



What's the Reka-Design Convention all about?

UCSI University's De Institute of Creative Arts and Design (ICAD) has collaborated with the Malaysian Design Council (MRM) to organise the first Reka-Design Convention to nurture the next generation of Malaysian artists. ICAD's students and 40 secondary school students from SMK Pusat Bandar Puchong (1) and SMK Seksyen 4 Bandar Kinrara attended the convention. The two-day affair featured interactive workshops and design seminars by professionals from the arts and design industry, including self-taught artist, designer and filmmaker Hassan Muthalib, owner of GXM Studio Kevin Foong, and Vice-President of the Bumiputera Designers Association (BDA), image consultant, fashion designer and member of the Malaysian Official Designers Association (MODA) Bon Zainal. Brandlab Visual Communication's brand-builder, design director, consultant and founder Archee Moong and Rand Asia's CAD CAM software manager Azhar bin Bahari were speakers for the day. The convention also exhibited some artwork and designs by ICAD students.