

Design students showcase their best

UCSI University's students from the School of Design showcased their artwork to the industry and members of the public in a star-studded occasion held recently at the Wei-Ling Contemporary Gallery, The Gardens MidValley.

De Style Art & Design Show 2011, co-organised by the University's 3D Animation and Fashion students, was themed "Art Meets Technology" and featured some of their best pieces to some of the top individuals in the design industry.

According to the Faculty of Music, Social Sciences and Design dean Assoc Prof Dr Irene Tan Ai Lian the event was not only meant to expose the students to the industry.

"UCSI University today is moving towards becoming a Praxis University, whereby we are moving the boardroom into the classroom. This way, students are able to tap directly into industrial practices by having industry members on hand to guide them."

Lim Wei-Ling, Wei-Ling Contemporary owner and gallery director stated her support and appreciation for the students' artwork. "It is important to nurture and educate our local youth who have passion in art and design. This event shows that with a little bit of guidance and encouragement, our young artists can shine."

Aside from several couture pieces, the Design students also featured digital and canvas artworks, impressing many members of the public and industry experts.



UCSI University's School of Design students parading their fashion creations at the Wei-Ling Contemporary Gallery.

Jonathan Sum, a digital artist attached to MSC-Status company, VHQ, says that the University's exhibition is one of the best he's seen done by youths.

"I have been to several exhibitions done by institutions of higher learning, but UCSI University's has been one of the best so far. The artwork seems to have been done by more mature and experienced people, and not by first or second year students," he said.

UCSI Group chairman and UCSI University founder Datuk Peter T. S. Ng also graced the event. "The event is the culmination of what technology and creativity can produce."

In appreciation of the students' artwork, Ng has pledged to feature them in the five-star hotels that are being developed by the UCSI Group.

"Our school is already an award-winning school, and I hope that they will continue to cultivate this culture of excellence."

UCSI University's School of Design has a history of winning prestigious awards throughout the years. Recently, fashion student, Yoo Ai Ling was among the 12 finalists at the Mercedes Benz STYLO Emerging Designers Competition, where two of her designs, made from recycled paper, were showcased.

Earlier this year, Summaiya Zaheen, a Foundation in Arts student under the School, bagged the grand prize for the Flip Flop Creative Design category at the Footwear Creative Design Competition held during the Malaysia International Shoe Festival.

Summaiya was also placed among the top five in the Creative Shoe Painting category, together with classmate Kong Sing Mee.

The International Festival, held at the Putra World Trade Centre, was launched by the Prime Minister's wife, Datin Seri Rosmah Mansor, Tourism Minister Datuk Seri Dr Ng Yen Yen, and renowned international shoe designer and Malaysia's tourism ambassador, Datuk Sri Jimmy Choo.

For more information on UCSI University's design programmes and activities, visit the University on weekdays between 10am and 5pm. The counsellors can also be contacted at 03-9101 8880 or e-mail asknm@ucsi.edu.my.

Enquiries can also be made through www.ucsi.edu.my/onlineenquiry/

Otherwise, visit the UCSI University website at www.ucsi.edu.my