. Beyond the professional realm, co-living spaces prioritize well-being, offering recreational facilities and social activities to support digital nomads in maintaining a healthy work-life balance, all while fostering a deep connection with the unique cultural fabric of Pulau Pinang. The added layer of security and community support further positions co-living spaces as essential components in the flourishing trend of remote work for digital nomads in the post-COVID era

3. PROJECT TARGET/OBJECTIVES

Objective:

To design a building space where the users are comfortable in working and socializing community buildings space that bridges cultural differences without compromising individual needs and complete with amenities. Establish a digital nomad-friendly environment in Batu Ferringhi, focusing on climate adaptation, diverse co-working solutions, controlled social interactions, and cultural integration.

Target:

1. **Climate-Adapted Workspaces:**

   a) Introduce air-conditioned co-working areas with proper ventilation.
   b) Provide amenities to mitigate the impact of the hot climate on digital nomads' productivity.

2. **Diverse Co-working Environments**:

   a) Create varied co-working spaces catering to different preferences.
   b) Designate quiet areas for focused work and collaborative zones for networking, offering flexibility.

3. **Controlled Social Interactions**:
   a) Schedule structured networking events, workshops, and communal activities.
   b) Implement systems to avoid overexposure, preventing social interaction fatigue among digital nomads.

4. **Cultural Integration Initiatives**:
   a) Acknowledge and celebrate cultural differences within the digital nomad community.
   b) Implement programs, such as language classes and partnerships with local businesses, to promote cultural understanding and integration.

4. PRODUCT
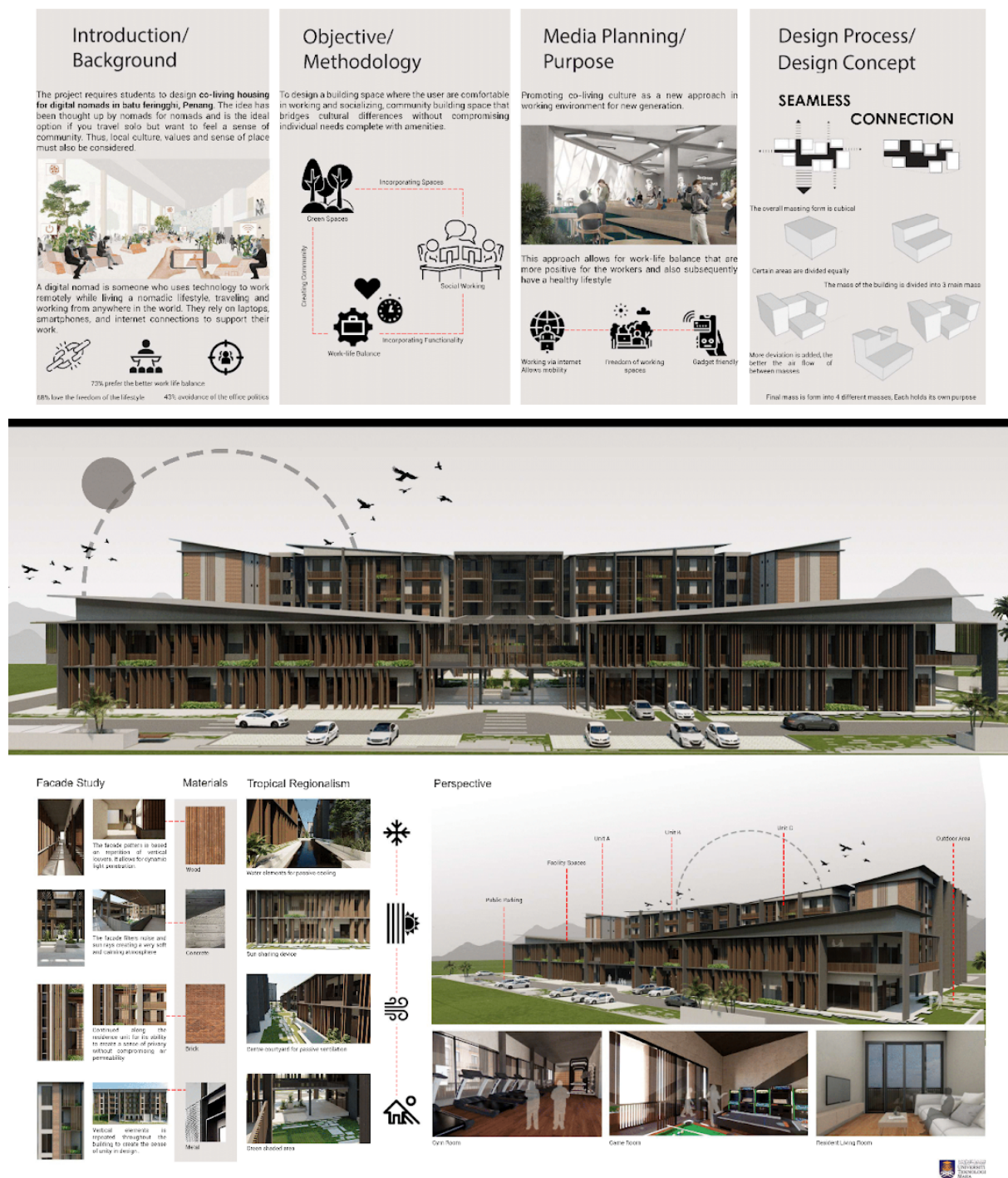
Figure 1 : Final Board 1
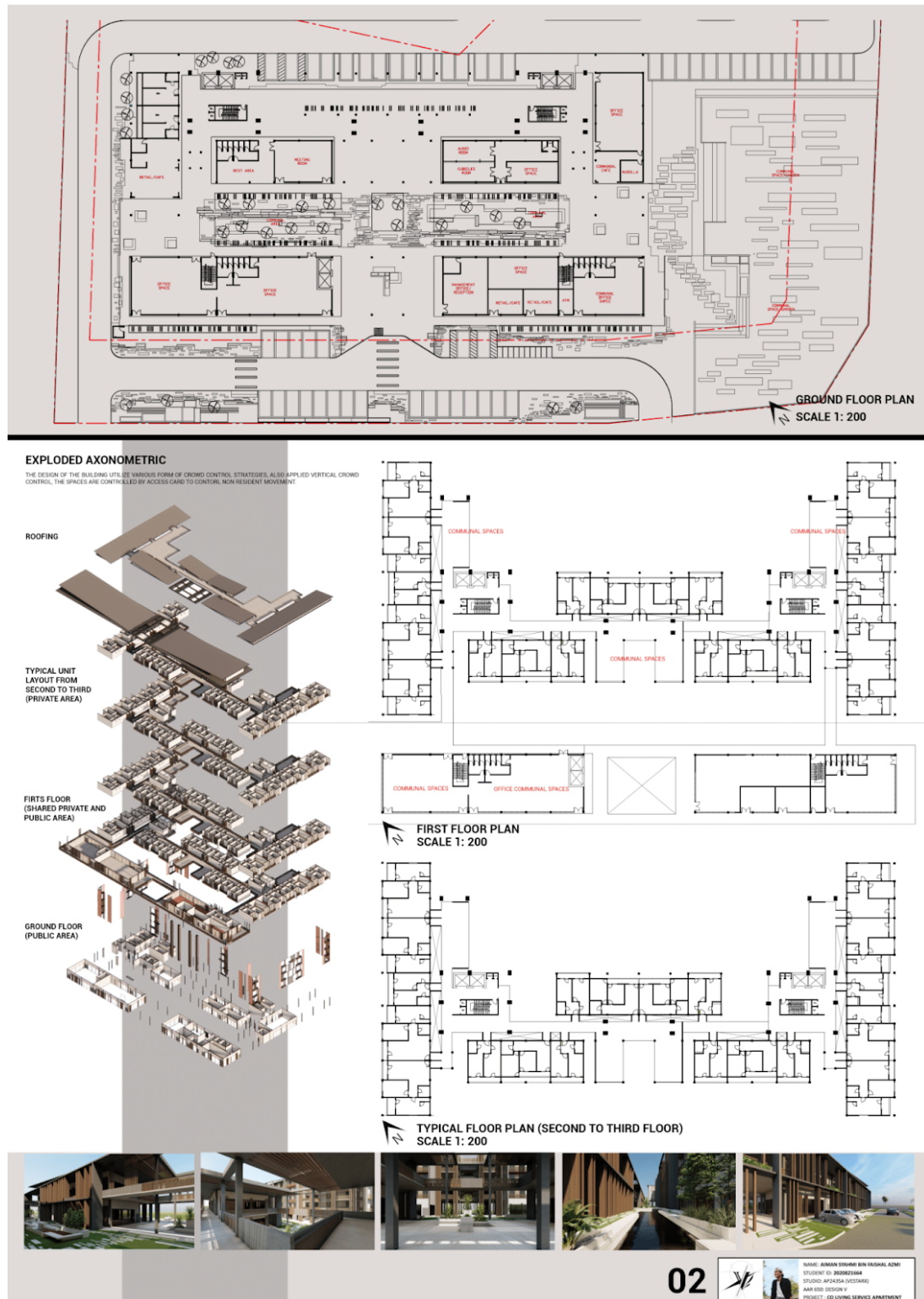
Figure 2: Final Board 2
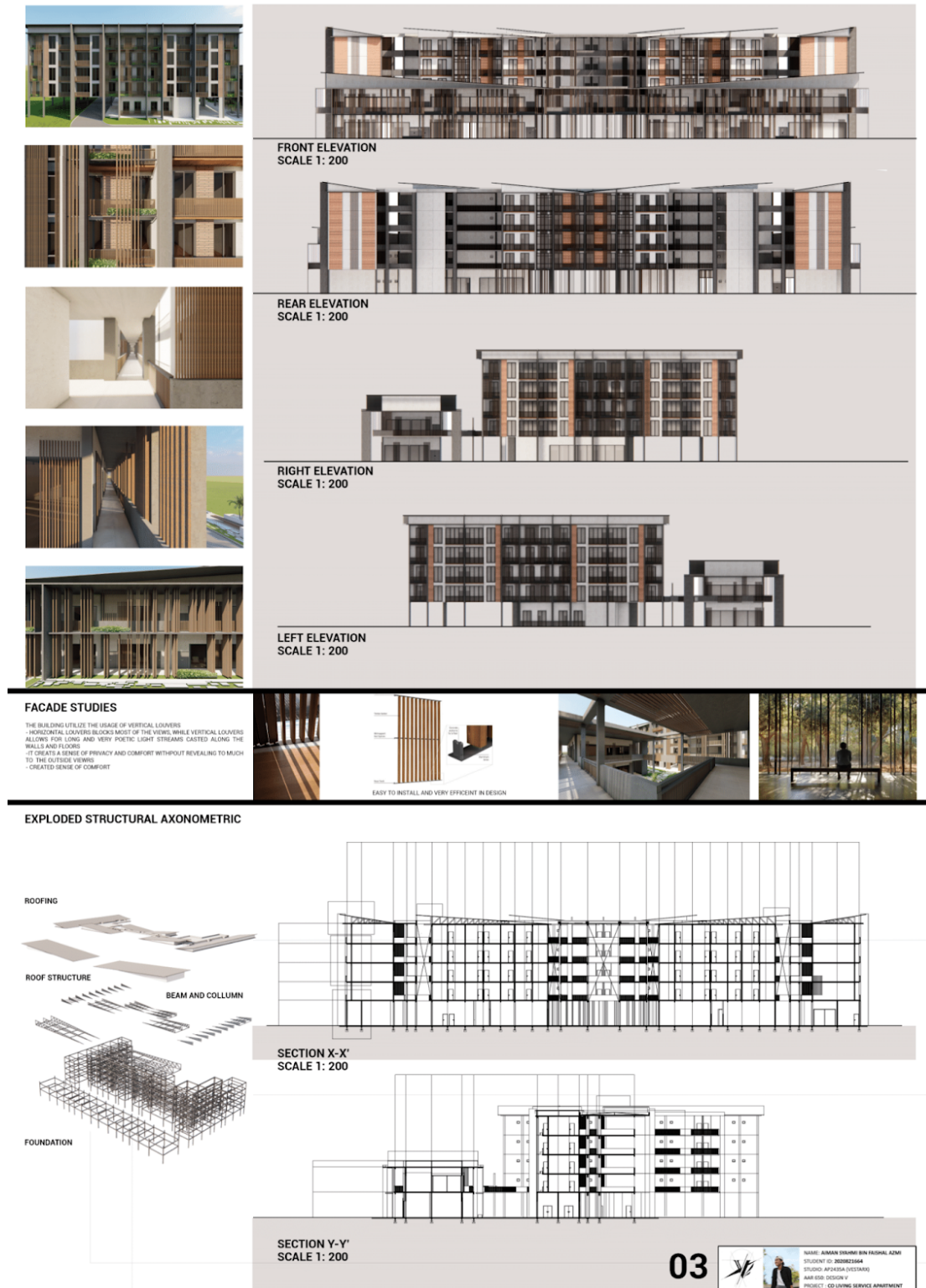
Figure 3: Final Board 3
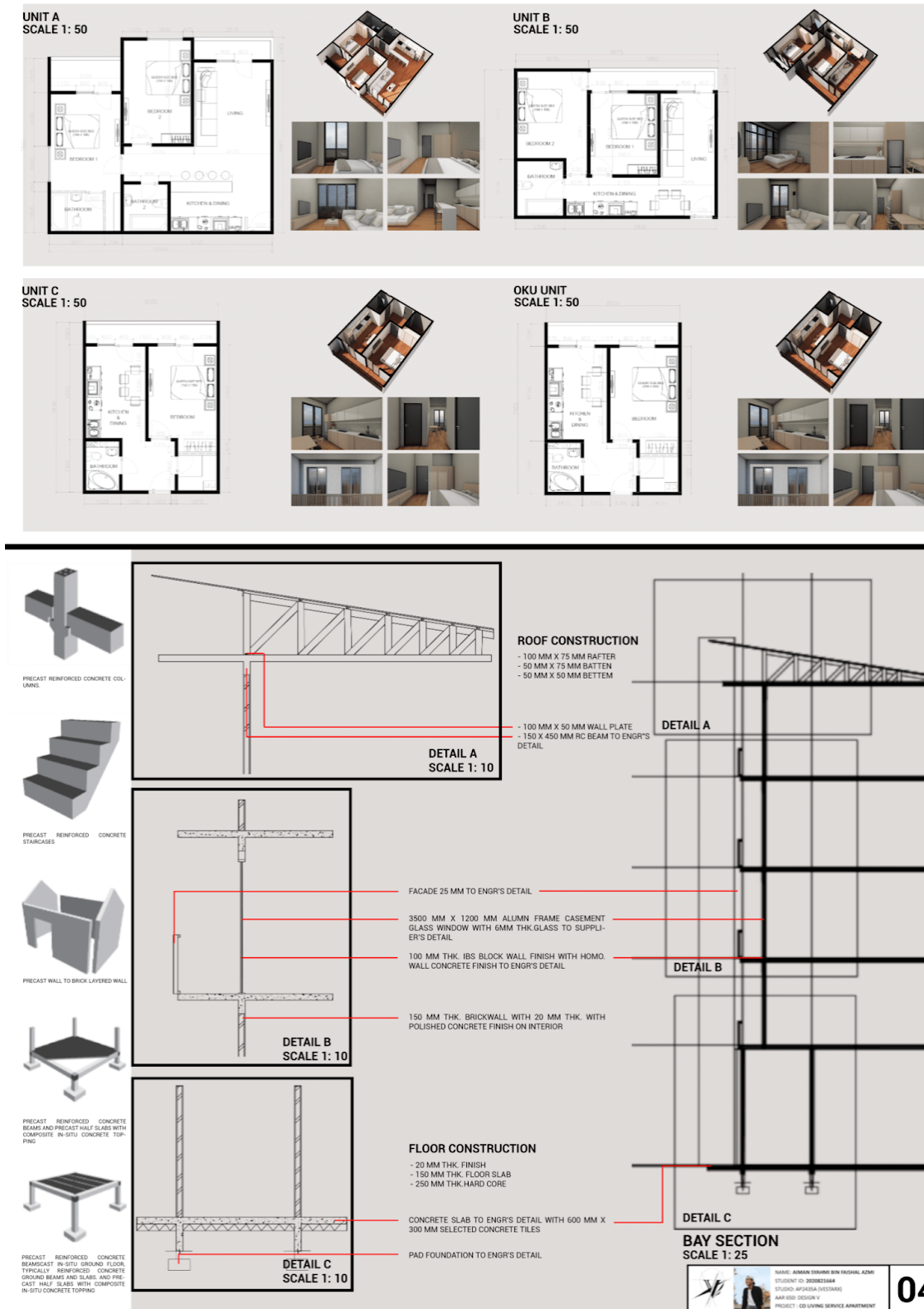
Figure 4: Final Board 4

Figure 5: Final Board 5

5.0 COMMERCIALIZATION AND POTENTIAL

Teratak Singgah, strategically positioned as a unique co-living space for digital nomads in Batu Ferringhi, stands out by offering tailored amenities such as high-speed internet, dedicated workspaces, and cultural immersion experiences. Leveraging the rich local culture, Teratak Singgah aims to attract global digital nomads through digital marketing channels and collaborations with travel influencers. The potential of Teratak Singgah lies in meeting the escalating demand for digital nomad-friendly accommodations, contributing to the local economy, fostering community building, and aligning with sustainable hospitality practices. As the venture gains traction, there's an opportunity for expansion to additional locations, capitalizing on the global shift towards remote work and the evolving needs of the digital nomad community.

6. NOVELTY

The novelty of Teratak Singgah lies in its strategic fusion of tailored co-living spaces and a vibrant digital nomad-friendly environment in the unique locale of Batu Ferringhi. What sets Teratak Singgah apart is its unwavering commitment to providing specialized amenities catering specifically to the needs of remote workers, including high-speed internet and dedicated workspaces, all while embracing and showcasing the rich local culture. By creating a holistic experience that combines productivity, comfort, and cultural immersion, Teratak Singgah offers a distinctive value proposition. This project stands out by not only meeting the rising demand for digital nomad accommodations but also contributing positively to the local community and economy. It pioneers a model that fosters community building, sustainability, and long-term growth potential, making Teratak Singgah an innovative and sought-after destination for the ever-expanding global community of digital nomads.

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DESIGNING HOLAJUS VISUAL IDENTITY REBRANDING TO INCREASE BRAND AWARENESS AND ACHIEVE SDG 3: GOOD HEALTH AND WELL-BEING

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ABSTRACT

Hola jus is a branch juice brand from Salad MOI in Yogyakarta, Indonesia. To raise brand awareness and ensure the rebranding aligns with Sustainable Development Goal (SDG) 3: Good Health and Well-Being, this project seeks to define and develop a rebranding plan for Holajus's visual identity. The approaches included a SWOT analysis to evaluate Holajus's strengths, weaknesses, opportunities, and threats. The study's findings will include commercialisation, potential plans for the brand, and a promotional plan that reflects the company's core principles and appeals to consumers. Furthermore, this rebranding will be structured to connect with the aims and targets of SDG 3, including creative and innovative thinking in implementing design solutions that promote a healthy lifestyle in society.

Keywords: Holajus, Rebranding, Visual Identity, SDG 3: Good Health and Well-Being,

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Hola Jus is a branch of MOI Salad that specialises in healthy, low-sugar refreshments made from authentic natural products. Hola jus was established in 2020. this brand was created to supplant drinks low in sugar with healthier drinks made from genuine natural products to preserve the body's immunity. Hola jus comes with calorie values and sugar levels that can be chosen and balanced to suit the consumer's everyday calories and to make the consumer's diet effective. it has Hashtag #1 Healthier Jus and Drink and, Huge changes begin with #SmallSteps (perubahan Besar dimulai dari #Langkahkecil).

In today's competitive showcase environment, building up and keeping up a good brand presence is fundamental for the success and sustainability of businesses. Brand awareness plays a significant part in impacting consumer recognition, preferences, and purchasing choices. In this context, the visual personality of a brand, including its logo, colour scheme, typography, and overall design elements, serves as a vital tool for communicating brand values, building up brand acknowledgement, and cultivating passionate associations with consumers.
Moreover, beyond simple commercial goals, there's a developing emphasis on corporate social duty and maintainability activities, as proven by the worldwide plan sketched out within the Joined Together Nations Sustainable Development Goals (SDGs). SDG 3 emphasises the significance of advancing good health and well-being for all ages, aligning closely with Holajus' mission to provide nutritious and healthy refreshments to its customers.

Therefore, the crossing point of rebranding endeavours with the arrangement with SDG 3 presents a compelling opportunity for Holajus to improve its brand awareness and consumer engagement and contribute emphatically to societal well-being. However, to capitalise on this opportunity effectively, it is basic to completely analyse the current challenges, openings, and market dynamics surrounding Holajus' visual personality and its arrangement with SDG 3 goals. This foundation underscores the importance and relevance of undertaking a comprehensive consideration aimed at designing the rebranding of Holajus' visual identity to upgrade brand awareness and align with SDG 3: Good Health and Well-being.

There are several problems occurred during the development of the project study;

1. The shop's colour and logo do not represent the healthier juice and drink. Adrijana Trajanovska (2023) states that the colour or colours you choose for your logo will imprint in your consumers' minds over time. That's why it is no surprise that some companies trademark specific colour combinations to safeguard their brand against other brands in the same market that might employ identical or akin colours.
2. It tends to be the same as competitors and does not have its uniqueness. Dina Elkhattat and Mervat Medhat (2022) stated that packaging is vital for all brands to meet the vast market challenges. To make a unique point, the brand needs to start making unique packaging that reflects the brand's personality and influences consumers' purchases.

3. Low brand awareness of the Holajus brand hinders SDG 3: Good Health and Well-being. To achieve and align with SDG 3, the brand needs to increase consumer awareness by planning good promotions and advertising on social media and other advertisement tools. As explained by Fajar Ardiansyah and Endi Sarwoko (2020), social media marketing positively affects brand awareness, and social media presence is an alternative to establishing communication with customers. Therefore, the higher consumer awareness of healthy drinks from the Holajus brand, the more excellent the opportunity for SDG 3 to be achieved.

2. USEFULNESS

It is designed to help consumers identify Hola Jus at first sight and create a new visual identity to differentiate it from its competitors. Hola Jus has the opportunity to become everyone's favourite healthy drink menu. Therefore, this rebranding design will help Hola Jus grow by creating a new design logo, packaging, and advertising plan.

3. PROJECT TARGET/OBJECTIVES

The ultimate objective in completing this project is to improve the new colours and logo design that represent healthier drinks so that consumers can remember a more eye-catching logo and can identify the new brand identity of Hola Jus. Apart from that, creating new packaging based on new colours and brand identity is one of the targets that must be created to complete this project. It aims to make a significant difference from competitors and increase consumer awareness of the Hola Jus brand. During this project, the Implementation of SDG 3: Good Health and Well-Being will be determined and achieved. This project is conducted based on researching the present brand look of the juice and smoothie brand that has consistency and strong art and design principles. The increasing brand awareness of Hola Jus, which has a brand personality as a healthy drink, makes it more practical to achieve SDG 3.

4. PRODUCT/PROJECT
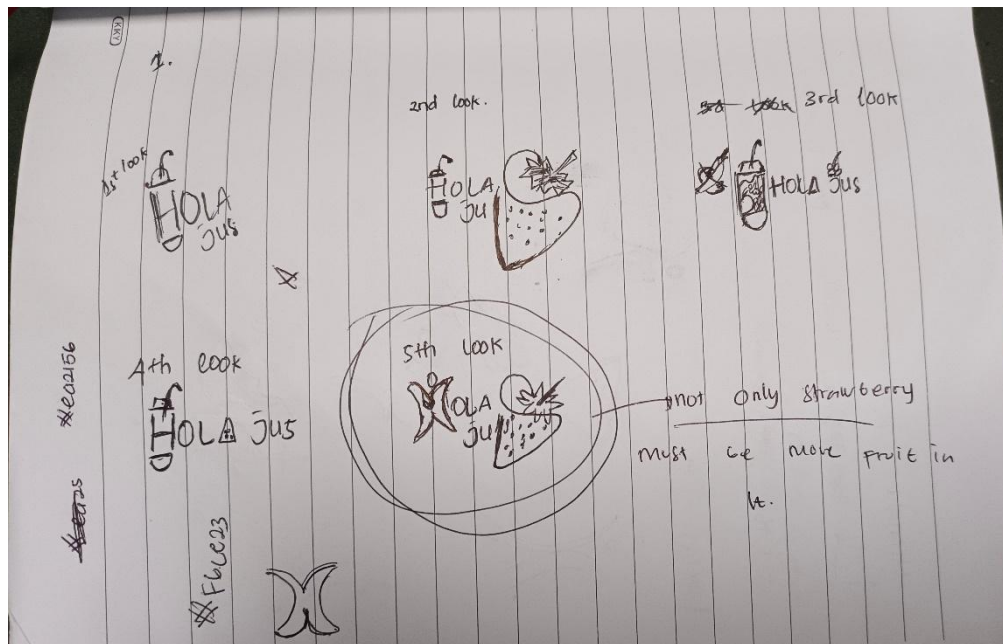
Figure 1. Idea Development on the Logo Design

Figure 2. Logo Design

a. Logo Philosophy :

The Glass: The Glass in the logo is shaped like a "J" letter, the initial letter of the word "Jus". This design symbolises a commitment to transparency, purity, elegance, and a thoughtful approach to creating innovative juice products.

The Leaf: It represents nature, health, and organic qualities. It communicates that juice is made from natural, fresh ingredients.

Orange Pulp: The orange pulp on the "S" is rich in vitamins and fibre, and its presence in the logo can subtly communicate the juice's health benefits, aligning with consumer preferences for nutritious beverages.

b. Font Philosophy :

Claytonia Demo: As a less common font, it can make the logo stand out, remain legible, and reflect the brand's uniqueness. It is essential that consumers can easily associate typography with the juice brand.

Acumin Variable Concept: A more refined and versatile font provides a balanced contrast. It's clean and has a more modern design that complements the playfulness of the product name — creating a harmonious overall composition.

c. Tagline Philosophy: "*A Healthier, Happier You*"

By emphasising health benefits, creating a positive emotional connection, motivating consumers, and positioning mixed fruit juice as a choice that contributes to both physical and emotional well-being.

d. Colour Pallete :

Green #8DC63F: it does not force the eye to make any adjustments. The colour suggests a sense of balance, calm, and connection to nature. Brands looking to portray an opportunity for fresh starts and security can consider green as a way to relax the mind. It does not pack the energetic punch of warm colours, so companies pursuing a bold statement may prefer something else.

Orange #FOa145: as stated by Halkiopulus (2021), in this context of a logo, orange might represent the vibrancy and freshness of the logo product. Orange also means fun, playful, happy, energetic, and modern.

Yellow #FCBF1D: this warm colour is a shining example of friendliness and cheer. Brands seeking to attract consumers with a comforting, warm embrace and youthful energy should look towards yellow. Additionally, the colour can create a playful and affordable identity.

Corporate Item

Figure 1. Invoice

Figure 2. Letter Head

Figure 3. Envelope

Figure 4. ID Card Staff

Figure 5. Envelope

Figure 6. Lanyard

Collateral Item

Figure 1. Hat

Figure 2. Apron

Figure 3. T-Shirt

Figure 4. Cup

Figure 5. Paper Bag

Figure 6. Note Book
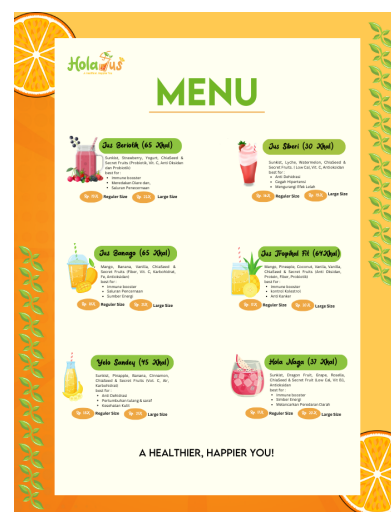
Figure 7. Draft Menu

Promotional Item

Figure 1. Instagram Post

Figure 2. X- Banner

Figure 3. Billboard

Interactive Design

Figure 1. Website Homepage and Website QR Code

Figure 2. Apps Design and QR Code

5. COMMERCIALISATION AND POTENTIAL

Consistent marketing, implementation of the core values of Holajus, and a timeless brand look will make Holajus stand out and continue to exist in the field of healthy drinks from its competitors. Holajus will be one of the best choices for consumers in buying healthy beverage products with a price range suitable for all backgrounds. Consumers today like drinks from brands with a strong brand identity, as seen from the eye-catching packaging and promotional techniques. Therefore, Holajus comes with a new design that is targeted to attract consumer attention. Holajus will plan to be more active in physical promotions such as advertisements on billboards and other relevant SMTs. The more this brand is recognised by many people, the higher the percentage of SDG 3 will be achieved.

6. NOVELTY

Create Mind Mapping that contains problem statements, goals, objectives, vision and mission, some visual research, and a simple mood board to visualise this project. in addition, in creating this project, all literal needs and image sketches were identified. the sketches contain logo sketches, corporate items, promotional items, and multimedia sketches.

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ATMA; Co-Housing for Digital Nomads

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ABSTRACT

The number of digital nomads has increased ever since the Malaysian Movement Control Order (MCO) occurred due to COVID-19. After the MCO, many companies have applied the work-from-home or remote working concept into their workplace culture. But only some can do so, due to some constraints, such as living in a home with children, or construction area, some even must travel to do their work and more. Providing a space for digital nomads to work freely and creatively, can increase their productivity and the quality of their work. Specifically, at the chosen site in Batu Ferringhi, Pulau Pinang where the number of expats has increased, and many are looking for a place there due to their work. ATMA Co-Housing can provide services for digital nomads so they to work, live, and be creative in their ways.

Keywords: *Digital Nomads, Co-Housing, Co-Living, Co-housing for Digital Nomads*

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Batu Ferringhi, a popular tourist destination in Penang, Malaysia, has attracted a growing community of digital nomads seeking a location-independent lifestyle (Porter et al., 2017). The problem derived from the site has helped design the co-living in Batu Ferringhi, Pulau Pinang. There are a few issues that need to be analyzed and resolved while designing, which are:

1. Based on the neighbourhood context, the residents and commercials (places to work such as Starbucks) are too far from each other, which makes it harder for expats to work. For example, to meet clients, to find inspiration, to co-work, and others.
2. Based on the culture, Batu Ferringhi becomes lively only at night. Thus, creating problems for expats to fulfill their needs, especially in the morning.
3. Digital nomads such as creative creators need to rent a studio, which requires them to travel elsewhere and can become tedious.
4. The digital nomads would love to meet other digital nomads to widen their network and community. They would want a place to be flexible in working, living, and being creative within their community.

2. USEFULNESS

The use of this serviced apartment is to help the users become flexible in between living at their house, working remotely, and being creative for their work. They can easily move vertically from Live, Work, and Be Creative without having to travel far to complete their work. This co-housing can help in building a community for creative people too. Furthermore, this can provide the users with the necessities they need that Batu Ferringhi couldn't provide as it is only active at night.

3. PROJECT TARGET/OBJECTIVES

The project was designed and conducted to achieve these objectives, which are:

1. Build a creative community between the digital nomads.
2. Provide users with the necessities that they need in the morning as Batu Ferringhi is only active at night.
3. Flexibility for the users to travel to work from the comfort of their homes and be creative all within a building.
4. Focuses on green strategy and passive design in the building's design to tackle the Green Building Index and tropical regionalism.

4. PRODUCT/PROJECT/PROCESS

DESIGN APPROACH

Creates an interesting facade to lure users

Middle core to make it centralised

Open recreational area around site to welcome the public

Open core to catch natural ventilation

Divide into three blocks; Quite zone, Noisy zone and Neutral

Noisy / Neutral / Quiet

Surround the building with vegetation to cool down the site

Figure 1.1 Design Approach of the co-housing

DESIGN STRATEGY

The core in the middle acts as the connector for two blocks

Clear programmatic identity by dividing into three; Live, Work, Be Creative on each floor

Two entrances are provided based on the user's needs

Parkings between residents and visitors are separated to avoid confusion

Main entrance road is placed in the middle to let people appreciate the building

Surrounds the building with green and use green roof to increase sustainability

Figure 1.2 Design Strategy of the co-housing

DESIGN PROCESS

1. A rectangular shape is placed on the side to elongate he building on site

2. A V-shape is formed when offsetted from the site's unique shape and climate consideration

3. Three blocks are separated to divide between core and other spaces

4. The core is shaped into a circle to show contrasts

5. The floors are divided into different floor sections based on Live, Work and Be Creative

6. Facades and roof are placed to complete the design

Figure 1.3 Design process of the co-housing

RAINWATER HARVESTING

Harvest rainwaters to be used again in the future for the building. The water will be kept in the water tank and will be used for the public toilets.

GREEN INNOVATION 1

SOLAR PANEL ON ROOF

To gain electrical energy by transferring solar energy to electricity which can save a lot of costs

GREEN INNOVATION 2

PLANTER BOX IN FACADE

Can help in cooling the spaces and filter the air naturally.

GREEN INNOVATION 3

FACADE THAT CLEANS AIR

Titanium Dioxide paint is used which can turn polluted air into safe chemicals such as water, when sunlight and titanium dioxide meets

GREEN INNOVATION 4

Figure 1.4 Innovative green strategy

① Rainwater Harvesting is used to collect water for the future and it will be kept in the water tank and some will be used for the public washrooms. It can even help in cooling the place down

② The open core and the side of the building helps in catching the wind and distributes it to each floor. It can help in giving good ventilation for the building.

③ Solar panel roof helped in saving costs as it transfers the solar energy into electrical energy, making the building more sustainable by using solar as source of electricity.

④ Hot air will travel through the atrium by moving along side the rainwater harvesting.

Figure 1.5 Passive design of the co-housing

Figure 1.6 The final design of the co-housing

Figure 1.7 The final design of the co-housing (1)

Figure 1.8 Perspective of the lobby area

Figure 1.9 Perspective of the reception area

Figure 2.0 Perspective of the co-working space

Figure 2.1 Perspective of the café area

Figure 2.2 Perspective of the creative studio

Figure 2.3 Perspective of the nursery area
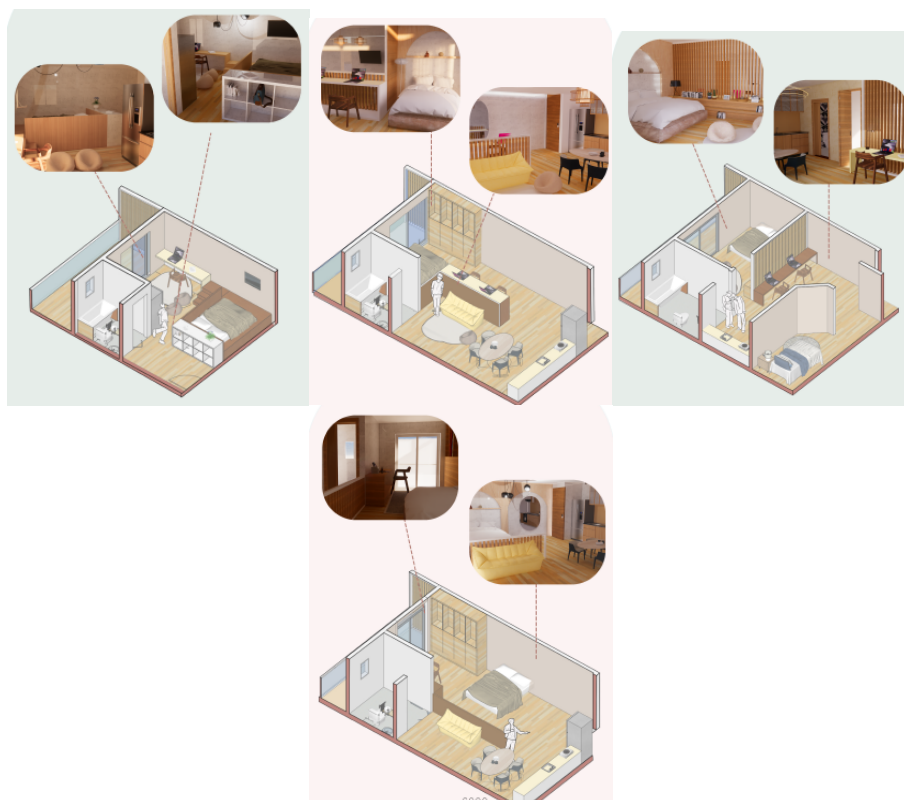
Figure 2.4 Perspective of the units (From left: Unit A, Unit B, Unit C, Disabled Unit)

Figure 2.5 Presentation boards of the final design

5. COMMERCIALIZATION AND POTENTIAL

This project can provide the users the comfort of living and working they need. This can also help the users in creating a digital nomad community and be creative. By creating a space for digital nomads, productivity and the quality of their work would increase too (Willment, 2020).

6. NOVELTY

This project is conducted and designed to create a space for the community of digital nomads or expats in Batu Ferringhi, Pulau Pinang. This p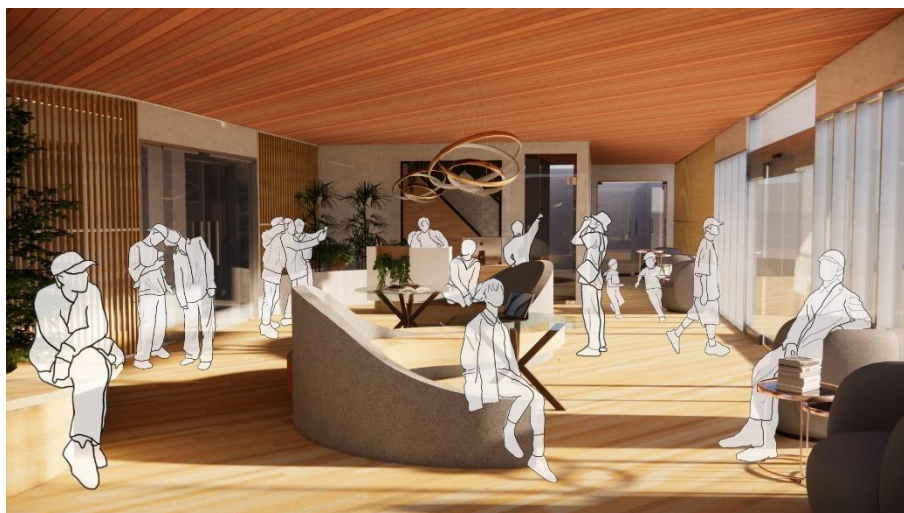roject can increase the productivity of the users who work remotely by providing comfort and complete services and necessities for them to work. The design of the Co-Housing too, reflects on the tropical regionalism by using green strategies and passive design. This co-housing would be perfect for digital nomads who would like to work in Batu Ferringhi, Pulau Pinang.

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AIR SEHAT UNTUK SEMUA (ASEA) CAMPAIGN BUILDS PUBLIC AWARENESS TO REDUCE HEALTH RISKS DUE TO REFILLABLE GALLONS TO ACHIEVE SDGS 6 CLEAN WATER AND SANITATION

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ABSTRACT

Water is something that all humans need. Water and the increasing human population will be increasingly needed (S. Y. I. Sari et al., 2020). Humans use water for drinking, cooking, washing, transportation, agriculture, or industry. Clean water production in Indonesia 2020 was 5.262 million m3, with 204.803 social customers and 14.182.154 non-commercial customers (BPS, 2020). Clean water can come from nature, such as river water, rainwater, and water above or below the ground surface. Humans must get proper water for the body to meet their drinking water needs. Water used for drinking must be clean, i.e., odourless, tasteless, and colourless (M. Sari, 2019). The issues nowadays that water consumption in gallon bottles that are refilled is dangerous and unhygienic, there is a lack of invitation to the public to start using filtered water to make it cleaner and more hygienic, and also lack of awareness among Indonesian people regarding clean and hygienic water caused by some factors. Accordingly, the campaign can raise awareness of the dangers of unhygienic water-caused refillable gallons.

Keywords: *gallon drinking water, refill, hygienic, bacteria, SDGs 6 Clean Water and Sanitation.*

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Water in gallon bottles that are refilled is dangerous and unhygienic. This statement, according to (Alfian et al., 2022) said that based on data from Profil Kesehatan Indonesia (2019), the number of refilled drinking water depots in Indonesia is 51,971 depots. Still, only 20,532 (39.51%) depots meet the requirements. Also, the quality of drinking water generated by refilled water depots is typically troublesome since it does not match the quality criteria. Each refilled drinking water depot has inadequate sanitary cleanliness, which is one of the reasons.

There needs to be more invitation to the public to start using filtered water to make it cleaner and more hygienic. According to Anna Maria Tri Anggraini (2023), the need for drinking water leads consumers to meet their drinking water needs practically and quickly. Business actors and consumers have the same relationship because they need and benefit each other (Herlina & Santi, 2018). Anna Maria Tri Anggraini's (2023) research showed that DAMIU business actors were still found using contaminated water. Business actors did not have a license as drinking water suitable for consumption, did not have SLHS, water containing Coli, E. coli, and coliform bacteria, and did not routinely check DAMIU security.

The need for more awareness among Indonesian people regarding clean and hygienic water is caused by some factors. Anna Maria Tri Anggraini's (2023) research stated that education is one of some factors that are also needed for business actors and consumers. Educated business actors will understand the terms, conditions, and regulations that must be implemented to protect consumer rights. Consumers who have been educated will be more careful in choosing the drinking water to be consumed. Drinking water can be said to be hygienic if it already has a Sanitation Hygiene Eligibility Certificate (SLHS) owned by a refill drinking water depot business actor, which is a sign that it has met administrative and technical requirements

2. USEFULNESS

Raising public awareness of the dangers of refillable gallon water and starting to create a culture of using water filters, which is a breakthrough technological innovation to make water cleaner and more hygienic for consumption and reduce environmental pollution due to plastic waste from gallons

3. PROJECT TARGET/OBJECTIVES

The campaign aims to inform the public that many refillable gallons of water are dangerous and contain bacteria, increasing awareness of the importance of consuming healthy and hygienic water. The campaign invites the public to start consuming water using innovative water filter technology, which makes the water hygienic and clean to actualise SDG 6, Clean Water and Sanitation. The target of this campaign is divided into two targets: the primary target in the range of 17-60 years old and the secondary target of 8-16 years old.
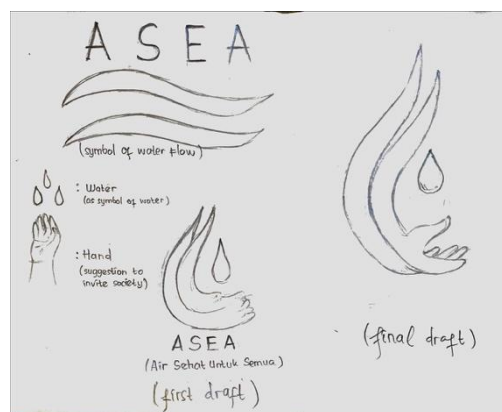
4. PRODUCT/PROJECT/PROCESS

Figure 1. Sketch Logo

Figure 2. Logo Final

Figure 3. Name Card
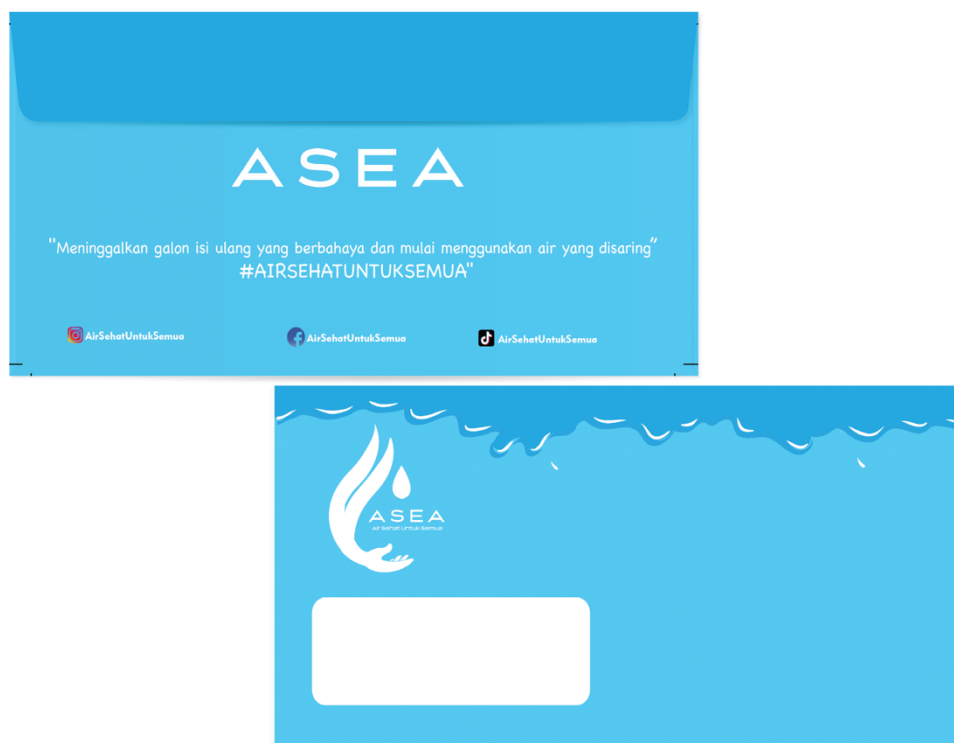
Figure 4. Envelope

Figure 5. Letterhead

Figure 6. Invoice

Figure 7. NoteBook

Figure 8. Water Bottle

Figure 9. Calendar Design

Figure 10. Memo

Figure 11. Paper Bag

Figure 12. T-Shirt Design

Figure 13. Water Purifier

Figure 14. Staff ID Card
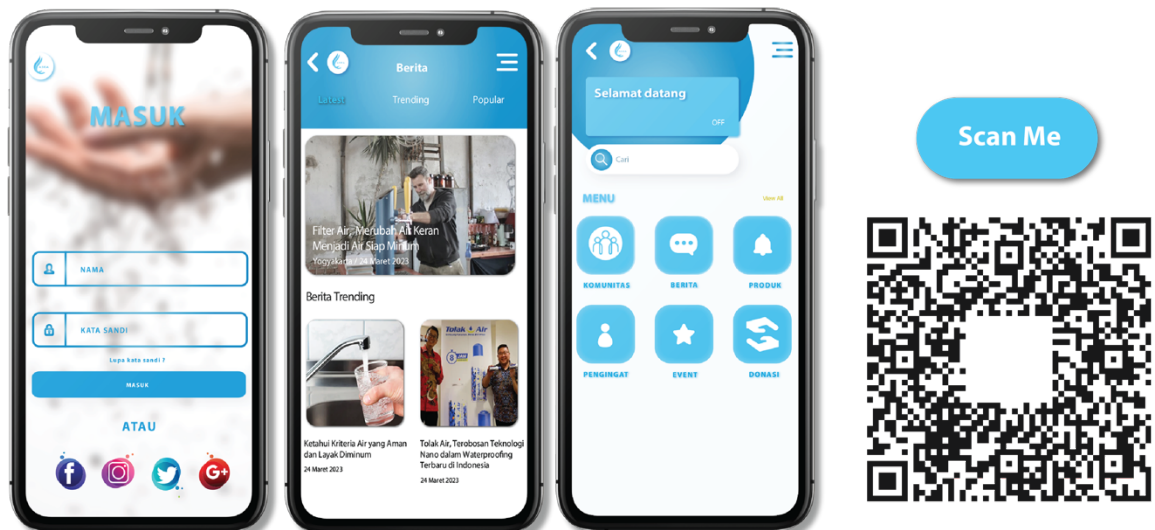
Figure 15. Application ASEA
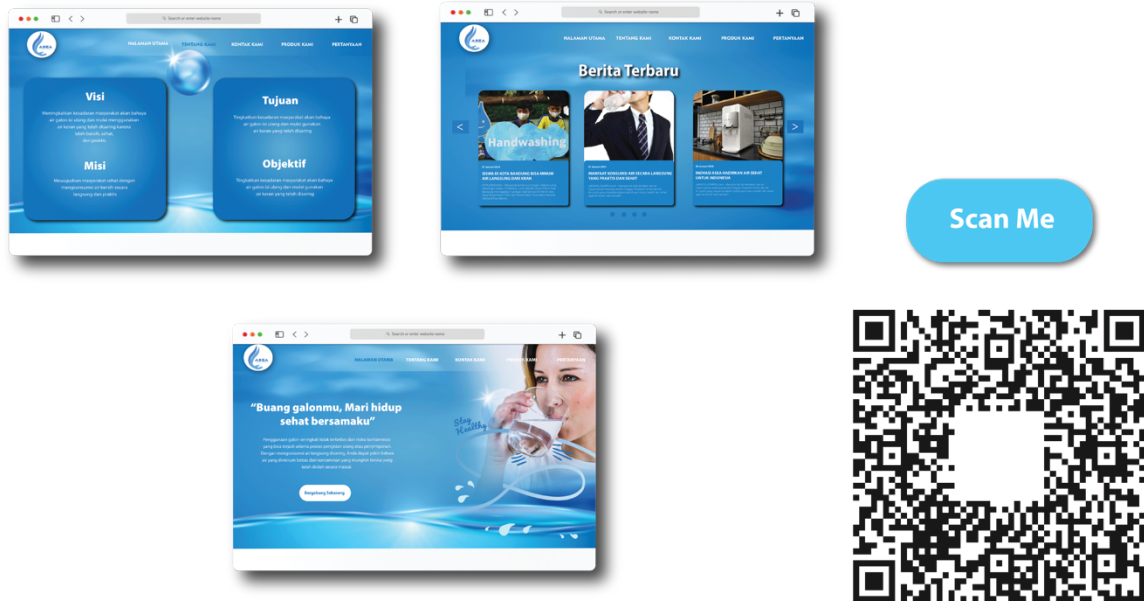
Figure 16. Website ASEA

5. COMMERCIALISATION AND POTENTIAL

ASEA campaign develops a solution for society to consume healthy and hygienic water by utilising multimedia channels to share information about the importance of clean water and dangerous gallon refill water. On the other hand, holding events in any region directly involves society following technology development, and then the information can be accessed by application.

6. NOVELTY

Besides sounding the campaign with many events, the strategy to expand this campaign is by application according to technology development. Marketing on apps involves a comprehensive approach to promoting the product and many campaigns that reach a broader audience and encourage change.

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RE̅i̅D

SERENO ARCADIA RESIDENCE; Co-Housing for Digital Nomads

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ABSTRACT

Since the implementation of the Malaysian Movement Control Order (MCO) as a result of COVID-19, the number of digital nomads has increased. Many businesses have incorporated the idea of remote or work-from-home work into their workplace culture since the MCO. However, not everyone can do so because of a variety of limitations, including having children in the house, living near a construction site, or having to travel for work, among many others. Allowing digital nomads to work freely and creatively can boost their output and improve the calibre of their work. In particular, at the selected location in Batu Ferringhi, Pulau Pinang, where a growing number of foreigners are seeking housing because of their employment. SERENO ARCADIA Residence can provide services for digital nomads so they to work, live and be creative in their ways.

Keywords: *Digital Nomads, Co-Housing, Co-Living, Co-housing for Digital Nomads*

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The problem that has been derived from the site has helped in designing the co-living in Batu Ferringhi, Pulau Pinang. There are a few issues that need to be analyzed and resolved while designing, which are:

1. Based on the neighbourhood context, the residents and commercials (places to work such as Starbucks) are too far from each other, which makes it harder for expats to work. For example, to meet clients, to find inspiration, to co-work and others.
2. Based on the culture, Batu Ferringhi becomes lively only at night. Thus, creating problems for expats to fulfill their needs, especially in the morning.
3. Digital nomads such as creative creators need to rent a studio, which requires them to travel elsewhere and can become tedious for them.
4. The digital nomads would love to meet other digital nomads to widen their network and community. They would want a place to be flexible in working, living and being creative within their community.

2. USEFULNESS

Build a building that prioritizes people and nature at once. furthermore, this building are designed to be active in the day and night to be sure digital nomads can work flexibly at all times. tropical serene also refers to user comfort so that users can work pleasantly outdoors and indoors.

3. PROJECT TARGET/OBJECTIVES

The project was designed and conducted to achieve these objectives, which are:

1. To achieve the best thermal comfort for the site area.
2. Provide a 24-hour active building residence for nomads and locals.
3. Prioritize user comfort by using the tropical regionalism concept.
4. Focuses on green strategy and passive design in the building's design to tackle the Green Building Index and tropical regionalism.

4. PRODUCT/PROJECT/PROCESS

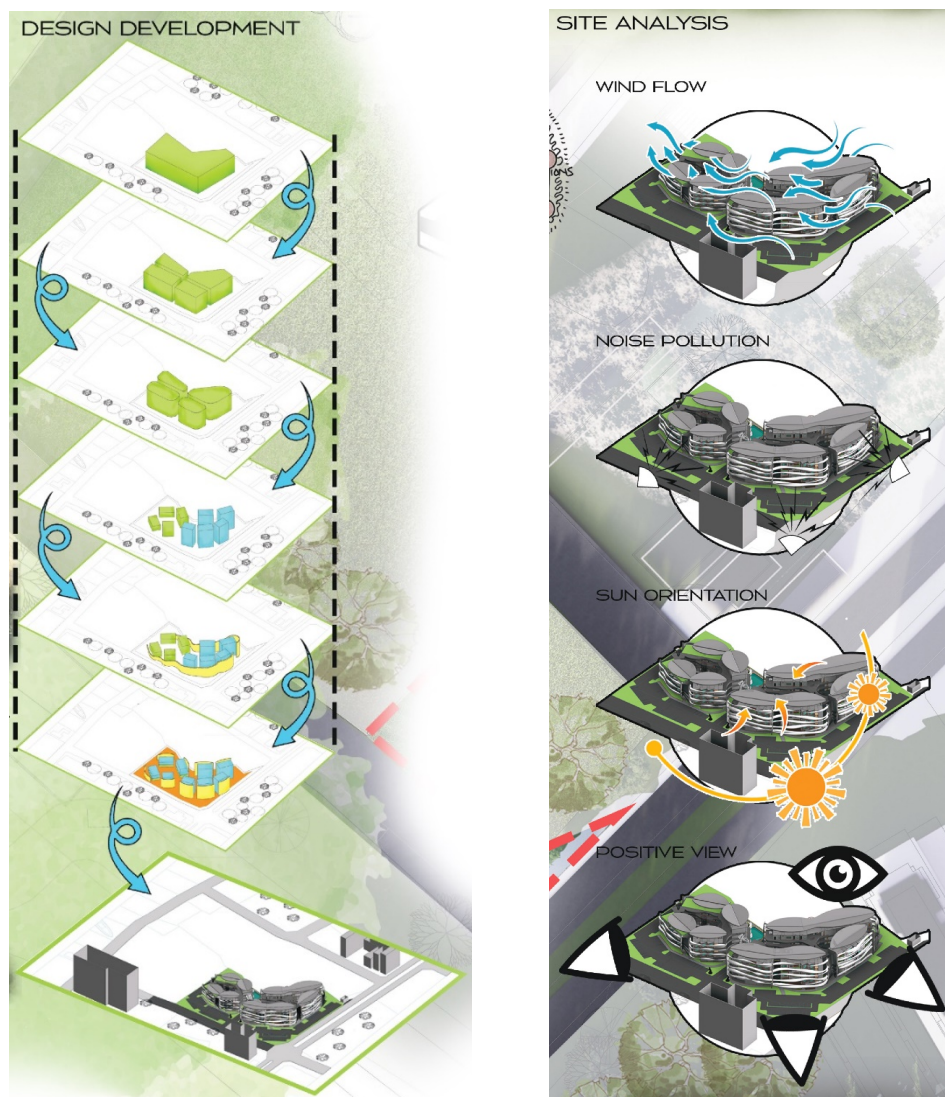Figure 1: Project Perspective
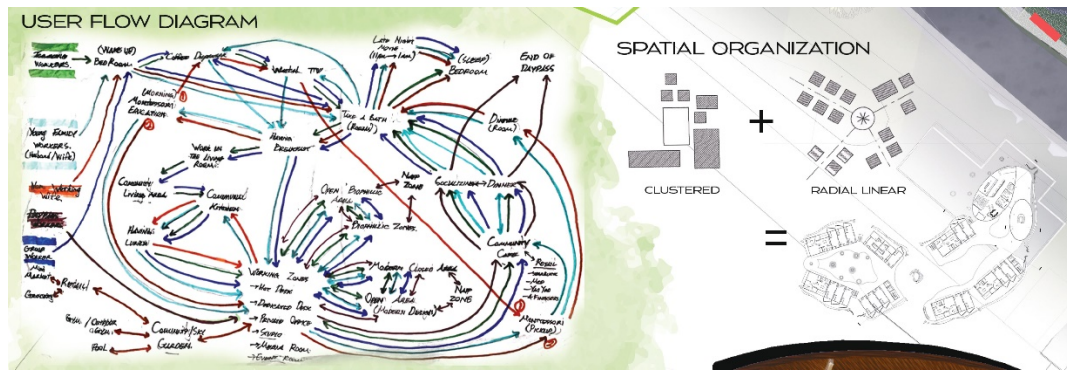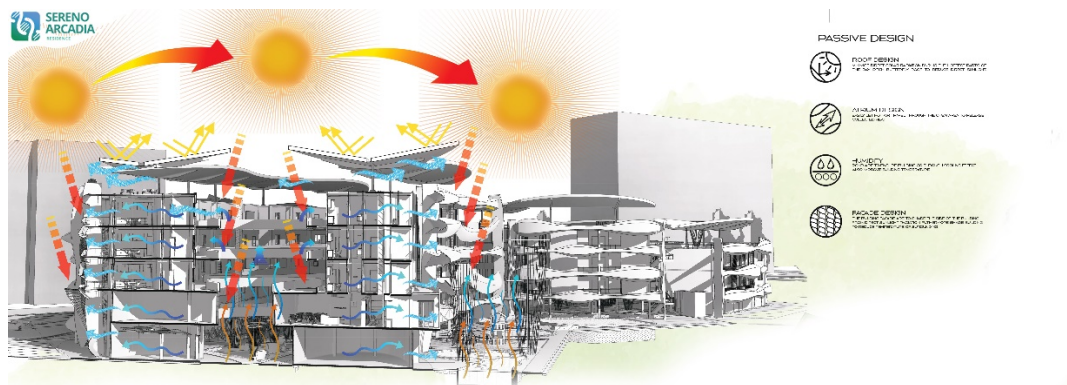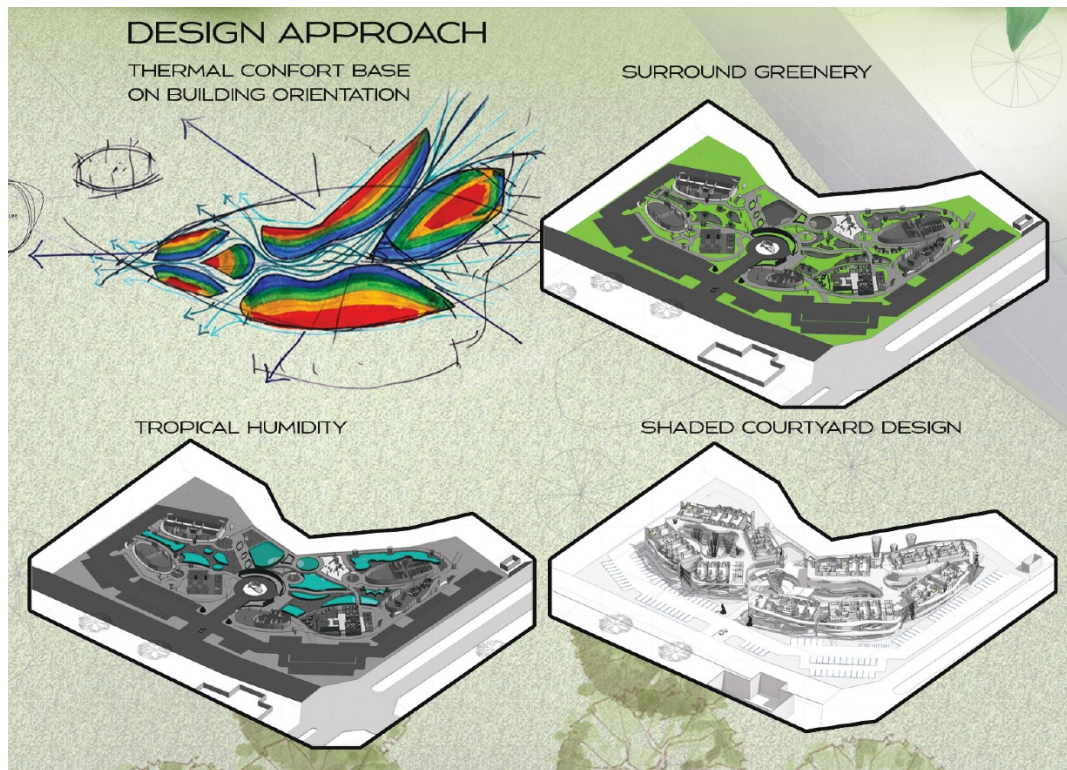
Figure 2: Design Developement

Figure 3: Design Approach

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Figure 4: Rendering Perspective

Figure 5: Rendering Perspective

Figure 6: Rendering Perspective
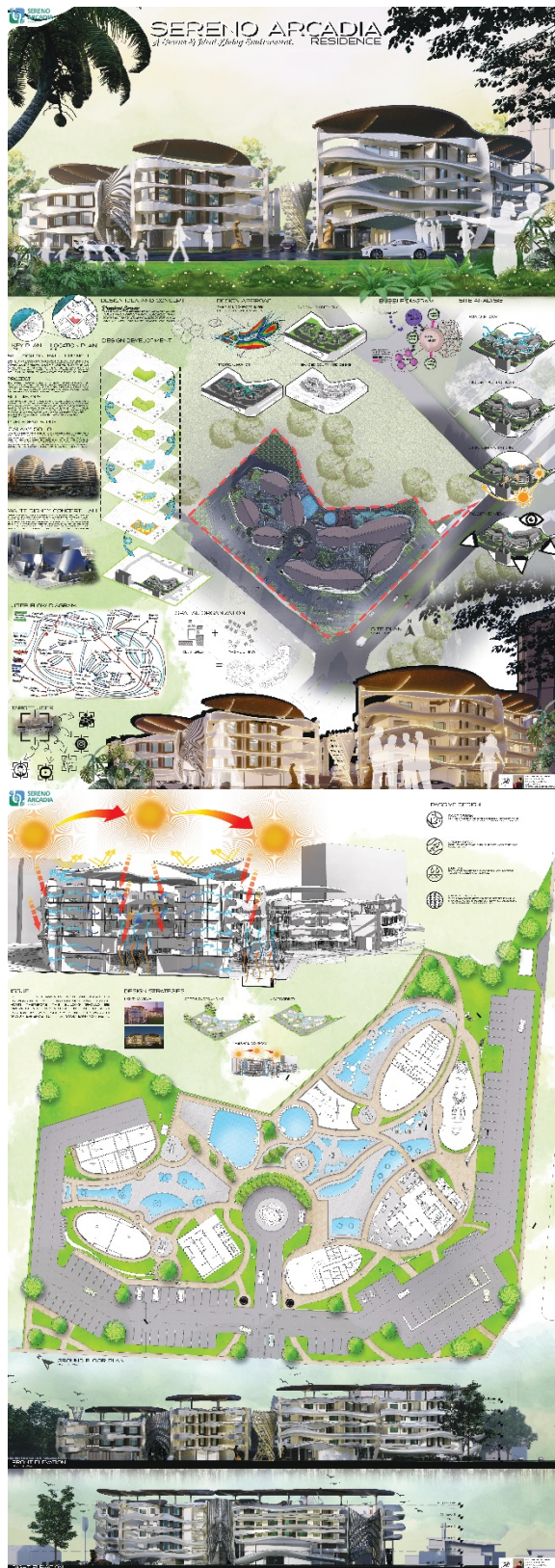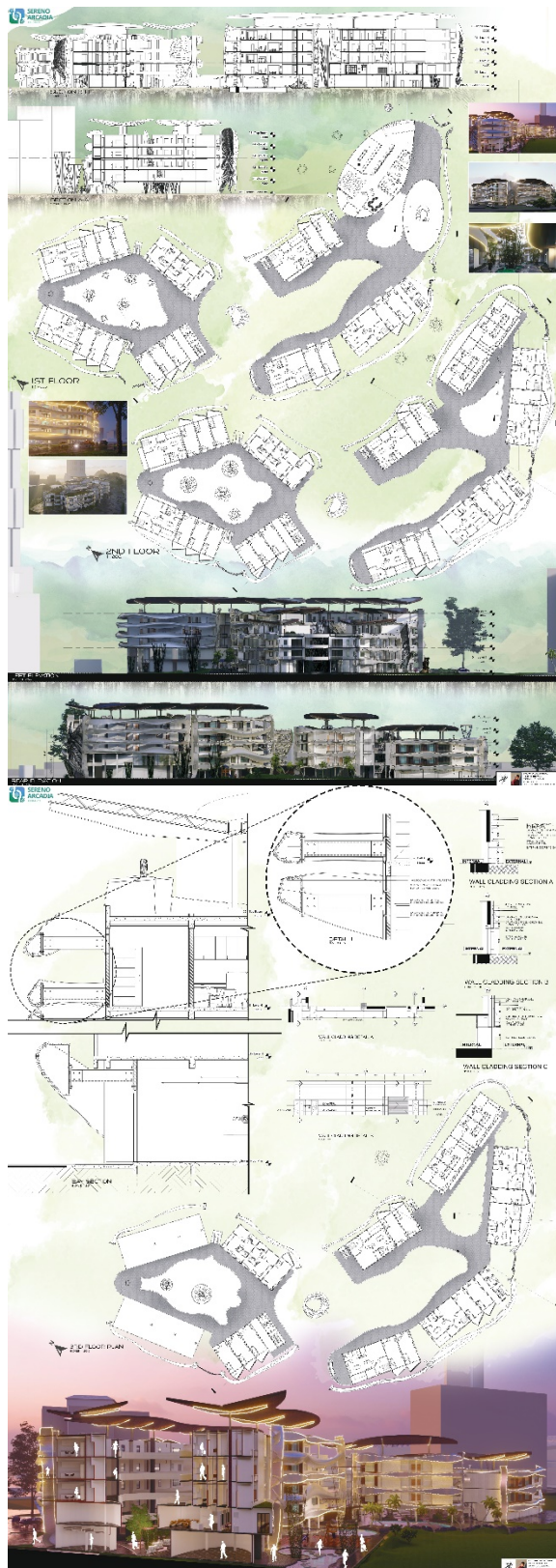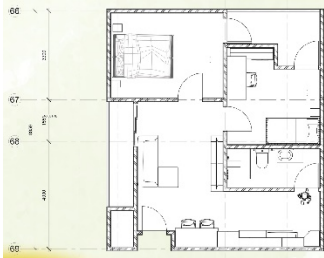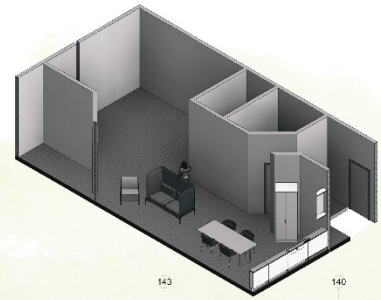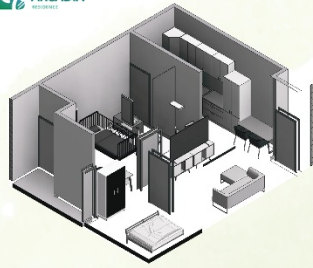
UNIT TYPE A
SCALE 1:50

UNIT TYPE B
SCALE 1:50
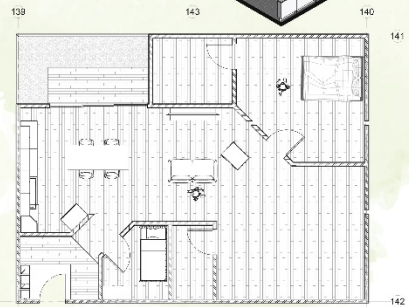
UNIT TYPE C
SCALE 1:50

BUILDING DAY VIEW

BUILDING NIGHT VIEW
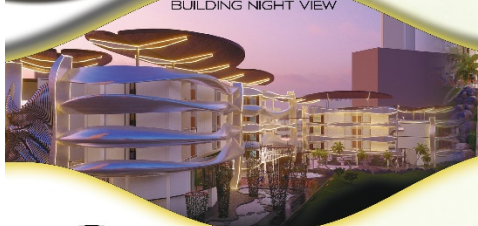
SCAN ME
TO WATCH ANIMATION OF
SERENO ARCADIA

ISOMETRIC EXPLODE 3D VIEW
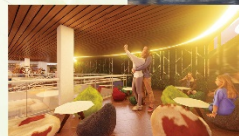
4TH FLOOR PLAN
SCALE 1:200

5. PROJECT DESCRIPTION

The project requires students to design co-living housing for digital nomads in Batu Feringghi, Penang. The idea has been thought up by nomads for nomads and is the ideal option if you travel solo but want to feel a sense of community. Thus, local culture, values and sense of place must also be considered.

6. SITE HISTORY

As early as 1592, when an Englishman named Sir James Lancaster came and started plundering other ships around Penang Island, there has been human activity in Batu Ferringhi. Yet, until the area started to become more urbanised in the 1970s, Batu Ferringhi was a tranquil village for a significant portion of its recent history. The 2004 Indian Ocean earthquake and tsunami severely damaged Batu Ferringhi because of its location along Penang Island's northern coast.

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ENHANCING LANGKAWI'S TOURISM THROUGH ILLUSTRATED PACKAGING: A STRATEGY FOR ECONOMIC DEVELOPMENT AND CULTURAL AWARENESS

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ABSTRACT

In this study, readers will be able to know a little about Langkawi, one of them in the section on the lack of identity in packaging design for tourists, furthermore, the audience will see the reference and flow design process that will be done by the researcher until the final design due to research design that work by the researcher. Readers will also be able to find out about the method used by the researcher to conduct a survey on the design that has been designed by the researcher for Langkawi packaging for Langkawi tourism. All data and analysis will be shown in this research for the reference of readers.

Keywords: Packaging, Langkawi, Tourism

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Like other research, there are some problems that must be solve. The researcher must find and state the problems that exist in their study. Every study happens must start from the problems and short comings in some interest thing that accidently or purposely detected and found by the researcher. The problem of there is no uniform in the packaging of Langkawi for tourism is very interesting to discuss.

One thing that is clear in the problem of this study is there are no uniform identity in the packaging of Langkawi for tourism. Langkawi one of the tourist places that well known in Malaysia. This problem does not affect Langkawi as a tourist destination, but this matter must discuss so that Langkawi can further strengthen the identity in the packaging for tourists. This identity effort will catch eyes of people in other country. In this way will attract more tourism to visit Langkawi.

2. PROJECT TARGET/OBJECTIVES

Since this study involves illustration, the researcher needs to find a various well-known and most popular style of illustration from around the world nowadays. The style and stroke of illustration should follow the trend and can be accepted by the public. This study will also focus on delivering the most accurate and well-delivered sops according to KKM.

Guidelines for primary school since there's weakness regarding the delivering method of sops that's currently been used. After collect the data and reference, the researcher will determine the best type of illustration on the Langkawi packaging. Some shortlist will be created for the type of illustration that suitable and can apply on packaging. Gather all the type of illustration that selected and try creating a new type of illustration on Langkawi packaging. As a designer, researcher will try to develop all idea and reference that selected through brainstorming. Researcher will go through a design process and development until acquire a new idea and in the end succeed to obtain a final design for Langkawi packaging for tourism.

3. PRODUCT/PROJECT/PROCESS

Figure 1 Element

Figure 2 Process design packaging gamat oil

Figure 3 Process design packaging glass bottle gamat

Figure 4 Final packaging gamat oil

Figure 5 Final packaging glass bottle gamat oil

4. COMMERCIALIZATION AND POTENTIAL

Tourism gives some impact to Langkawi for tourism industry, encouraging them to come and spend their money. This way can improve the economy in the development of Langkawi. Can spread awareness about things and identity in Langkawi through packaging through communication that have in illustration on packaging Langkawi for tourism.

5. NOVELTY

The packaging has identity of Langkawi that tourism can buy and keep it as memorial gift and potentially can spread the identity of Langkawi worldwide.

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EDEN: HOUSING FOR DIGITAL NOMAD

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ABSTRACT

Co-Living Apartments in Batu Ferringhi, Penang is a harmonious blend of contemporary design and vibrant community living. Nestled in the heart of nature, this residence unveils a joy-filled environment, inviting residents to embrace a spirited and enjoyable lifestyle within the complex's innovative and communal spaces. The project requires students to design co-living housing for digital nomads in Batu Feringghi, Penang. The idea has been thought up by nomads for nomads and is the ideal option for those who travel solo but want to feel a sense of community. Thus, local culture, values and sense of place must also be considered.

Keywords: Co-Living, Co-Living Apartments, Batu Ferringhi, Community Living, Nomadic Lifestyle, Digital Nomad

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The 2020 economic crisis and lockdown caused a swell of remote workers, some of whom became digital nomads for the first time, opting to work in new states or countries if they could gain access. A digital nomad lives a nomadic lifestyle, moving from location to location and staying connected digitally. Digital nomads use technology and communication tools to complete work remotely in order to travel the country or the world.

For site issues, Batu Ferringhi is such a dead city during the daytime even though the place has about 13,000 population. The diversity of race relations, multiracial
tourism cultural and language barriers and less interaction between races make the place lack a sense of community.

2. USEFULNESS

The design objective of this Housing project is to promote new lifestyles with a sociable environment, healthy vibrant, greenery spaces and modern styles of development that function as a community space for digital nomads and locals. Eden co-living apartment embraces the joy-filled environment, encouraging residents to embrace a spirited and enjoyable lifestyle while living in the complex.

3. PROJECT TARGET/OBJECTIVES

The primary target of the co-living housing project for digital nomads is to provide a tailored and dynamic living environment that caters specifically to the needs and preferences of remote professionals who embrace a nomadic lifestyle. The project aims to create a harmonious blend of communal living spaces, state-of-the-art amenities, and technological infrastructure to foster a conducive environment for remote work and a vibrant community of like-minded individuals.

4. PRODUCT/PROJECT/PROCESS

Figure 1.1 Unified Element of Design Product
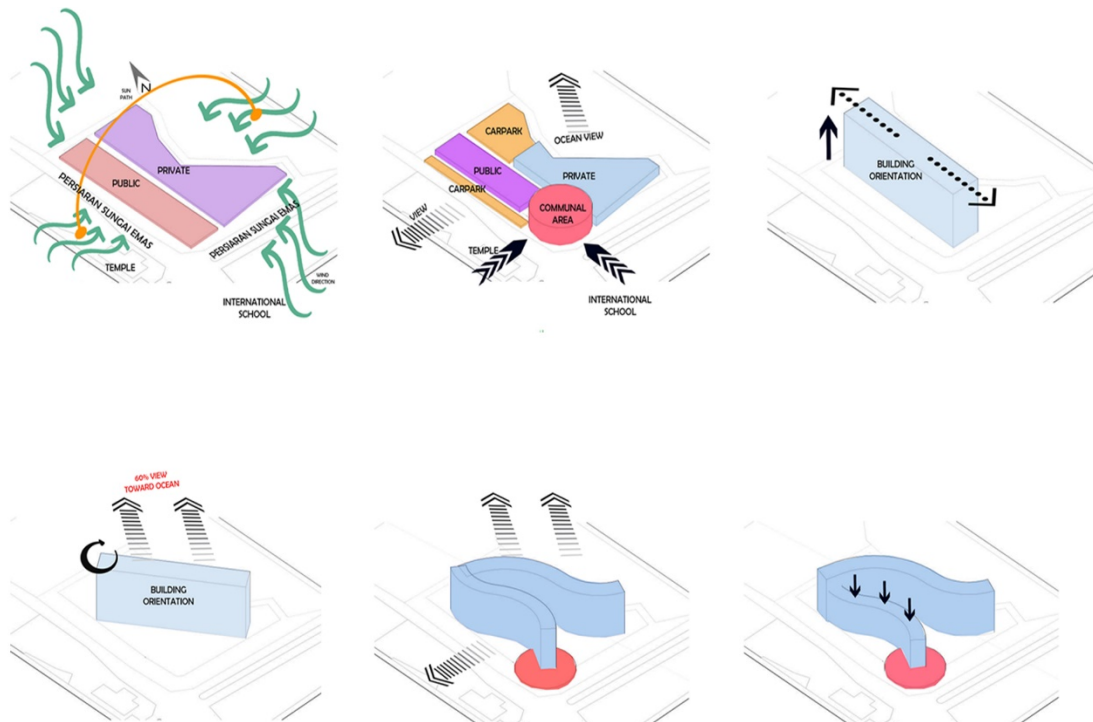
Figure 1.2 Design Morphology and Site Analysis

Figure 1.3 Floor Plans

Figure 1.4 Isometric Design Product

Figure 1.5.1 Unique Community Public Spaces

Figure 1.5.2 Communal Corner Pods

Figure 1.6 Building Pespective View

Figure 1.7 Entrance Perspective View

5. COMMERCIALIZATION AND POTENTIAL

Malaysia Digital Economy Corporation (MDEC), a government agency also revealed that 'The DE Rantau' programme aims at establishing Malaysia as the preferred digital nomad hub in ASEAN while boosting digital adoption and promoting digital professional mobility and tourism across the country that matches the project.

6. NOVELTY

The novelty of co-living housing for digital nomads lies in its purposeful design and services tailored specifically to meet the distinctive needs and lifestyle preferences of remote professionals on the move. Here are some key aspects that contribute to the uniqueness of co-living housing for digital nomads. It is likely about Work-Life Integration which is co-living spaces for digital nomads prioritize the seamless integration of work and personal life. These spaces are equipped with dedicated coworking areas, high-speed internet, and ergonomic setups, fostering an environment conducive to remote work. Other than that is unlike traditional housing arrangements, co-living for digital nomads places a

strong emphasis on community building. Shared spaces, communal areas, and organized events facilitate networking opportunities, allowing residents to connect with like-minded individuals, share experiences, and potentially collaborate on projects. Lastly co-living housing recognizes the transient nature of the digital nomad lifestyle. Flexible leasing options and adaptable living arrangements enable residents to easily adjust their stay duration and living conditions, accommodating the ever-changing demands of remote work and travel.

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FUN AND LEARNING: EVALUATING THE EFFECTIVENESS OF A NUTRITION BOARD GAME IN PROMOTING HEALTHY HABITS AMONG CHILDREN

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ABSTRACT

As a parent, we always want what is best for our children especially during the stage of their potential growth. Health is the main priority for children, ensuring that they consume well balance nutrition is a challenge for most parent duel to their children's behaviour of picky eaters. It may seem normal, but this is a prime example that will lead the children to suffer from micronutrients also known as unbalance nutrition intake called 'HIDDEN HUNGER'. Meanwhile, we are now expose with temptation of fast food, junk food and process food that contains artificial chemical which can cause illness towards the consumer. Encouraging children to eat healthy and able choose what is good food for them has been the main purpose for this project. The aim is to educate children through board game about healthy food option which can be as an ideal suggestion for them to consume.

Keywords: Micronutrient deficiency, children, hidden hunger, board games

6. PROBLEM STATEMENT/PRODUCT STATEMENT

- Children are not well enough expose to the materials as a guide for the benefits of healthy eating habit and not quite understand the effect of consuming unhealthy nutrition.

- Children having problem in visualise the side effect of unhealthy choices, make them unaware and ignore the advice, and parents sometimes having problem on persuade their children to eat healthy foods.

7. USEFULNESS

The development of nutrition board games specially design for children to learn about nutrition. The board game will provide some ingredient items, menu cards and character. The rule of the game is quite simple and easy to understand, regardless this game is design for children. With colourful layout design and items which they can touch, will develop an interest for them to play. The game is purposely to educate and introduce children about healthy meal that they can consume and what is the ingredient that they need to collect. This will allow kids able to identify several types of ingredients such as fruits, vegetable, protein, and other nutrition. Researchers create this nutrition board game, hoping that children will have fun while learning and start their own healthy eating habits.

8. PROJECT TARGET/OBJECTIVES

- To educate children and expose between good food and bad food.

- To develop an encouragement and interest towards healthy food choice with fun learning concept using board game.

9. PRODUCT/PROJECT/PROCESS
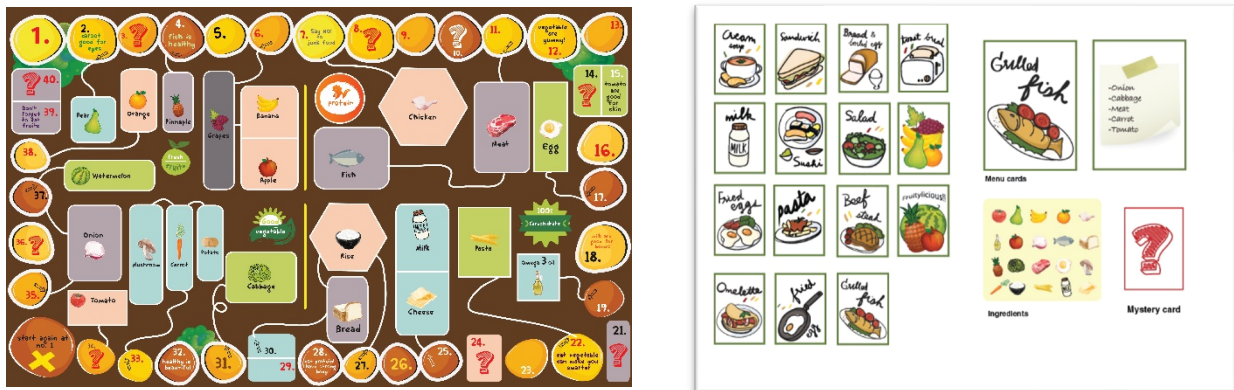
Product 1: Nutrition Board Game

10. COMMERCIALIZATION AND POTENTIAL

The board game is straight forward, easily to understand and comes with physical item which attract children's attention. It is design with colourful and balance colour composition and various items. The potential of this nutrition board game is children will have fun learning experiences by following simple rules of the game.

11. NOVELTY

The product is to encourage children to learn healthier food choice, by exposing them with various type of meal that completes with balance nutrition for their growth development. It also indicates fun learning process which gives help children able to identify types of ingredients that they need to consume or understanding the complete food set for the dish. The suggestion of healthy dish that approach in illustration form can motivates children of wanting the same type of food that includes of the board game.

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REii**D**

WALAI TOKOU THE DIGITAL NOMAD CO-LIVING HOUSING

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ABSTRACT

This paper discusses issues facing the Malaysian housing sector with a particular emphasis on co-living in Penang for digital nomads. Market data highlights the need for flexible housing options as COVID-19 has caused a spike in e-commerce. The paper suggests employing virtual space voxels and AI algorithms to create an autonomous home platform. The goals are to increase the number of young families among digital nomads, accommodate varied lifestyles, and promote community cohesion. The Walai Tokou co-living housing project serves as an example of the project's modular design principles, which encourage innovation and adaptability. Innovative retail concepts, social media, and influencers all contribute to increased project visibility. Co-living may become a commercial venture in Malaysia, but for this changing housing form to thrive sustainably, further study and regulatory backing are needed.

Keywords: Co-living, Digital Nomad, Flexibility

1. PROBLEM STATEMENT

According to market data from MDEC for co-living and digital nomad housing in Malaysia, the COVID-19 epidemic and rising digital adoption among businesses have contributed to the nation's notable e-commerce growth (Jiang & Wang, 2023). But according to Loh et al. (2021), a lot of SMEs haven't modified their business plans to accommodate customers' shifting needs and tastes. In terms of co-living housing, a research project for an autonomous housing platform intends to build residential communities that are adaptable and reconfigurable through the use of artificial intelligence algorithms for ownership negotiation and circulation and virtual space voxels as digital currency (Koh et al., 2022). Furthermore, Zainal et al. (2019) mentioned a study on the adoption of smart homes in Malaysia, emphasising the unpredictability and financial obstacles related to incorporating smart home components into residential construction. Malaysian home prices have increased as a result of the mismatch between supply and demand for housing, especially in the high-cost housing market (Thaker et al., 2020). Lastly, a study on the elements influencing residential pricing and the co-movement of housing throughout Malaysia's states finds that the loan-to-value ratio, capital gain and loss, rental price per square foot, disposable income, and inflation are among the factors that affect housing prices.

2. USEFULNESS

Creating co-living homes in Penang for digital nomads serves as an invaluable solution for solo travellers seeking community integration. Conceived by nomads for nomads, these residences cater to those who wish to balance independence with social connections. Acknowledging the importance of embracing local life, values, and culture, these homes enhance the overall nomadic experience. With diverse housing options, typically featuring private sleeping areas or studios, along with shared amenities, they foster a collaborative environment among like-minded individuals. Beyond mere accommodation, these spaces prioritize aesthetics, maximizing natural light and embodying a minimalist ambience. Consequently, these co-living homes not only provide a conducive work environment but also nurture creativity, making them an indispensable asset for the evolving lifestyle of digital nomads in Penang.

3. PROJECT TARGET/OBJECTIVES
The present project was conducted under three research objectives, which are:
1. To enhance the sense of belonging among the encapsulated digital nomad
2. This enables the establishment of a new lifestyle within the co-living house with a social setting and contemporary design that serve as a gathering place for locals and digital nomads.
3. To increase the population of young families among digital nomads by including a study space within the homes

4. PRODUCT

4.1 DESIGN PLANNING

In Malaysia, there are several advantages to social media and advertising-based co-living project promotion. First of all, it makes it simple for businesses to connect with clients and expand their market reach. Second, it makes information more immediately available, enabling businesses to interact with prospective tenants and communicate updates (Jumadi et al., 2017). Collaborating with regional influencers can help promote co-living properties in Malaysia. Local social media influencers can assist raise awareness and reach a larger audience because of their significant online presence and impact (Jumadi et al., 2017). In the words of Christy and Tan (2021), influencers who support and publicise co-living homes have the power to draw in new customers and spark interest in this kind of living arrangement.

4.2 PROJECT DEVELOPMENT

To achieve the idea of flexibility to work from anywhere, the modularity concept is to be injected sufficiently into the overall design of the Walai Tokou co-living housing. These allow the formation of a flexible community that is made up of like-minded individuals.
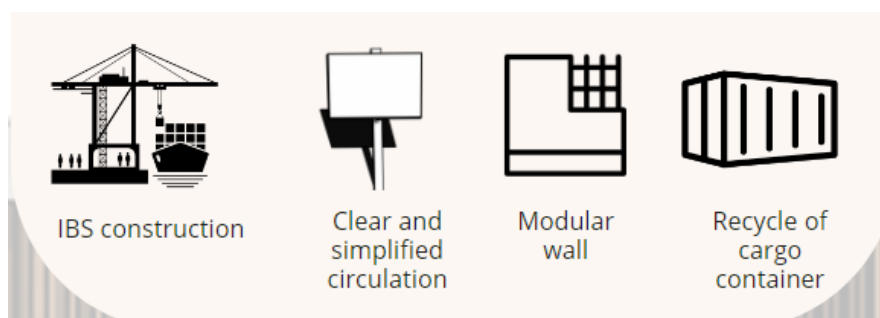
Figure 4.1 Design Strategy
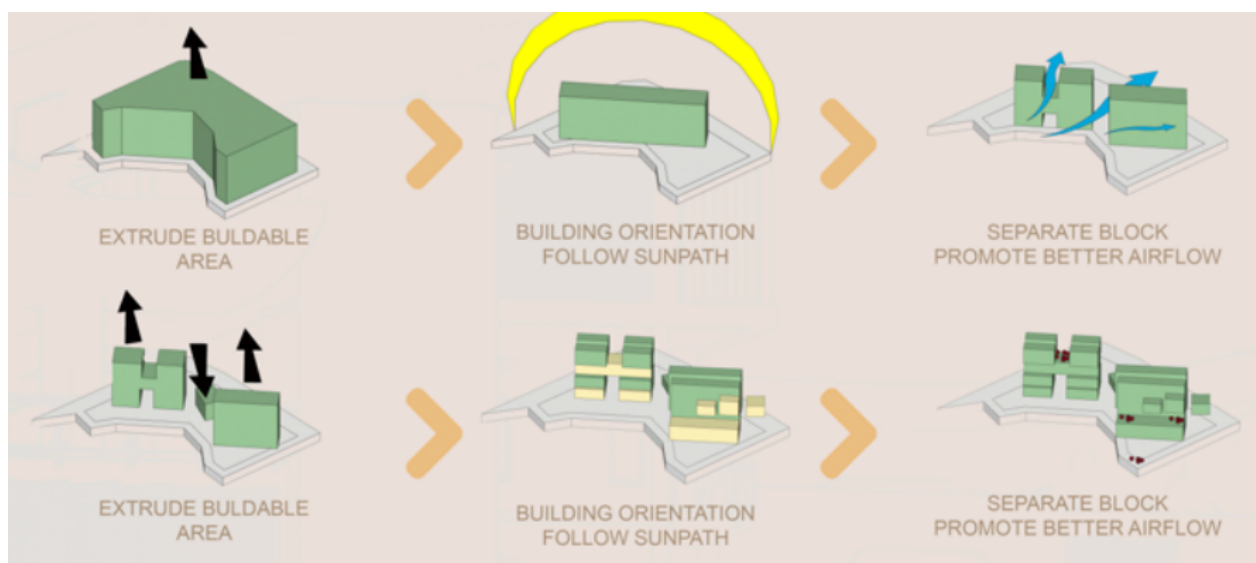
Figure 4.2 Design Process

Figure 4.3 Walai Tokou

Figure 4.4 Communal Lounge on the Ground Floor of Walai Tokou

Figure 4.5 Communal Airborne Courtyard in Walai Tokou

Figure 4.6 Infinity pool with Relaxing deck on the first floor of Walai Tokou

Figure 4.7 Flexible Cafe for Work in Walai Tokou

4.3   INNOVATION
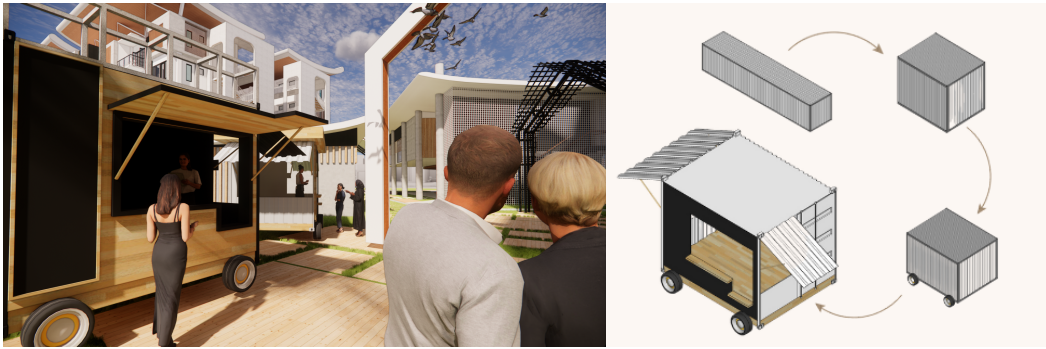
Figure 4.8 Flexible Container Retail at Walai Tokou

Retail carts made up of recycled cargo containers imply the idea of modular. This system maximizes the flexibility in the usage of open space available on the site.

Figure 4.9 Flexible Play Structure at Walai Tokou

Play structures that apply modularity in the process of assembly, allow flexibility with the light construction of the structure. Can be changed into an exhibition area or any form that complies with the demand. The structure is mainly made up of steel tubes and wood panels that are connected by bolts and nuts.

5. COMMERCIALIZATION AND POTENTIAL

In Malaysia, co-living housing has room to expand and become more commercialised. A solution to the housing issue and a means of advancing sustainability is the idea of co-living, in which a group of people live together and actively shape their neighbourhood (Saha et al., 2022). Ronald et al. (2023) noted that little study has been done on the factors that influence renters' decisions to live in co-living spaces in Malaysia. Although the use of smart living houses, a type of co-living, is still relatively new in Malaysia, there is room for expansion if the associated risks and transaction costs are resolved. Research on the Malaysian housing market has shown that location, borrower characteristics, and loan-to-value ratios are important factors to take into account when predicting home loan default (Koh et al., 2022b). All things considered, more study and legislative changes are required to support the commercialization and potential of co-living homes in Malaysia.

Figure 5.1 The Rising Demand of Co-Living in Malaysia

6.   NOVELTY

This initiative is innovative because it takes a complete approach to meeting the changing demands of digital nomads and uncovers the untapped possibilities of co-living in Malaysia. Walai Tokou is unique in that it incorporates modular design principles, virtual space voxels as digital currency, and artificial intelligence algorithms for ownership negotiation. The project's flexibility and sustainability are increased by the creative use of reusable shipping containers for retail spaces and customisable play structures. The study offers unique insights because of its focus on the relationship between community development, digital nomadism, and commercialization in the Malaysian setting.

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APPENDICES
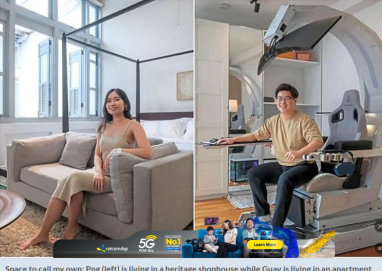
Co-living to cope with rising property prices

Co-living to cope with rising property prices

SINGAPORE
Thursday, 06 Oct 2022

Space to call my own: Png (left) is living in a heritage shophouse while Guay is living in an apartment unit in another shophouse. — The Straits Times/ANN

Co-living, a growing trend in accommodation

By Chung Ying Yi / The Edge Malaysia   08 Jul 2022, 04:00 pm

Market Update

The Growing Demand for Co-Living Spaces in Malaysia
02-07-2023

A Lucrative Market for Real Estate Agents

Co-living is without doubt a niche, creative & game-changing concept in property lifestyle for quite some time now. Moreover, it is fast gaining traction or momentum in Malaysian real estate. Just as with Airbnb and other forms of staycation, co-living (or community living) is currently enjoying wide acceptance and unprecedented popularity amongst local and global communities especially with digital nomads in Malaysia. Co-living offers a unique living experience that fosters community, connectivity, and convenience. With rising demands for affordable homes, co-living property provides a win-win opportunity for both tenants and property owners. Agents and negotiators are also jumping on the co-living bandwagon as well as capitalizing (or cashing in) on this lucrative market trend and thriving marketplace.

Co-living has emerged as an innovative solution to the challenges faced by tenants and investors in the rental market. With multiple advantages such as cost-sharing, capital appreciation, rental yields, demand hotspots, government/community support as well as local homeowners converting their properties, investing in a co-living property can be a profitable and prosperous venture. As demand for affordable and community housing remains bullish, co-living is most likely to shape the future of the Malaysian real estate market. This augurs or bodes well for real estate agents and negotiators as they continue to reap the benefits of a booming property market!

SNEAKER EVENT MAKE AWARENESS ABOUT 3R (REUSE, REDUCE AND RECYCLE) AND ACHIEVE SDG 12 (SUSTAINABLE PRODUCTION AND CONSUMPTION)

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ABSTRACT

This journal abstract delves into the SneakerLAH event, a well-known sneaker convention and community in Malaysia. SneakerLAH is a gathering place for global footwear manufacturers, sneaker retailers, streetwear resellers, and sneakerheads of all levels. Collaborations with renowned companies such as ASICS, New Balance, Bata, and New Era are on display, as well as local favourites like as Stoned & Co., Pestle & Mortar, Nerd Unit, TNTCO, and Against Lab. SneakerLAH focuses on sustainability and environmental consciousness in addition to providing a forum for sneakerheads to network and discover the latest releases. Collaborations with Hundred% and ASICS emphasise one-of-a-kind sneaker designs inspired by Malaysian culture and landmarks. SneakerLAH also promotes the 3R (Reduce, Reuse, Recycle) philosophy, encouraging guests to reduce waste, creatively repurpose old shoes, and donate footwear rather than dumping it. SneakerLAH seeks to minimise its environmental effect by incorporating sustainable practises and resources, such as recycled polyester generated from PET bottles. The event's goal is to foster a more aware and responsible sneaker community that values sustainable manufacturing and consumption. This journal abstract finishes by emphasising SneakerLAH's importance in influencing the sneaker industry and supporting a greener future. SneakerLAH sets an example for other events and communities to follow by celebrating the love of shoes while pushing for sustainability. Participating in SneakerLAH means being a part of a dynamic sneaker culture while also actively contributing to environmental stewardship.

Keywords: Sneaker, shoe, environmental and reduce reuse recycle

1. PROBLEM STATEMENT/PRODUCT STATEMENT

- There are not much sneaker event has been organized in Malaysia (Pirdaus, 2022)
- The opportunity to give awareness to reduce reuse recycle is less toward sneaker.(Yadav et al., 2022)

2. USEFULNESS

The sneaker event aims to raise awareness about 3r (Reduce, Reuse, and Recycle) by gathering sneaker communities and promoting the concept.

3. PROJECT TARGET/OBJECTIVES

The objective is to raise awareness about sneaker events in Malaysia and the third-generation material on sneaker among the Malaysian population.

4. PRODUCT/PROJECT/PROCESS
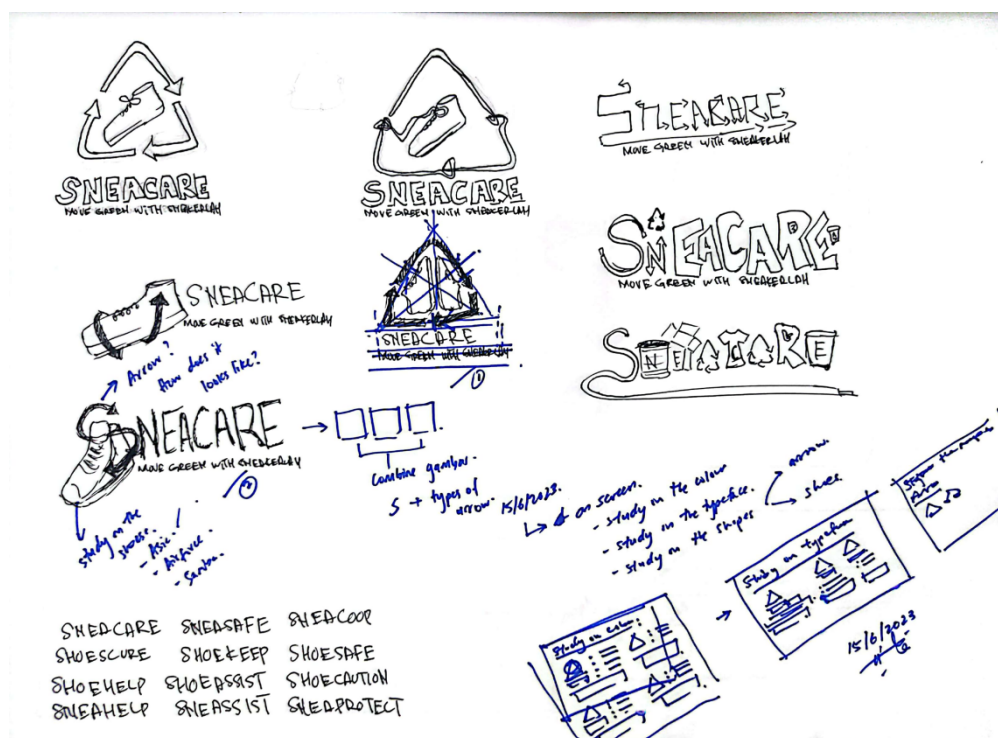
Figure 1: Sketch

Figure 2: Logo

Figure 3: Corporate Item

Figure 4: Corporate Item

Figure 5: Corporate Item

Figure 6: Merchandise Item

Figure 7: Promotion Item

Figure 8: Promotion Item

Figure 9: Promotion Item

5. COMMERCIALIZATION AND POTENTIAL

Organising this event will effectively enhance public awareness regarding the principles of 3R (Recycle, Reuse, and Reduce). Moreover, it has the potential to educate sneaker enthusiasts, thereby expanding their knowledge beyond mere amusement.

6. NOVELTY

The objective is to create a sneaker event centred around raising awareness, employing a subject that possesses the capacity to captivate a larger young audience and effectively encourage their participation.

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DIGITAL NOMAD LIVING | COVILLEA SERVICE APARTMENT

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ABSTRACT

The Covillea Service Apartment project is proposed to be located in Batu Ferringhi, Penang, a prime location situated just 20 minutes away from Georgetown, which is nominated as one of the digital nomad hubs along with Kuala Lumpur and Langkawi. The project's primary objective is to provide a suitable 'co-living' housing solution for digital nomads. In this regard, the concept of asymmetry is being applied to the building design, which refers to the lack of symmetry or balance between the halves of the design. This design approach can create an illusion in the composition of the building and control it. Regarding buildability, the apartment's communal facilities will offer a cantilevered-style volume communal workstation, which will provide extensive views to the users while incorporating tropical architecture to minimise any negative views. To ensure a comfortable and appropriate working environment for digital nomads, the high- and low-density areas are zoned separately, adjacent communal areas are created, and irregular planter boxes are applied through the building facade to reduce negative views. Thus, the Covillea Service Apartment project aims to provide an appropriate and comfortable housing solution for digital nomads, which will attract the target users and provide them with a suitable environment to work and live in.

Keywords: Digital Nomads, Batu Ferringhi Service Apartment, Cantilevered-style Volume Communal Workstation, Irregular Planter Boxes.

1. **PROBLEM STATEMENT/PRODUCT STATEMENT**

After the pandemic, more jobs were adopted to work remotely or from home, aligned with digital nomad characteristics. Also, Malaysia Digital Economy Corporation, under the Ministry of Communication of Malaysia, is targeting to attract some 80,000 digital nomads by 2025. Therefore, to work at home, appropriate working conditions must be prioritised. Furthermore, it is found that the site lacks an adequate number of positive or relief views. The site is located in Batu Ferringhi, Penang, with a population density of 4672 people per square kilometre. Moreover, the site lacks greenery as it is surrounded by tall commercial, residential and institutional buildings that are constructed with concrete and glass. Also, it appears that there is a significant increase in the incidence of psychosis and depression among populations living at higher densities in cities than those living in more rural areas. (McDonald et al., 2018)

2. **USEFULNESS**

The concept of asymmetry implemented into this building is derived by balancing the population density throughout the building, specifically by zoning the high-density unit (three-bedroom) and low-density units (studio and two-bedroom) into separate blocks to limit any possible conflict such as trespassing and sound pollution which can lead to stress.

At the same time, the communal workstation provided with meeting rooms, kitchen, and rooftop garden is organised adjacently to promote productivity, communication and work flexibility among the users. According to Harvard Business Review, coworking spaces consist of members working for various companies, ventures, and projects. Because there is little direct competition or internal politics, they do not feel they have to put on a work persona to fit in, which can lead to one's own work identity being stronger.

However, to accommodate the users who prefer working in privacy, each unit is allocated a proportion of the area for workstations. Moreover, the greenery planter boxes are implemented near the unit's workstation area to provide a relief view. As mentioned in Forbes, spending time in spaces with lots of plants can have a therapeutic effect and lead to feelings of calmness and reduced stress. This is seen as essential to maintain the well-being of digital nomads working from home.

Also, building materials like rainscreen panel cladding, aluminium, timber, glass, and concrete are mixed to minimise the negative view of concrete. Besides, the concept of asymmetry is derived to make a communal workstation with cantilevered-style volume as part of their communal facilities to provide extensive views to the users while incorporating tropical architecture to minimise the negative views while working.

3. PROJECT TARGET/OBJECTIVES

The present project was conducted under three research objectives:

1. To design a service apartment that provides visually pleasing views throughout the building while limiting any stressful views that could contribute to mental health conditions like stress and burnout for those working from home.
2. Implement green strategies and passive design in the building's design to tackle the Green Building Index and tropical regionalism.
3. Providing options for flexible working conditions that cater to individual needs for privacy, concentration, and convenience.

4. PRODUCT/PROJECT/PROCESS

Figure 4.1 South view of the building

Figure 4.2 Aerial view of building

Implement hierarchy in shape and scale by creating a curve cantilevered workstation area to create a harmonious atmosphere and balance from both inside and outside.

Apply axial line to the volume to create asymmetrical circulation eventually providing a tropical vibes through the surround vegetation.

Creating the view out using greeneries, planter box, gardens near the workstation and along the circulation pathway to provide the breathtaking scenery and promoting positive vibes.

Different materials are used, specifically aluminum rain-screen cladding and concrete planter boxes with vertical motifs, to create a sense of asymmetry in terms of materials. This is also due to response to the site climate which is often experience heavy rain.

Long East-West orientation to minimize the openings and exposure facing east and west to reduce heat gain. More opening on south and north to capture winds and to create stack effect.

Separating and zoning the high density area from the communal workstation area to avoid distraction and to promote more scenery.Separating and zoning the high density units ande lower density units to minimize the any possible conflicts and to increase work performance.

Figure 4.3 Design Approach

Minimize the openings facing east and west to reduce heat gain. More opening on south and north to capture winds and to create stack effect.

Implement hierarchy in shape and scale by creating a curve cantilevered workstation area to create a harmonious atmosphere and balance from both inside and outside.

Apply axial line to the volume to create asymmetrical circulation eventually providing a tropical vibes through the surround vegetation.

Implement the addition and subtraction to the volume to create shading effect during the daylight and reducing glaring from workstation and other spaces.

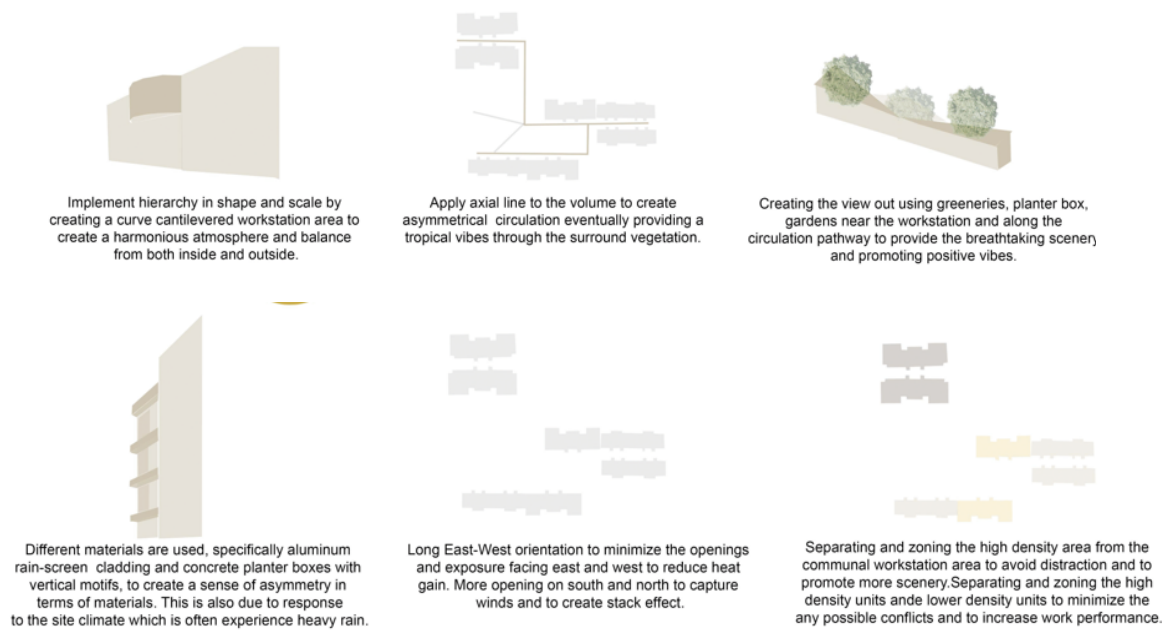Create open, semi open and enclosed space (central garden, cafe, workstation) so that sick building syndrome can avoided.

Figure 4.4 Design Strategies

Figure 4.5 Sectional passive design

Figure 4.6 Main drop-off area of the building

Figure 4.7 Facilities feat communal area

Figure 4.8 Types of units

Figure 4.9 North view of the building

Figure 4.10 Communal Workstation

5. COMMERCIALIZATION AND POTENTIAL

Creating a service apartment that can provide comfortable and appropriate working conditions can attract other foreign digital nomads to stay in the Covillea Service Apartment. The apartment also houses a cafe, retail shop, multipurpose hall and court, and gymnasium, which give convenience to the users while promoting local economic growth. Moreover, Malaysia Digital Economy Corporation has introduced the DE Rantau Nomad Pass, a type of Professional Visit Pass newly designed to allow qualified foreign digital nomads to travel and work in Malaysia. According to the Ministry of Communication of Malaysia, most foreign digital nomads are working in artificial intelligence software, digital influencers and virtual assistant work, resulting in the need for stable access to the internet. Thus, the communal workstation, which houses the meeting room and discussion area, can help digital nomads work efficiently.

6. NOVELTY

This service apartment is designed to provide appropriate views while working at home as Penang is selected as one of the digital nomad's hubs. Executing this approach can attract more foreign digital nomads to Penang, eventually boosting the local economy through their daily spending.

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The Importance of Healthy Food Awareness Towards The Consumers Who Are Lack of Information About Healthy Food Campaign Through SDG 2 Zero Hunger

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ABSTRACT

Healthy food awareness is crucial for consumers who lack information about healthy food campaigns. The SDG 2 Zero Hunger campaign aims to promote healthy eating habits and reduce malnutrition worldwide. By educating consumers on the importance of a balanced diet, we can improve their overall health and well-being. Consumers need to be aware of the benefits of healthy eating habits and how they can incorporate them into their daily lives. This includes understanding the nutritional value of different foods and making informed choices about what they eat. Through education and awareness campaigns, we can empower consumers to take control of their health and make positive changes in their lives.

__Keywords:__ Healthy Food, Awareness, Lack of information, SDG 2 Zero Hunger

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Firstly, there are lack of information about healthy food campaign even though there are a lot of healthy food campaign in Malaysia. (Ismawati Sharkawi, 2014) This is because many people nowadays did not care and did not concerned to take healthy food in their daily life. They often more love to eat fast food which is very good of taste but instead of that, they did not know that it contain a lot of unhealthy ingredient such as a lot of MSG. This also happen because they somehow did not have an desire or attraction to learn more about healthy lifestyle.

Besides that, there also no corporate look that symbolize the healthy food campaign. (Brown, 2006) In Malaysia, even though there are lots of healthy food campaign around here, but there are a few campaign that has their own corporate looks. Basically, corporate looks is very importance even though it just for a campaign. This is because when a corporate looks had been invented or created to a certain campaign, it will make the audience more easier to recognize the campaign and attracted to join or participated in the campaign.

Lastly, the last problem statement is there is no information on the healthy food campaign symbolize to SDG 2 Zero Hunger. (Chris Vogliano, 2021) This is a very importance for us to symbolize through the SDG goals. It is because it can prevent the people from having a bad life and also the government can avoid some consequences from happened. Because of none information that are symbolize the SDG goals, it will be complicated for others to overcome the problem that had been stated.

2. USEFULNESS

To give awareness among young generations, particularly among children and teenagers, of the significance of eating a nutritious diet on a daily basis. Additionally, teens and kids will be exposed to a greater range of information about nutritious food and how to implement it into their daily lives thanks to this initiative

3. PROJECT TARGET/OBJECTIVES
- To identify the issue of lack information on healthy food campaign
- To suggest the corporate look that symbolize to healthy food campaign
- To produced branding on healthy food campaign that creates awareness towards SDG 2 Zero Hunger

4. PRODUCT/PROJECT/PROCESS

Figure 1. Logo

Figure
2. Stationery Items

Figure 3. Collateral Items

Figure 4. Promotion Items

5. COMMERCIALIZATION AND POTENTIAL

This campaign, which is being promoted on social media, is able to draw attention to the target demographic, which is younger people. Through this healthy food promotion, the younger generation is able to gain a deeper understanding of the significance of eating healthily, particularly from an early age, in order to prevent serious diseases like obesity and other conditions.

6. NOVELTY

Launching a healthy food campaign using fast food, specifically targeting the target group, and operating under the sponsorship of Subway restaurants.

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CUBEICAL CO-LIVING – DIGITAL NOMAD HOUSING

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ABSTRACT

In the burgeoning commercial housing market, the concept of the "Digital Nomad" presents a promising opportunity in line with the trends of the new generation. However, a challenge emerges when existing co-living spaces are found to have uncomfortable workspaces, potentially hindering productivity and lack of communication among nomads themselves. The "Cubeical" represents a cubicle workspace suspended from levels 1 to 6 in the corridor, providing a unique ambience and offering users a positive view of the site area, thereby enhancing the quality and innovation of their daily work. The "hanging workspace" is accompanied by the concept of "individual to collective", featuring a unique area within the cubicle box that can be shared among users, providing a platform for communication. The Cubeical Co-Living aims to enhance the work environment improve the quality of work and improve workspace communication, fostering the improvement of user knowledge and skills. Furthermore, this project has the potential to enhance local economies and promote an iconic culture in Batu Ferringhi, Penang, by incorporating local materials and integrating green elements that reflect the tropical nature of the country.

7. PROBLEM STATEMENT/PRODUCT STATEMENT

In the burgeoning commercial housing market, the concept of the "Digital Nomad" presents a promising opportunity in line with the trends of the new generation. However, a challenge emerges when existing co-living spaces are found to have uncomfortable workspaces, potentially hindering productivity. According to the Flex Job Digital Nomad Survey (2018), 42% of respondents agree that one of the most significant challenges digital nomads face in existing co-living spaces is finding a suitable and comfortable workspace.

Furthermore, the digital nomad lifestyle, characterized by its independence and flexibility, frequently encounters an essential obstacle, which is a lack of communication among nomads themselves. Despite being part of a global network that spans borders, digital nomads often face difficulties communicating with one another. The absence of a centralized physical office also limits opportunities for informal interactions and spontaneous collaboration. According to the Flex Job Digital Nomad Survey (2018), 20% of respondents agree that digital nomads lack communication channels that could help them share knowledge and skills.

8. USEFULNESS

The "Cubeical" represents a cubicle workspace suspended from levels 1 to 6 in the corridor, providing a unique ambience and offering users a positive view of the site area, thereby enhancing the quality and innovation of their daily work. The primary concept behind designing a co-living apartment is to provide appealing workspaces and improve the overall work environment and productivity. The fundamental design principle, "cubicle volume" as a pocket workspace serves as the main approach to creating these hanging workspaces, supplemented by the integration of "green elements and local materials" inspired by the site's characteristics. According to the 2023 research titled "A Little Nature in the Office Boosts Morale and Productivity," the presence of even small natural elements in workspaces is believed to enhance employees' performance and creativity.

The "hanging workspace" is accompanied by the concept of "individual to collective", featuring a unique area within the cubicle box that can be shared among users, providing a platform for communication. Alongside this, there is a communal space comprising an open staircase and amphitheatre, designed to encourage users to interact socially with both local and international communities. For users feeling stressed in a particular environment, this open space offers a new avenue to create an unconventional workspace or meeting place, providing an opportunity to enhance their work quality and communication.

9. PROJECT TARGET/OBJECTIVES

The present project was conducted under three research objectives, which are:

1. To provide an enhanced work environment that improves the quality of work.
2. To improve workspace communication, fostering the improvement of user knowledge and skills.
3. To improve the local economic development of the site area.
4. To promote a culture within the site area by emphasizing the use of green elements and local materials.

10. PRODUCT/PROJECT/PROCESS
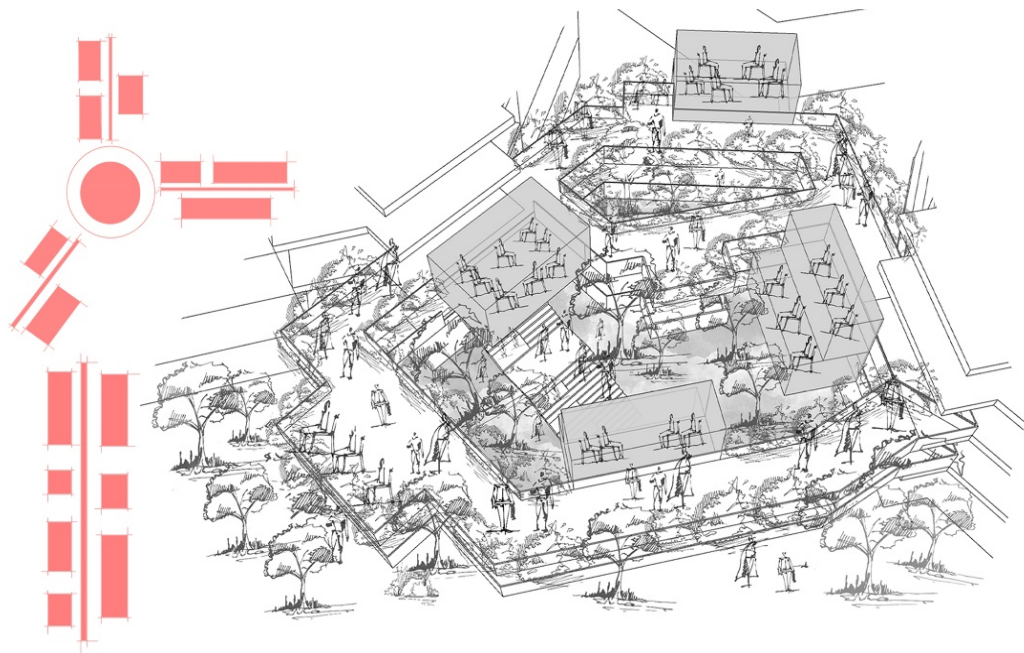
Figure 1.1 Sketches Development and Progress
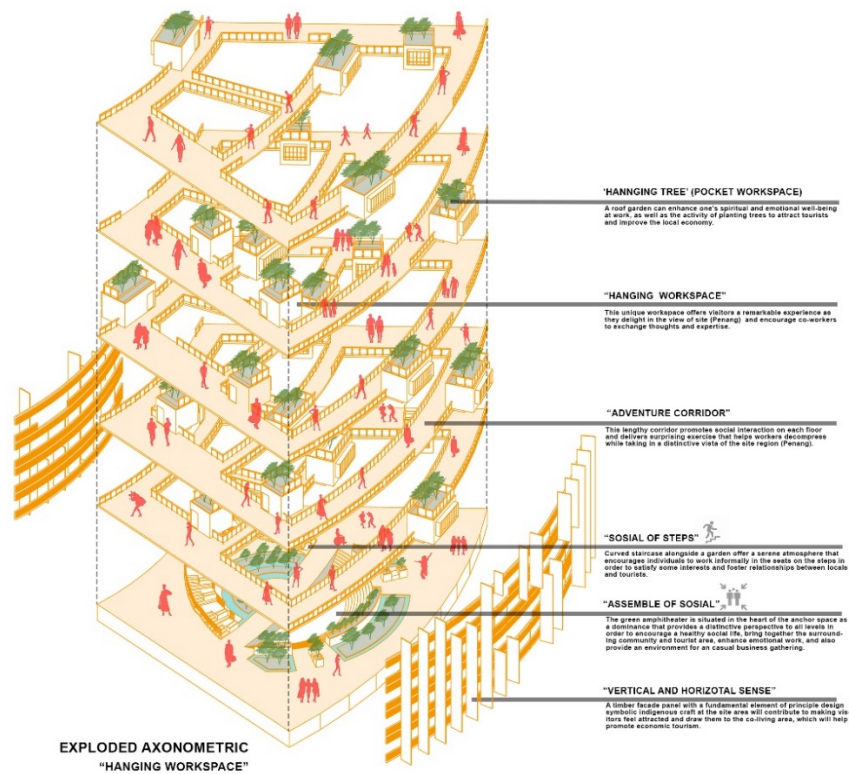
Figure 1.2 Diagram and Information Exploded Axonometric (Hanging Workspace)
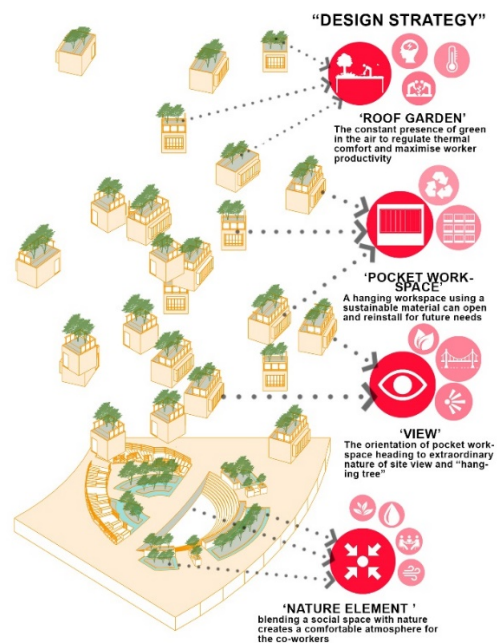
Figure 1.3 Diagram and Information of Design Strategy (Hanging Workspace)

Figure 1.4 Sectional Perspective with Information Diagram

Figure 1.5 Final Perspective (Exterior)

Figure 1.6 Final Perspective from 3rd Corridor View (Hanging Workspace)

Figure 1.7 Final Perspective from 5th Corridor View (Hanging Workspace)

Figure 1.8 Final Perspective from 6rd Corridor View (Hanging Workspace)

Figure 1.9 Final Perspective from Amphitheater (Hanging Workspace)

Figure 1.10 Final Perspective from Open Staircase (Hanging Workspace)
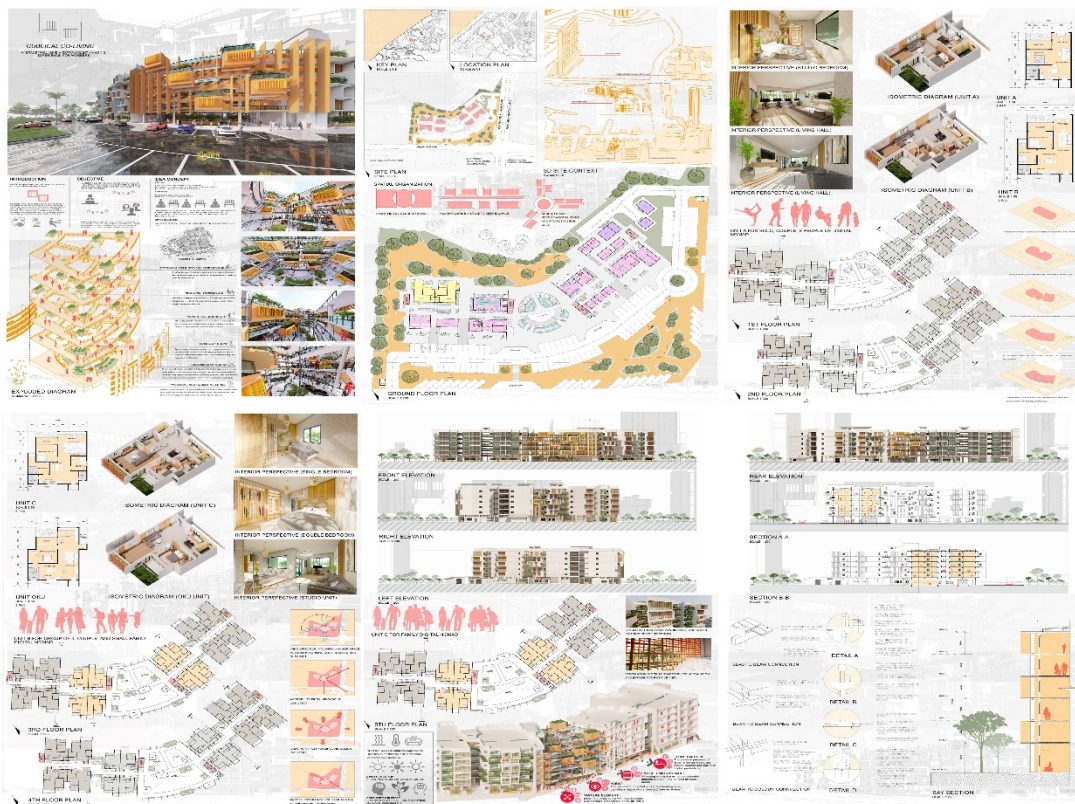
Figure 1.11 Final Presentation Board (Cubeical Co-Living)

11. COMMERCIALIZATION AND POTENTIAL

This project, by creating "Cubical Co-living," offers a new opportunity for digital nomads to enhance their productivity and communication among themselves, thereby increasing their knowledge, experience, and skills. Furthermore, creating co-living housing for digital nomads in Malaysia represents a strategy to tap into a burgeoning market. The emphasis is on understanding and capitalizing on the unique needs and preferences of digital nomads, ultimately aiming to establish thriving co-living spaces that provide an optimal blend of functionality, connectivity, and cultural resonance in the Malaysian landscape.

12. NOVELTY

This project is conducted to create a unique space to improve comfortable workspaces and work communication, providing a new experience for digital nomads to enhance their productivity, ideas, skills, knowledge and connectivity. Additionally, the project has the potential to enhance local economies by designing housing that attracts international digital nomads, aligning with the current trends in the burgeoning commercial housing market. It also aims to promote an iconic culture in Batu Ferringhi, Penang, by incorporating local materials and integrating green elements that reflect the tropical nature of the country.

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LET'S BE A SHARK SAVER: IMPACT OF SHARK CONSERVATION CAMPAIGNS ON COMMUNITY AWARENESS

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ABSTRACT

Sharks have an important effect on the ocean; as predators at the top of the food chain, they play a vital role in maintaining the health of ocean ecosystems. Malaysia is a major shark producer with a large consumer market for shark fins, posting large import volumes of low-valued shark fins. Malaysia has the 4th highest number of shark species in the world after Indonesia, the Philippines, and Thailand. Besides, Malaysia's position as the world's 9th largest producer of shark products and 3rd largest importer. As of 2014, Malaysia is the 8th largest shark catchment country and is ranked 4th for shark fin imports. Shark fin soup was introduced in China in the 10th century (Song Dynasty). It is a symbol of status and wealth and is consumed at weddings and special occasions. Some people believe shark fins contain medicinal properties, but this has not been proven by science. Shark products pose a high public health risk because they can contain dangerous levels of mercury, so the process of producing industrial wastewater and releasing it directly into the sea. Shark Savers Malaysia (SSMY) is one organization for campaign shark. This organization is a non-profit volunteer-led initiative dedicated to saving sharks through building awareness, education, and grassroots action led by Mr. Mingsen Tan, Vice President of Shark Savers Malaysia. Formed in 2013 and registered under the Registry of Societies Malaysia in 2016. About 100 million sharks are killed each year," says Mingsen Tan, co-founder and vice president of Shark Savers Malaysia. Shark finning is a very lucrative business due to the high demand for shark FIN SOUP and products made from sharks. The purpose of this study is to spread awareness of students, parents have kids, divers about the importance shark for marine. These findings support the awareness towards students, parent have kids and divers to through mascot, poster ads, and merchandise items. This is one of the platforms that is close to the community, especially students, parents have kids, and divers.

Keywords: Shark; Campaign; Awareness; Malaysian

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The problem has devastating effects on the marine ecosystem. Losing more sharks has an effect, as predators at the top of the food chain play a vital role in maintaining the health of ocean ecosystems. Thus, the solution is an increase in the preservation of sharks. Besides, A public health risk. Shark products can contain dangerous levels of mercury, so the process of producing industrial wastewater and releasing it directly into the sea needs to be controlled. Furthermore, the extinction rate of shark species is high. Sharks have a low reproduction rate, making repopulation difficult. Sharks are usually dumped back into the ocean. Unable to swim or pass water through their gills to absorb oxygen, these sharks are left to die an agonising death. Fishing equipment, including trawlers, needs to be controlled.

2. USEFULNESS

The use of this campaign is to provide education and also awareness to students, parents have kids, divers about the importance of shark for marine in Malaysian country.

3. PROJECT TARGET/OBJECTIVES

The objectives are the key point is not animal rights or ethics; it's sustainability. The shark fin trade is unsustainable, and it can lose an animal that is essential to oceanic health. Furthermore, to stop the widespread trade of sharks for shark fin and shark's products. The important part is Shark products can contain dangerous levels of mercury
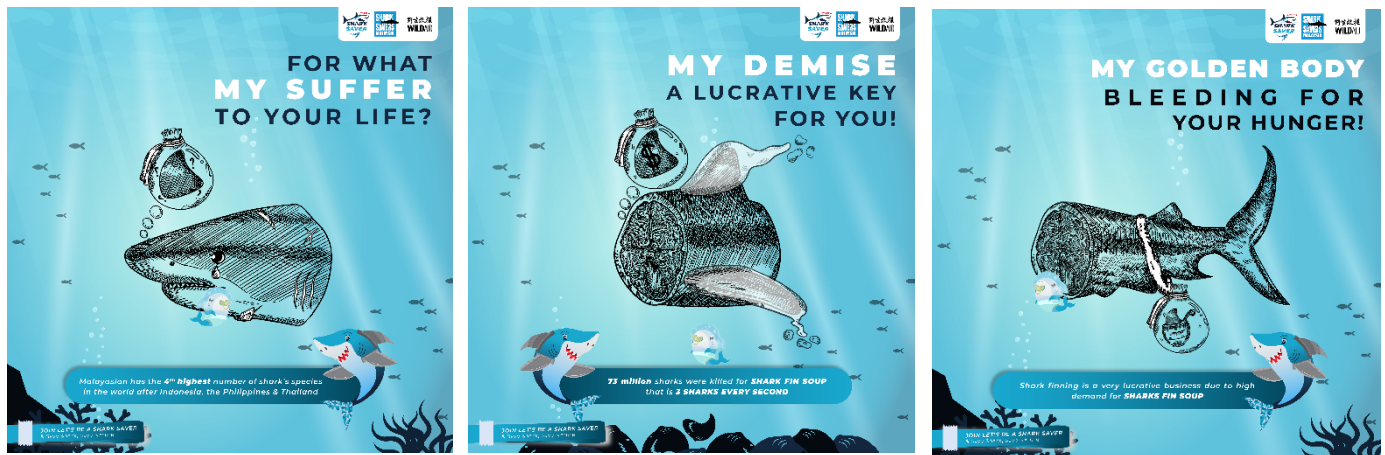
4. PRODUCT/PROJECT/PROCESS

Product 1: Logo and Mascot

Product 2: Merchandise items

Product 3: Poster Ads

Product 4: Social Media Ads

5. COMMERCIALIZATION AND POTENTIAL

This study can provide exposure and knowledge to students, parent have kids, divers also chef about the importance of shark for marine ecosystem. Thus, by provide the products for campaign shark and a platform communicate with community especially education and parents through social media ads. One of fast online communicate.

6. NOVELTY

This project is conducted to give awareness about importance of shark to marine ecosystem. It's also to achieve an increase in the high breeding rate of sharks for the sake of the marine ecosystem. A Shark plays a vital role in maintaining the health of ocean ecosystems. to achieve less for shark production in Malaysia. It because Malaysia's position as the world's 9th largest producer of shark products and 3rd largest importer. Malaysian is a major shark producer with a large consumer market for shark fins, posting large import volumes of low-valued shark fins. Furthermore, Shark products can contain dangerous levels of mercury, presenting a public health risk. Many types of sharks are exploited for their fins, including endangered species such as the Scalloped Hammerhead and Great Hammerhead. Sharks are hunted for other products such as meat, leather, and health supplements in addition to their fins.

REID

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DIGITAL NOMAD LIVING | RUNWAY MAGAZINE RESIDENCE

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ABSTRACT

The Runway Magazine Residence project, located in Batu Ferringhi, Penang, just near Georgetown, aims to cater specifically to the needs of digital nomads, with a primary focus on attracting fashion influencers. The concept of symmetry is incorporated into the building design, introducing a deliberate lack of balance for visual interest and control. This design approach seeks to create an appealing composition that aligns with the preferences of the fashion influencer demographic. In terms of buildability, the communal facilities within the apartment feature 3 styles of runway theme which are the garden theme, modern theme and water theme. Hence, offering fashion influencers expansive views while embracing tropical architecture to minimize any unfavourable sights and also to get their new idea for fashion style. To ensure a comfortable working environment, high- and low-density areas are strategically zoned separately, and adjacent communal spaces are designed to facilitate interaction among fashion influencers. Additionally, irregular planter boxes on the building facade serve not only an aesthetic purpose but also contribute to reducing negative views and giving fresh air into the lounge of housing. The Runway Magazine Residence project is meticulously tailored to provide a suitable and attractive housing solution for fashion influencers, offering them an environment that seamlessly integrates work and living, aligning with the unique needs and preferences of this specific target user group.

Keywords: *Digital Nomads, Runway Magazine Residence, Runway, Fashion influencers.*

1. **PROBLEM STATEMENT/PRODUCT STATEMENT**

In tailoring the Runway Magazine Residence project to appeal specifically to fashion influencers, the design incorporates elements that resonate with the aesthetic preferences and professional needs of individuals in the fashion industry.

1. Symmetric Design for Visual Appeal: The concept of symmetry in the building design not only adds visual interest but also aligns with the dynamic and creative nature of the fashion industry. The deliberate lack of balance creates a distinctive and eye-catching structure that reflects the uniqueness often associated with fashion influencers.
2. Fashionable Workspaces: The cantilevered-style volume communal workstation is strategically designed to provide fashion influencers with an inspiring and panoramic workspace. This area allows them to work efficiently while enjoying expansive views, fostering creativity and productivity.
3. Tropical Aesthetics: Incorporating tropical architecture into the communal spaces adds a touch of luxury and resort-style living, creating a unique atmosphere that can be appealing to fashion influencers seeking both comfort and aesthetic allure.
4. Greenery Integration: Recognizing the lack of greenery in the surrounding urban landscape, the irregular planter boxes on the building facade serve a dual purpose. They not only contribute to minimizing negative views but also provide opportunities for the inclusion of lush greenery, adding a natural and refreshing element that resonates with the lifestyle and imagery often associated with fashion influencers.
5. Photogenic Spaces: Given the propensity of fashion influencers to document their lives on social media, the design of communal areas takes into consideration their need for photogenic spaces. This includes well-lit, aesthetically pleasing corners that serve as attractive backdrops for their content creation.

By addressing these specific needs and preferences of fashion influencers, the Runway Magazine Residence project aims not only to provide a conducive live-and-work environment for digital nomads but also to serve as an appealing and inspiring haven for those in the fashion industry.

2. **USEFULNESS**

The incorporation of symmetry and thoughtful zoning in this building project resonates seamlessly with the lifestyle and preferences of fashion influencers, offering a dynamic balance between private and communal spaces. In the context of fashion influencers, who are often associated with the glamorous and ever-evolving world of runway fashion, the distinct separation of high-density and low-density units mirrors the diversity and individualized styles showcased on fashion runways.

The communal workstation, strategically positioned for productivity and communication, becomes a runway of creativity and collaboration for fashion influencers. This shared space provides a platform for networking, idea exchange, and potential collaborations among influencers working on different projects or representing various brands parallel to the vibrant and cooperative atmosphere found in the fashion industry.

Recognizing the need for privacy among fashion influencers who often curate their unique runway of style, the allocation of individual workstations within each unit addresses this requirement. The inclusion of greenery planter boxes near these workstations not only aligns with Forbes' insights on stress reduction but also adds a touch of natural elegance, reminiscent of fashion runways and their attention to aesthetics.

From a design standpoint, the use of a mix of architectural materials, including rain-screen panel cladding, aluminium, timber, glass, and concrete, reflects a commitment to minimizing negative views and creating a visually stunning environment. The concept of asymmetry in the communal workstation, featuring a cantilevered-style volume and tropical architectural elements, enhances the appeal, creating a runway-like setting that inspires and elevates the creativity of fashion influencers.

In essence, the design choices made in this building not only prioritize functionality and well-being but also seamlessly integrate elements that echo the values and aesthetics cherished by fashion influencers, making it a runway-inspired haven for them to live, work, and showcase their unique style.

3. **PROJECT TARGET/OBJECTIVES**

The present project was conducted under three research objectives:

1. Design the service apartment interiors like a fashion influencer crafts an ensemble, ensuring that the overall aesthetics contribute to a positive and stress-free living environment.
2. Create flexible workspaces within the service apartment, mimicking the way a fashion influencer tailors their workspace to different creative needs. This could involve multifunctional furniture, adaptable room layouts, and technology integration for remote work.
3. Create a cohesive approach that aligns the research objectives of the service apartment project with the characteristics and practices of a fashion influencer. Providing options for flexible working conditions that cater to individual needs for privacy, concentration, and convenience.

4. **PRODUCT/PROJECT/PROCESS**

Figure 1.1 Front view of the building
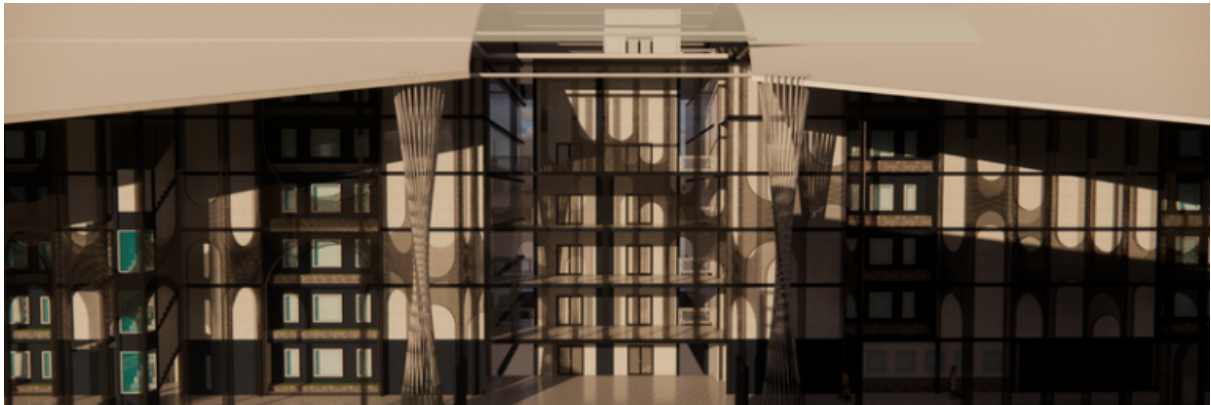

Figure 1.2 Design Intention of the Building
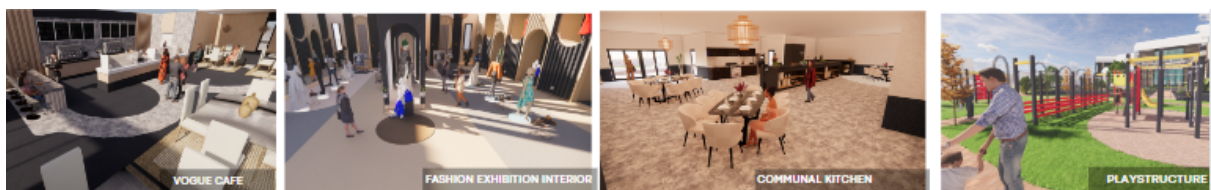

Figure 1.3 Interior of the building

Figure 1.4 Residence unit Design of the building
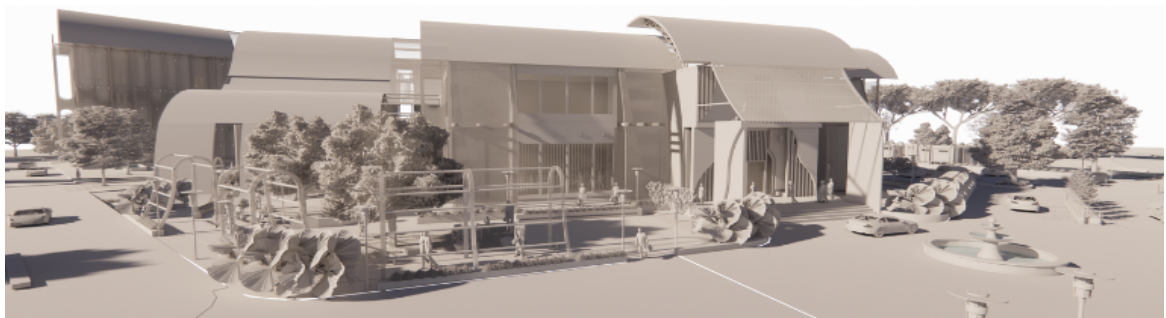

Figure 1.5 South view of the building

Figure 1.6 Site Analysis

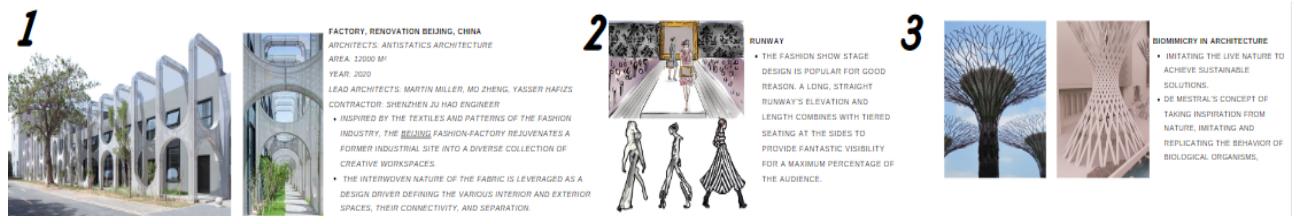Figure 4.7 Design Approaches of the Building
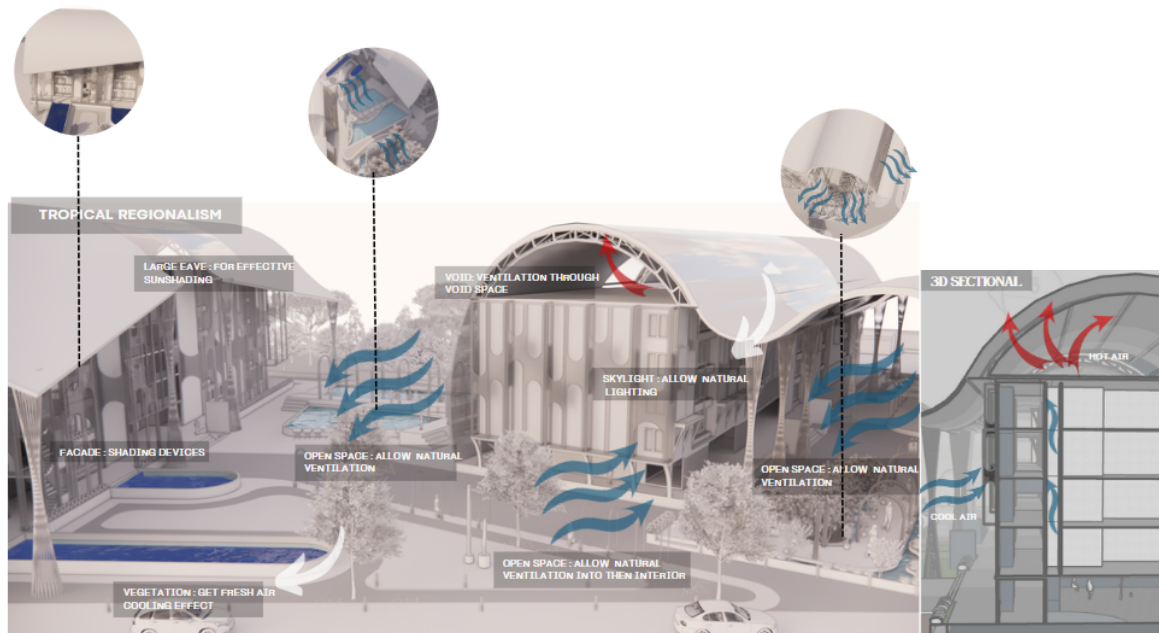

Figure 1.8 Precedent study

Figure 1.9 Tropical Regionalism of the Building

Figure 2.0 Elevation of the building

Figure 2.1 Final Board

5. **COMMERCIALIZATION AND POTENTIAL**

By developing a service flat that offers suitable and comfortable working environments, Runway Magazine Residence may be able to draw in additional overseas digital nomads. In addition, the apartment has a gym, boutique, fashion exhibition hall, pool, and cafe that serve the target audience's needs while showcasing fashion. Moreover, Malaysia Digital Economy Corporation has introduced the DE Rantau Nomad Pass, a type of Professional Visit Pass newly designed to allow qualified foreign digital nomads to travel and work in Malaysia. According to the Ministry of Communication of Malaysia, most foreign digital nomads are working in artificial intelligence software, digital influencers and virtual assistant work, resulting in the need for stable access to the internet. Thus, the communal workstation, which houses the meeting room and discussion area, can help digital nomads work efficiently.

6. **NOVELTY**

Since Penang is one of the centres for digital nomads, this Runway Magazine Residence is created to offer suitable views and inspiration to the target customers while they work from home. By attracting more Foreign digital nomads to Penang, this strategy can gradually increase everyday spending by these individuals, which will benefit the local economy.

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ENGAGING YOUNG MINDS: THE IMPACT OF STATE FLAG CHARACTERS ON CHILDREN'S UNDERSTANDING OF MALAYSIA'S DIVERSITY

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ABSTRACT

Malaysia, a vibrant and diverse Southeast Asian nation, serves as a fascinating case study of a nation that has successfully navigated the complexities of multiculturalism, while achieving remarkable economic growth. This abstract explores the key aspects that define Malaysia, focusing on its rich cultural heritage, diverse demographics, economic achievements, and challenges.The first section delves into the country's cultural tapestry, where Malays, Chinese, Indians, and indigenous groups coexist harmoniously. The "1Malaysia" concept promotes unity in diversity, fostering mutual respect and understanding among the various ethnicities and religions. This inclusivity has played a pivotal role in shaping Malaysia's unique identity and is essential in its quest for national cohesion. The second section examines Malaysia's demographic composition, characterized by a youthful population and increasing urbanization. While urban centers like Kuala Lumpur have grown into modern metropolises, the country grapples with the challenges of maintaining a balance between urban development and preserving its natural landscapes and biodiversity.The third section explores Malaysia's economic growth and development. Its strategic location, robust infrastructure, and investor-friendly policies have made it a regional economic powerhouse. The country has achieved impressive milestones in various industries, including electronics, manufacturing, and services. Additionally, its role as a key player in the ASEAN community has further strengthened its global economic standing.However, the abstract also addresses the persistent socio-economic challenges Malaysia faces. Income inequality remains a significant issue, with disparities between urban and rural areas. Moreover, as Malaysia advances economically, it must address the need for sustainable development and ecological conservation.Lastly, this abstract touches on Malaysia's commitment to technological advancement and innovation. With the rise of Industry 4.0 and digital transformation, Malaysia seeks to harness technology's potential to drive productivity, inclusivity, and economic resilience.In conclusion, Malaysia stands as a vibrant nation that prides itself on its multicultural fabric, exemplifying how diversity can be a catalyst for progress and national identity. As it continues to grow economically, addressing socio-economic disparities and embracing sustainable practices will be critical in ensuring Malaysia's prosperous and harmonious future.

Keywords: Country In Malaysia, Children, illustration, Chibi style

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Today's children have difficulty remembering the state flag in Malaysia among the reasons lack of education. If the topic of the national flag and its significance is not adequately covered in the school curriculum or if teachers are not emphasizing its importance, children may not be exposed to this information. Besides, Malaysia is a multicultural country with various ethnic groups, each having its own cultural symbols and flags. This diversity might make it challenging for some children to distinguish the national flag from other regional flags. Also,A strong sense of national identity and pride can be fostered through patriotic education. If there is a lack of emphasis on national symbols and history, children may not develop a connection with the national flag.

2. USEFULNESS

To help children recognize and remember the states in Malaysia and not confuse the flags in each state through the design of characters that can interest them.

3. PROJECT TARGET/OBJECTIVES

The objective is to help children aged 7-12 years recognize the flag in Malaysia.Knowing the national flag of Malaysia, which is called the Jalur Gemilang, holds several benefits for children and society as a whole. Here are some of the advantages, First familiarity with the national flag fosters a sense of belonging and national identity among children. It instills a sense of pride and love for their country, which can contribute to a stronger sense of community and unity. Beside, Understanding the national flag provides an opportunity to introduce children to the history, culture, and values of Malaysia. It opens the door for discussions about the country's heritage, traditions, and achievements.The lastly is,children will knowing and displaying respect for the national flag instills a sense of patriotism in children. This respect extends to the country's laws, institutions, and its people.

4. PRODUCT/PROJECT/PROCESS

Product 1: Illustration Character

Product 2: Merchandise items

5. COMMERCIALIZATION AND POTENTIAL

By creating a character for each state based on the flag, it can increase children's interest and memory in recognizing and remembering each state in Malaysia. With this, this illustration can make it easier for children to get to know the states in Malaysia better.

6. NOVELTY

Designing superhero chibi characters based on state flags in Malaysia is specially designed for children aged 7 to 12 years. have done a questionnaire survey as well as the effectiveness of illustrations on children.

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Arini Saleh: Tanah Airku! Ini Kisah Yang Dikaitkan Dengan Asal Usul Nama Setiap Negeri Di Malaysia:https://ohmedia.my/ohlifestyle/tanah-airku-ini-kisah-yang-dikaitkan-dengan-asal-usul-nama-setiap-negeri-di-malaysia/

KENSHO: A HAVEN FOR DIGITAL NOMADS IN BATU FERRINGHI, PENANG

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ABSTRACT

Kensho Residence, located in the bustling coastal town of Batu Ferringhi, is a five-story haven developed specifically for digital nomads. With 80 carefully designed units, this co-living housing facility caters to both local and foreign workers seeking escape from the tough demands of their fast-paced lifestyles. Recognising the critical necessity of overall well-being, Kensho goes beyond conventional living by seamlessly combining creative design with biophilic elements. Biophilic design ideas incorporate elements of nature into living environments, promoting a harmonious relationship with the environment.

Keywords: *Digital Nomad, Co-Living Housing, Batu Feringghi, Biophilic Elements, Well-being*

1. PROBLEM STATEMENT

Digital nomads in Batu Ferringhi feel drained and stressed because of their hectic work schedules. The problem gets worse by a lack of pleasant and quiet living environments, which leads to feelings of loneliness in the absence of a supportive community. Furthermore, there is a lack of a place to stay expressly created for digital nomads, and the local culture does not offer much support or understanding of their particular needs. Overall, digital nomads in Batu Ferringhi face considerable challenges in locating an appropriate and welcoming environment for both work and community.

2. USEFULNESS

By developing a place to live in Batu Ferringhi that prioritises comfort and tranquilly is critical for digital nomads, as it not only promotes better mental health by reducing stress, but it also creates an environment that boosts productivity and creativity, ultimately contributing to a more fulfilling and successful working lifestyle.

3. PROJECT TARGET/OBJECTIVES

The present project was conducted under two research objectives, which are:

1. To create a sense of community in Kensho Residence by providing communal spaces and activities, thereby reducing the loneliness that digital nomads in the area frequently suffer.
2. To address the shortage of places to live for digital nomads in Batu Ferringhi, Kensho Residence will provide 80 carefully planned residences that match the unique needs of this dynamic workforce.

4. PRODUCT/PROJECT/PROCESS

Figure 1.1 Final Board 1

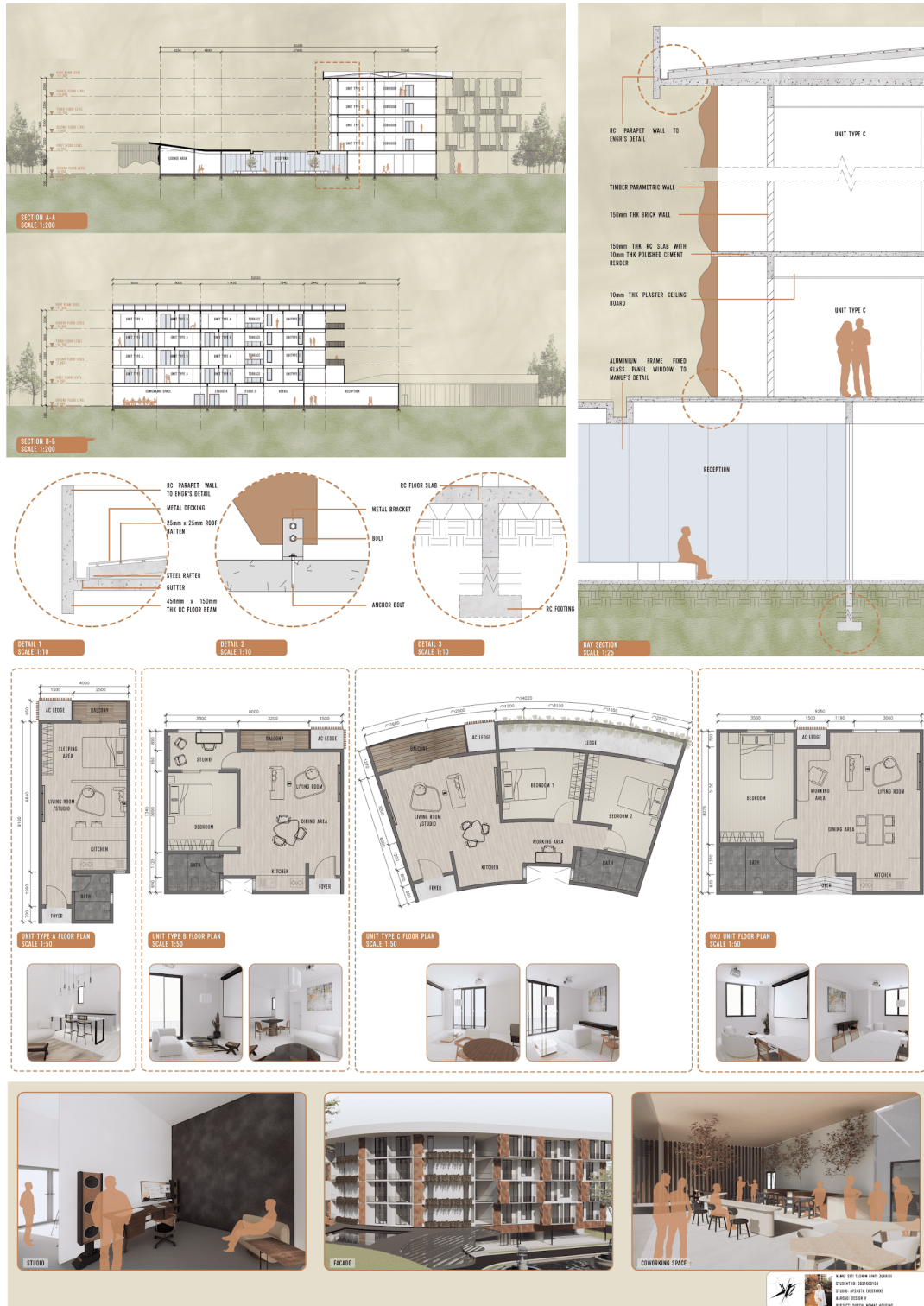Figure 1.2 Final Board 2

Figure 1.3 Final Board 3
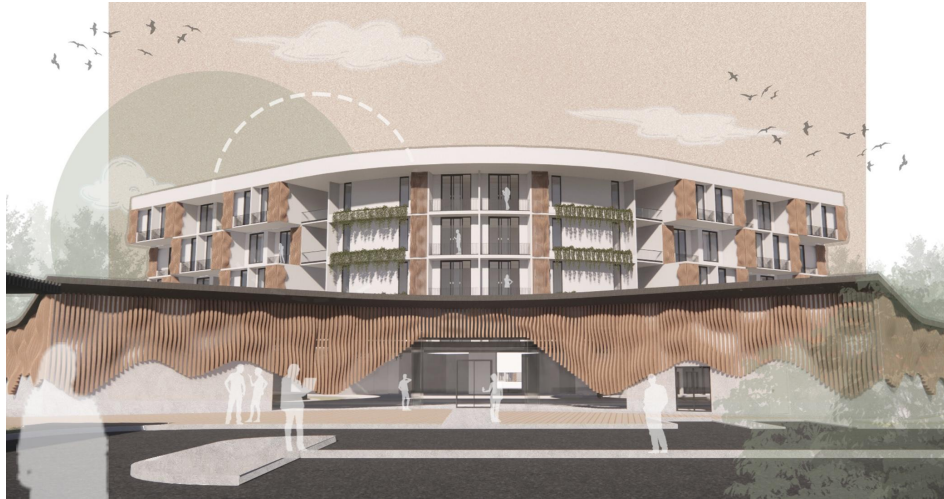
Figure 1.4 Final Board 4

Figure 1.5 Main Perspective of the Building

Figure 1.6 Interior of Coworking Space

Figure 1.7 Interior of Studio

5. COMMERCIALIZATION AND POTENTIAL

Kensho Residence has enormous business potential in Batu Ferringhi since it provides a one-of-a-kind and specialised answer to the expanding needs of digital nomads. Kensho, with its ideal location and thoughtful design, has the potential to become a popular destination for digital nomads looking for both comfort and unity. The business potential resides in fulfilling the growing need for specialised living areas, while the opportunity for growth and expansion is clear in building a thriving digital nomad culture inside Batu Ferringhi.

6. NOVELTY

This project's novelty is its creative approach to co-living, which is specifically intended to meet the unique demands of digital nomads in Batu Ferringhi. Kensho Residence provides a pleasant break away from conventional home options by incorporating biophilic design concepts while prioritising comfort and tranquillity. The primary focus on community connectivity and the deliberate building of a supportive atmosphere distinguishes Kensho as an innovative endeavour that not only serves basic needs but also adds to its people's well-being uniquely.

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FROM FOLKLORE TO CHARACTER DESIGN: CULTIVATING INTEREST IN MALAY LITERATURE THROUGH ILLUSTRATED INTERACTIVE STORYBOOKS

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Abstract

The research focuses on Malaysia's practically lost Malay folklore specifically the princess characters. The study's objectives were to identify varieties of Malaysia's legendary princesses among the new generation through an illustrative interactive book that require activities like writing or drawing. Piaget (1952) asserted that children learn to think through their play. He is credited with the insightful statement, "Play is a child's work." Finding playful methods such as coloring and activity books for informing, explaining, and helping children understand is essential. The characters in the book consist of 13 princesses all around Malaysia from each state and each of them has its own distinctive characteristic and style. According to Nik Rafidah Nik Muhammad Affendi, Normaliza Abd Rahim, Arbaie Sujud, and Nurul Azimah Abdull Sedik (2013), the concept of Malay children and youth literature is still a work in progress. As a result, Malay folklore has been abandoned and neglected. Nowadays, young people prefer to watch western films and read western-themed stories rather than our own folklore. On May 25, 2020, Edelyn Chow, a journalist from the world of buzz, stated that while we are continually watching Disney princess films for their great storyline and tale, we seldom notice that Malaysia also has a story comparable to the Disney princess. Thus by the problem stated above, two major goals are pursued in this study. First, to revive the nearly forgotten folklore especially to the new generations. Second, to identify the characteristic each of the princesses. This research will be helpful children to recognize and be familiar with local folklore. It also has the potential to make a significant contribution to future academics and designers working in the field of character design or illustration. As a consequence, they will be better aware of what has to be done for Malaysia's Folktale Princesses' character design to keep its distinctiveness and attract the target audience with a single glance.

Keywords: Malaysian folklore princess, Malaysian folklore, Illustration, Activity book, Interactive book, Children storybook, Malay literature, Children book, Character design

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Malaysian tales features a variety of princesses from across the country. As a result, the appearance of each princess differs depending on the society from which she originates. The culture under consideration frequently has an impact on how a character's complete appearance, including their clothes, accessories, and weapons, develops. For instance, the character's height is reflected in the regional garb and preferred weaponry, such as a sword used by a warrior. (2017) Mohd Khalis and Mustaffa. One local cartoon, Kampung Boy by Datuk Lat, for instance, depicts the culture and way of life of Malaysians, particularly in rural regions (Amir & Md Sidin, 2014). The names of the princess characters, such as Puteri Gunung Ledang, Cik Siti Wan Kembang, and others, may be familiar to the locals. However, the distinction between each princess's appearances remains a mystery to them. The legends, according to Mohd Taib Osman (1988) in Malay folklore, were anchored in culture and have been passed down to this day. The stories were not fully documented, but were passed down through generations. As we can see, there are also not much film, animation, visually attractive books related to Malaysia's folklore. This could be the primary reason why youngsters prefer to watch western films and read western-themed stories rather than our own folklore.

2. USEFULNESS

To provide information to newer generation about the local folklore specifically the existence of the princess characters. Simultaneously, character design will guide them to differentiate each of the princess character with their iconic appearance through illustration.

3. PROJECT TARGET/OBJECTIVES

The present project was conducted under two research objectives, which are:
1) To help children and youngsters recognize and be familiar with local folklore through illustration because children are mainly attracted by fun and bright colored visual.
2) To significantly influence academics and designers in the field of character design or illustration in the future.

4. PRODUCT/PROJECT/PROCESS

Figure 1.1 Activity Book (Back and Front

Figure 1.2 Activity Book Packaging (Front)

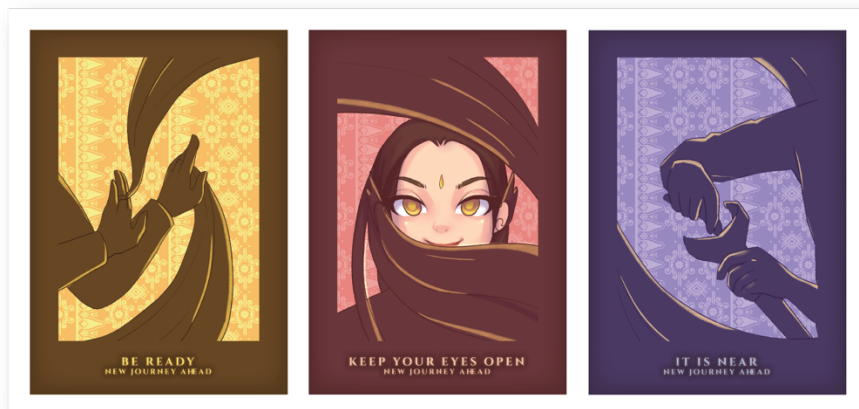Figure 1.3 Activity Book Packaging (Back)

Figure 1.4 Book Logo

Figure 1.5 Series Promotional Poster

Figure 1.6 Final Promotional Poster

Figure 1.7 Character Design

5. COMMERCIALIZATION AND POTENTIAL

This study can provide exposure and knowledge to children about the lost Malay folklore specifically the princess characters through illustration. Additionally, the newer generations will be more interested to know about Malaysia's folklore princesses character as much as the mainstream foreign princesses characters

6. NOVELTY

The purpose of this study is to teach younger generations about the presence of princess figures in local folklore. In addition to enhancing their literacy abilities, the character design will help them to distinguish between each of the princess characters by highlighting each one's iconic appearance.

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THE URBAN HAVEN - DIGITAL NOMAD HOUSING

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ABSTRACT

With shared living spaces becoming more and more popular in urban areas, coliving has become a global phenomenon in the housing market. The purpose of this study is to examine a novel method of coliving housing in Penang, Malaysia, which involves adapting staggered units to shared living areas. A design approach known as staggered units places individual living spaces in such a way as to maximize privacy while preserving a feeling of community. In light of the COVID-19 pandemic, this study aims to address two main objectives which firstly, to evaluate how staggered unit design affects residents' experiences, social dynamics, and general well-being in coliving spaces concerning public health concerns and second, to add to the growing body of knowledge regarding sustainable and community-focused housing options in urban settings, particularly those that are resilient to pandemics. This research adds to the growing body of knowledge on coliving by presenting a fresh design idea that could improve shared spaces' livability in Penang's particular setting. Influencers and social media platforms are used to help in raising project awareness.

Keywords: Coliving, Staggered Units, Penang, Digital Nomads

1.0 PROBLEM STATEMENT

The number of nations offering visa options for digital nomads increased from 21 to 44 in only the last two years alone (Hannenon, 2020; Johnson, 2022). Thailand and Indonesia are the only countries in the Southeast Asia (ASEA) area that grant visas for digital nomads; the other countries provide e-visas or a visa-free regime for certain passport holders (Perrottet, 2020). For instance, by introducing "Malaysia my second home" in 2002, Malaysia gained the lead in luring wealthy semi-nomads and retirees. A deposit of around 67,000 USD in a local bank is necessary for this program, as well as others that target high-earning visitors who can demonstrate their financial and medical skills (Ministry of Home Affairs, nd.). The Ministry of Immigration has introduced the "DE Rantau" visa for digital nomads as of October 1st, 2022. To qualify, remote workers must demonstrate that they make at least USD 24,000 annually (Malaysia Digital Economy Corporation, 2022). Additionally, the pandemic allowed governments and travel agencies to reevaluate their approaches to managing tourism and its effects on the environment (Obergassel et al, 2021; Mudzengi et al, 2022).

The launch of "De Rantau Hub" by the Malaysia Digital Economy Corporation (MDEC) presents a positive opportunity to promote creativity and teamwork. Nonetheless, a difficult task lies ahead in effectively integrating this hub for digital innovation with Penang's coliving house market dynamics and scale. The problem stems from a lack of thorough knowledge about how De Rantau Hub fits into the distinct cultural preferences of digital nomads. Digital nomads are individuals who lead mobile lifestyles and have a unique work culture. They are looking for coliving spaces that align with their preferences for places that are technologically advanced, flexible, and community-focused. The intricacies of digital nomads' cultural preferences about co-living in Penang are not adequately explored by current research gaps, which makes it more difficult for De Rantau Hub to successfully enter the local market. By exploring the subtleties of digital nomad culture and its consequences for the harmonious cohabitation of De Rantau Hub and coliving residences of The Urban Haven in Penang, this study seeks to close this gap.

2.0   USEFULNESS

The Urban Haven project has staggered units specifically designed to fulfil the needs of digital nomads. More privacy is guaranteed by the creative design, which is important for people who appreciate focused work hours. However, placing common areas in key locations promotes community engagement and offers networking opportunities. Workspaces that combine separate units with common areas are flexible enough to accommodate a range of work preferences. Penang's diverse population creates a new dimension and encourages cross-cultural interaction. The idea of staggered units complements the nomadic way of life by providing flexible living options. By addressing common concerns, the emphasis on security combined with health and safety safeguards creates a climate that is favourable for digital nomads. The Urban Haven project's staggered unit idea, when combined with technological integration and consideration for the unique aspects of nomadic living, proves to be an appealing and comprehensive response to the changing demands of distant work.

3.0   OBJECTIVES

Three research objectives guided the conduct of the current project, which are as follows:

1. To ensure that the distributed unit layout satisfies the requirement for privacy among digital nomads.
2. To promote social interactions and networking by placing common areas in strategic locations.
3. To create spaces that can be adjusted for both individual and group activity.

4.0 PROJECT

4.1 MEDIA PLANNING

Influencer cooperation is essential to increasing exposure and trust in The Urban Haven's media planning strategy. The project intends to use the reach and authenticity of local Malaysian influencers with an emphasis on travel, lifestyle, and remote work by discovering and interacting with them. Influencers will be included early in the story to share their perspectives on the project's distinctive offerings and its creative idea of staggered units.

Influencers will highlight the cultural components of the coliving project and its adaptability to the digital nomad lifestyle, with a focus on Penang's rich cultural legacy. The initiative attempts to visually communicate the design, features, and community characteristics through interesting material on social media sites like Twitter, YouTube, and Instagram. The initiative will be linked with wider digital and cultural discourses in Malaysia through the use of local hashtags, user-generated content, and exclusive influencer events.

Metrics like interaction, website traffic, and queries will be used to track the strategy's success in drawing in the target demographic of digital nomads looking for a distinctive and culturally engaging living experience in Penang through influencer partnerships.

Figure 4.1.1 : Media Planning

4.2 PROJECT DEVELOPMENT

To improve the quality of life for digital nomads residing in Penang's coliving spaces, staggered unit integration is an essential part of the project development process. Because it provides flexible housing alternatives for both short-term visitors and those wishing to build semi-permanent bases, the staggered unit concept blends in perfectly with the mobile lifestyle of digital nomads.
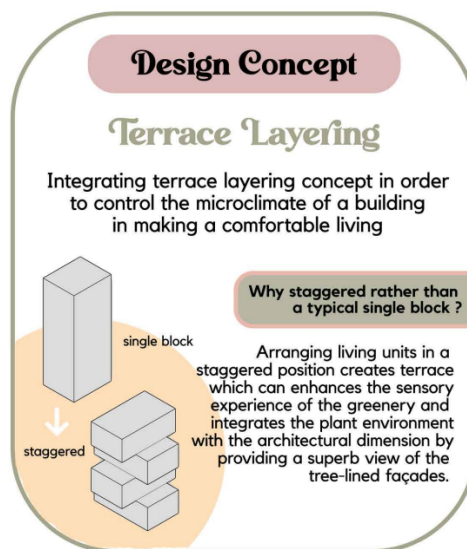

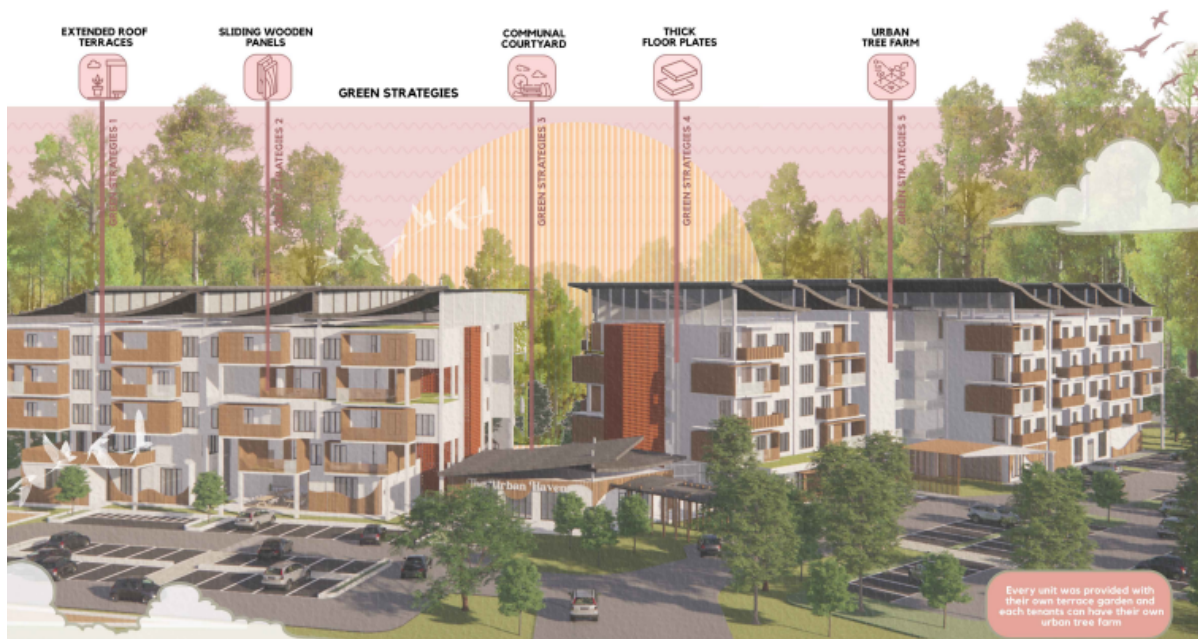Figure 4.2.1: Design Concept of The Urban Haven

Figure 4.2.2: Green Strategies Applied at The Urban Haven

Figure 4.2.3: Internal Layout of The Urban Haven

Figure 4.2.4:External Layout of The Urban Haven

Figure 4.2.5: Mood Board for Communal Workspace and Communal Courtyard
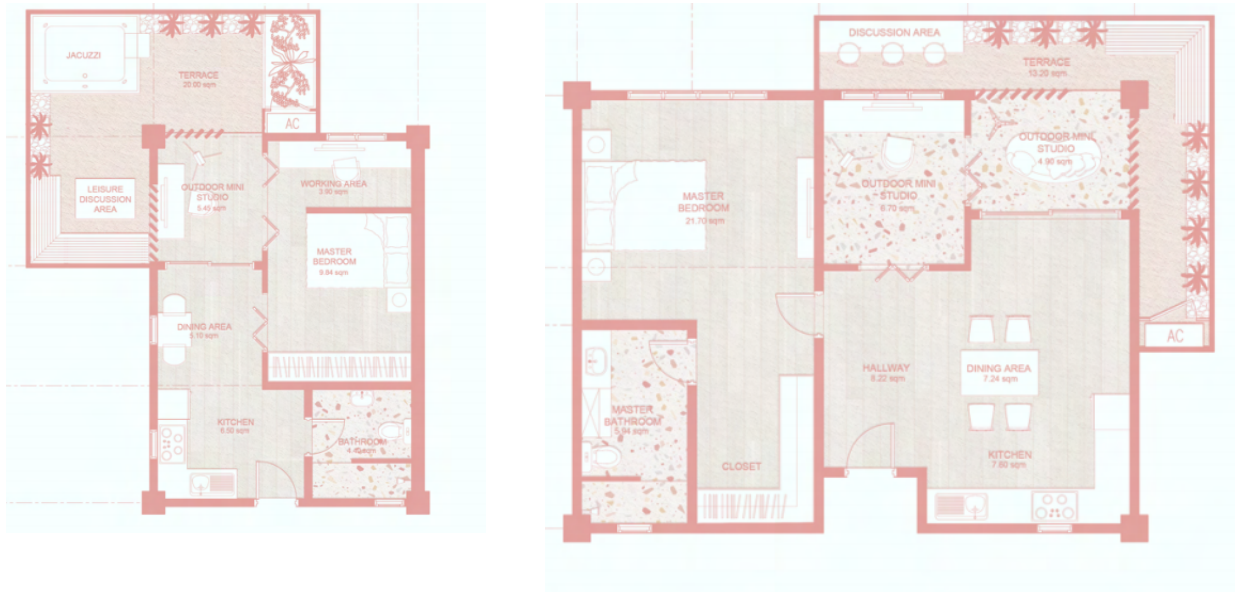
4.3   INNOVATION

Figure 4.3.1: Unit Layout with Own Terrace

The private terraces that are included with every apartment unit at The Urban Haven are an innovative feature. By providing adaptable outdoor extensions for work, play, and socializing, this element elevates conventional living areas for occupants. This design strikes a mix between privacy and outdoor connection to meet the needs of digital nomads. Residents can tailor the terraces to suit different needs because of their adaptability. The project stands out as a creative coliving space in Penang thanks to its original approach, which also supports the objective of developing a dynamic and adaptable living space.

5.0   COMMERCIALIZATION AND POTENTIAL

According to Sulaiman (2022), co-living-focused complexes are still relatively new and more of a novelty in Malaysia. They are purposefully developed and marketed around the concept. But when co-living is contrasted with typical rental housing, which involves multiple housemates sharing a single place, it appears to be an improved version featuring higher-quality amenities and appropriate administration by an operator who serves as the landlord. Co-living appeals to individuals seeking a living experience without sacrificing their personal space because of its hassle-free structure, social atmosphere, and simple access to lifestyle amenities at a single cost. According to Datuk Paul Khong (2022) for coliving, operators are introducing fresh, cutting-edge programs with more amenities to draw in tenants.

Benefiting from insights from the Malaysia Digital Economy Corporation (MDEC), Penang's coliving potential and commercialization present profitable opportunities for the real estate and hotel industries. An effective strategy for success is provided by the market size that has been determined, with a special emphasis on professionals and digital nomads looking for flexible living options. A comprehensive commercialization strategy incorporates the use of digital marketing channels, local collaborations, variable rental options, technological integration, and community participation. The project's constant innovation keeps it competitive and adaptable in the ever-changing landscape, with the ultimate goal of becoming a thriving and sustainable coliving space that fits in with Penang's rapidly developing digital economy.

6.0   NOVELTY

The unique strategy of this Penang coliving project is its creative incorporation of staggered units, offering a dynamic combination of community living and solitude. The proposal leverages Penang's rich past while emphasizing cultural integration to create a distinctive living environment. With these unique characteristics specifically designed for digital nomads, coliving spaces are positioned as a progressive and flexible alternative in the ever-changing world of remote work and international living trends. This creative idea distinguishes the project in the cutthroat coliving market by not only meeting the practical demands of members but also encouraging a sense of individuality and community.

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Monograph Of Academic Ideas & Conceptual Design

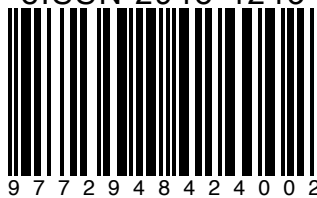UNIVERSITI TEKNOLOGI MARA | Cawangan Perak

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