

UCSI students win design competitions

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Students' Hotspot: Latest News 12 students of UCSI University's De Institute of Art and Design (DIAND) made their marks in the fashion world by winning the third and consolation prizes for the 'Young Designer Corner' and the 'Malaysia Footwear Design Competition'. The competitions were held at the Malaysia International Shoe Festival 2013 (MISF), which ran from the 28-31 March 2013. Officiated by Dato' Sri Ng Yen Yen, Minister of Tourism, the MISF was a key event in Malaysia's tourism calendar which was attended by tens of thousands of local and foreign shoe and fashion enthusiasts. One of the most notable names at the event was Prof Dato' Dr Jimmy Choo, world renowned shoe couturier, in-demand shoemaker to royalty and Hollywood stars, and Malaysia's tourism ambassador. It was at the MISF where Dato' Jimmy Choo revealed his latest shoe collection and mingled with fans at the 'Autograph session with Jimmy Choo'. From the exquisite collection by the legendary Dato' Jimmy to the fresh designs seen at the various design competitions; it is clear that Malaysia is not short of world class talent and craftsmanship when it comes to shoes and fashion. "The footwear manufacturing industry in Malaysia is a 100-year old industry and we are ranked 19th worldwide in terms of our shoes exports," said Dato' Seri Ng. Making the UCSI University presence felt in this key industry are the students of DIAND. These budding designers showed their mettle with their unique designs that were not only aesthetically beautiful; the designs also pushed the envelope by deconstructing definition of footwear. Their creativity was acknowledged when students Loi Jing Yee, Si Jie Ching and Teoh Sim Tee bagged the third prize in the 'Malaysia Footwear Design Competition' with their collection of miniature shoes themed '7 Deadly Sins'. True to its theme, the shoes managed to look captivatingly beautiful while maintaining an eerie dark undertone. Another DIAND team consisting of Chia Ai Reen, Chin Choon Sang and Sarah Ong Mei Ling won the consolation prize with their collection themed 'Virtual Idol'. Capturing the essence of the larger than life trademarks of Marvel comic book superheros, the team designed a range of shoes that were iconically Superman, Ironman, Joker, Dr Octopus, and Catwoman. In the fashion design category, the DIAND students won two consolation prizes. The team consisting of Dhechen Chodron, Monica Febrianty and Noormahamod Sajjad Akhtar Hussein conceptualised an out-of-this-world design called 'Silver Ball Princess'. The outfit made use of silver foil and wires to create a completely futuristic look which was distinctly feminine at the same time. The last team consisting of Chow Sook Kuen, Kang Chee Vie and Lee Bao En managed the notable feat of using everyday household items such as wires, tin sheets and black duct tape and transforming them into an avant garde design that would not look out of place in a movie set. Themed 'Constraint of Love', their design was aesthetically beautiful and thought provoking. The Malaysia International Shoe Festival 2013 was clearly a success judging from the number of visitors and rave reviews received. In addition to being an important financial contributor to the country's tourism sector (last year's Festival brought in sales worth RM6.8 million), the Festival provides an important platform to showcase and encourage the next generation of Malaysian designers. Judging from their robust performance, it is clear that the students of UCSI University's De Institute of Art and Design (DIAND) are stepping up to the plate and ensuring that when the baton is passed to their generation, they will maintain the standards set by their legendary predecessors like Dato' Dr Jimmy Choo. View Ot