

TITLE:

***Are you comfy enough!***

By:

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**Syed Zamzur Akasah Bin Syed Ahmed Jalaluddin**

Material:

**Typography Utilized into Personal Space Creation Of Functional Sculpture**

Size:

**1.8 meter x 1.8 meter x 0.9 meter**

Art Location:

**Glass Pyramid, Perpustakaan Tun Abdul Razak UiTM, 1, Jalan Ilmu 1/1, 40450  
Shah Alam, Selangor.**

## **Creative Statement**

This explores the fusion of typography and functional design, giving rise to the enchanting concept of "Functional Typography Bean Bags." The bean bag is a testament to the power of words, transforming them into tangible expressions of comfort and solace. Through meticulous craftsmanship, carefully chosen words and phrases are delicately embedded into the fabric's surface, creating tactile proverbs that resonate with the heart and body. These living sculptures are not only aesthetically pleasing but also serve as sanctuaries for creativity, reflection, and rejuvenation. Embodying sustainability and versatility, these functional bean bags adapt to evolving needs and become enduring companions in our personal spaces. This innovative waltz of typography and design invites viewers to explore the artistry in everyday living, where creativity and wonderment converge in the embrace of comfort.

## **Aim**

The essence of the innovative bean bag design that seamlessly blends artistic expression with functional design by integrating carefully chosen words and phrases into the fabric of the bean bag. Through this innovative approach, the bean bag becomes a canvas of creative brilliance, evoking emotions and establishing a personal connection with users. This merging of typography and utility creates functional art that enhances living spaces while inviting introspection and relaxation. With a focus on sustainability and personalization, these unique bean bags offer an uplifting and meaningful experience of typography beyond traditional mediums, providing comfort and aesthetic appeal to transform personal spaces into havens of artistic inspiration.

## **Objectives**

1. To identify recurring patterns and themes in personal spaces and explore how these reflect specific personality traits and lifestyle choices.
2. To explore how the combination of typography and 3D art can enhance the expressive potential of the artwork.
3. To Identify and analyze the factors that influence an individual's comfort level with an artwork.

## INTRODUCTION

In the ever-evolving world of art and design, typography has broken free from its traditional confines and ventured into exciting new territories. Beyond the pages of books and digital screens, typography now finds itself intricately woven into three-dimensional sculptures that transform personal spaces into immersive and functional artworks. This captivating fusion of language and spatial design brings forth a realm of possibilities, where words and letters transcend their conventional roles to become an integral part of our physical environment.

As we embark on this journey of exploring typography integrated into functional sculpture, we will be enthralled by the works of talented artists who have harnessed the power of language and form to create thought-provoking masterpieces.



*Figure 1. El Anatsui - Dusasa II, 2007*

The artistic contributions of these visionary artists exemplify how typography, when seamlessly incorporated into functional sculpture, elevates personal spaces into immersive, thought-provoking, and emotionally engaging environments that transcend the confines of conventional art. Through their innovative use of materials and masterful manipulation of form, these artists have expanded the possibilities of typography as an artistic medium, creating transformative experiences that resonate with viewers on both an intellectual and emotional level.



*Figure 2. Barbara Kruger - Untitled (Your Body is a Battleground) ,1989*

The likes of El Anatsui, Barbara Kruger, Mel Bochner, and Deborah Butterfield are among the visionaries who have elevated this art form to new heights. Their innovative use of materials, whether it's El Anatsui's mesmerizing tapestries created from recycled metal bottle caps or Barbara Kruger's bold integration of provocative text with striking images, exemplify the creative possibilities that emerge when typography meets sculpture.



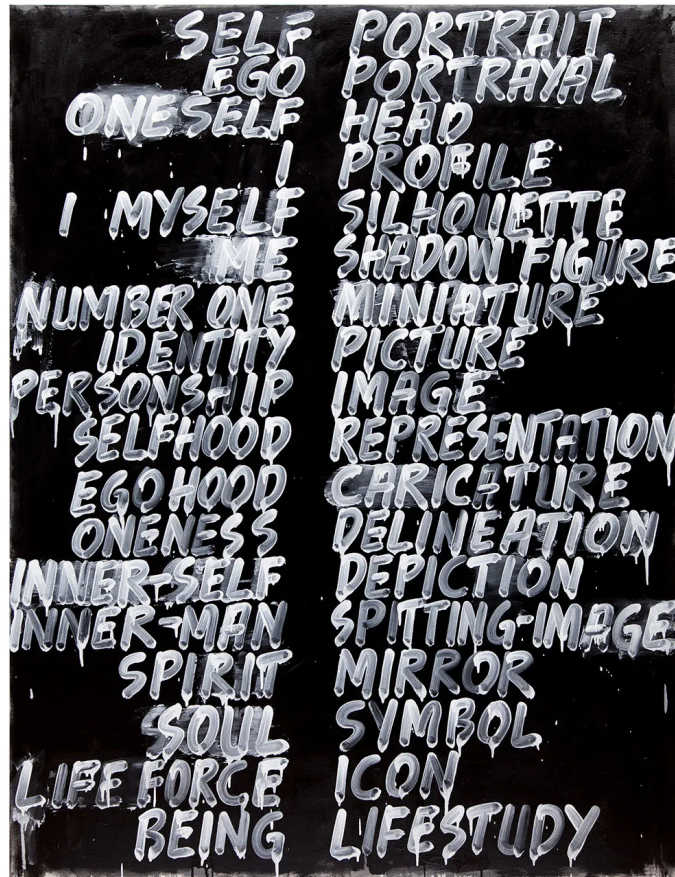
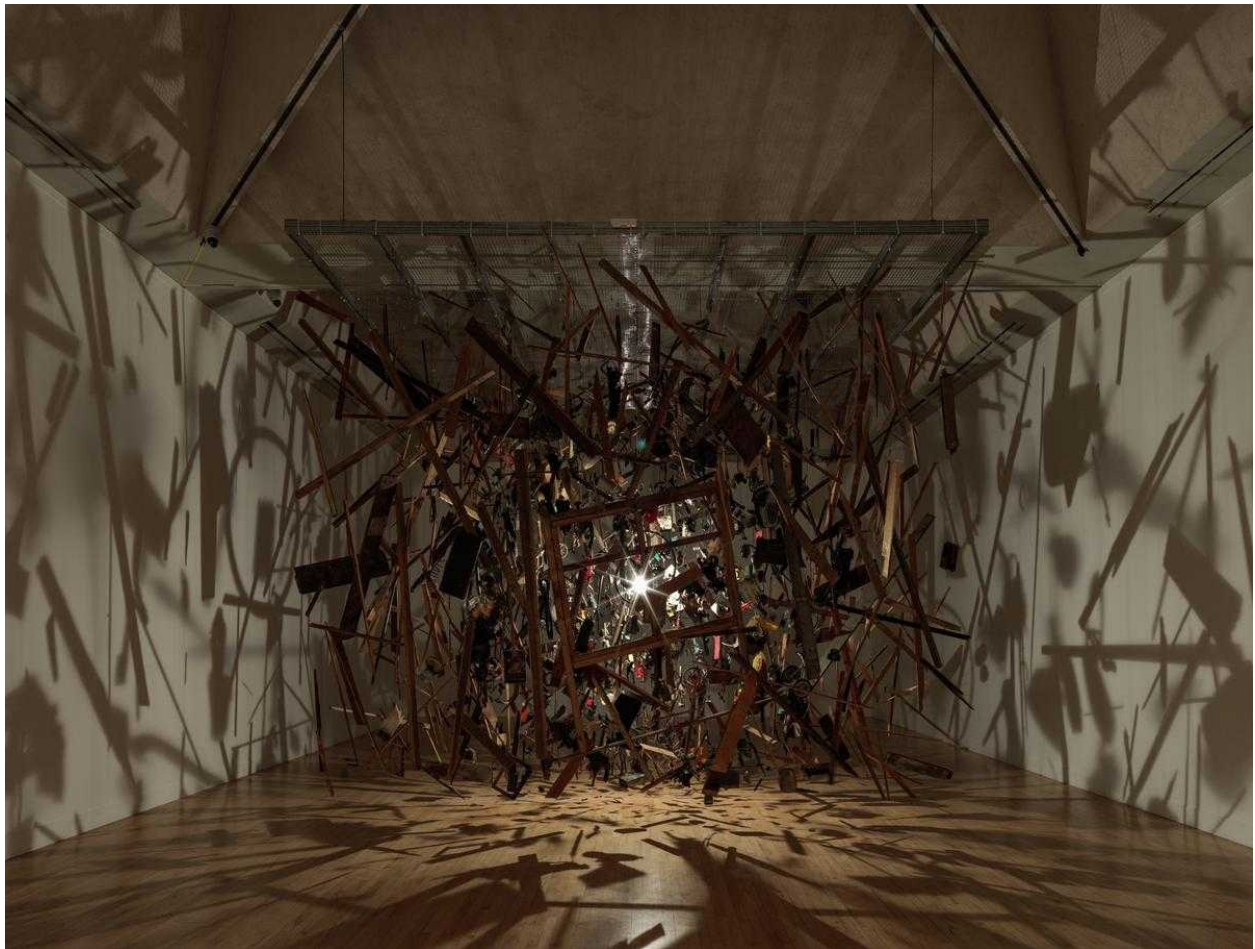


Figure 3. Mel Bochner -Thesaurus Painting ,1969

These artists inspire us to rethink the potential of typography in sculptural form. By skillfully incorporating language into functional sculptures, they infuse personal spaces with meaning, evoking emotions and sparking introspection. As we immerse ourselves in this world of typography integrated into personal space creation of functional sculpture, we are invited to contemplate the profound impact that art can have on shaping the narratives of the spaces we inhabit.

As we delve into the world of typography integrated into personal space creation of functional sculpture, we are invited to reimagine the potential of language in sculptural form and the powerful impact it can have in shaping the narratives that breathe life into the spaces we call our own. Through a critical analysis of the works of these exceptional artists, we aim to deepen our understanding of how typography, when skillfully incorporated into functional sculpture, serves as a conduit for elevating personal spaces into immersive, evocative, and inspiring environments.

Installation art produces a much wider range of engagement towards the viewer rather than any other mediums of art like painting and sculptures. It gives the viewer the opportunity to plunge themselves into another state of immersion of an artist's manifestations in artwork. In the modern world where so many different art forms have been born, developed, explored and even forgotten over time, almost no other manifestation of art is so impressive and instantly mesmerizing as installation art. (Lansroth, 2016). This approach to art pushes traditional boundaries, making it a potent medium to push the bounds of creativity and elicit intense emotional responses from their audience. Furthermore, because installations are site-specific, the artwork may respond to the environment and context of the selected places, resulting in a stronger link between the artwork and its surroundings. As a consequence, installation art becomes more than simply a visual entertainment, but also an intellectually challenging and emotionally affecting experience, leaving spectators with a lasting impression and contributing to the growth of modern art and also towards the site where the installation is done..



*Figure 4. Cornelia Parker - Cold Dark Matter: An Exploded View, 1991*

A site-specific installation is an ephemeral artwork designed to interact with a specific location, taking into account its unique characteristics and context. Site-specific installations provide a unique and immersive audience experience by connecting with the environment and incorporating aspects from the site itself, building a stronger connection between the artwork and its viewers. Site-specific installations push artists to go beyond the gallery walls, interacting with the outside environment and producing immersive, thought-provoking experiences for viewers. They can help spectators develop a feeling of location and have a better understanding of the link between art, space, and the environment.

An art installation provides an immersion that refers to its capacity to deeply engage and surround the observer in a multi-sensory experience. Immersive installations, as opposed to standard two-dimensional artworks, surround the audience, blurring the borders between the art object and the observer and generating a sensation of being inside the artwork itself. Various aesthetic aspects, approaches, and technology can be used to attain this increased degree of involvement.

## IDEAS

As an artist deeply rooted in the rich cultural tapestry of Malay proverbs, we find ourselves enchanted by the idea of Typography Utilized into Personal Space Creation Of Functional Sculpture. The concept is an artistic journey that celebrates the wisdom and poetic essence of Malay sayings, infusing them into functional sculptures that breathe life into personal spaces.

"Angan-angan Mat Jenin," a beloved Malay proverb, embodies the idea of daydreaming and the power of imagination. In our artistic exploration, we envision crafting a beanbag sculpture that visually captures the essence of this proverb. Delicate typography, gracefully flowing across the beanbag's surface, brings the words to life. The typography dances in harmony with the curves of the beanbag, inviting viewers to immerse themselves in the realm of dreams and aspirations.

### Maksud Peribahasa “Angan-Angan Mat Jenin”

Peribahasa “angan-angan mat jenin” bermaksud impian atau cita-cita yang tidak realistik atau mustahil untuk dicapai. Peribahasa ini sering digunakan untuk menggambarkan seseorang yang terlalu berangan-angan atau bermimpi tinggi tanpa melakukan tindakan yang diperlukan untuk mencapai tujuan tersebut.

Contoh penggunaan peribahasa dalam ayat:

- “Dia selalu bercita-cita untuk menjadi seorang jutawan dalam masa setahun, tetapi itu hanyalah angan-angan mat jenin.”
- “Janganlah terlalu berangan-angan, kerana itu hanya akan membuatmu kecewa. Ingatlah peribahasa ‘angan-angan mat jenin.’”

### Asal Usul Peribahasa “Angan-Angan Mat Jenin”

Peribahasa “angan-angan mat jenin” berasal dari cerita rakyat Melayu yang terkenal, iaitu cerita Mat Jenin. Mat Jenin merupakan seorang yang terkenal dengan kecerdikannya dan sering membuat orang terperanjat dengan tindakannya. Dalam cerita tersebut, Mat Jenin pernah bermimpi untuk menjadi seorang raja yang kaya dan berkuasa. Namun, impian tersebut tidak pernah tercapai dan Mat Jenin akhirnya menyedari bahawa impian tersebut hanyalah angan-angan mat jenin.

*Figure 5. The meaning of “Angan-Angan Mat Jenin”*

But our artistic vision extends beyond a single proverb. We seek to weave a tapestry of wisdom by incorporating other Malay proverbs that share synonymous themes. The beanbag sculpture becomes a visual symphony of words, expressing the depth of Malay wisdom through artful typography.



As we meticulously design the beanbag, we contemplate the aesthetics of the proverb, choosing fonts that reflect its essence. Some may call for flowing script to evoke a sense of gentleness and reflection, while others demand bold and powerful typography to convey strength and determination. With this artistic exploration, we seek to blur the boundaries between art and functionality, weaving a narrative that blends aesthetic appeal with purposeful design. The beanbag, now a functional sculpture, becomes not just a piece of furniture but an expression of artistic ingenuity that transforms any space it inhabits. Whether adorned with inspirational quotes, poetic verses, or abstract patterns, the typography on the beanbag becomes an immersive experience that engages the senses and sparks curiosity.



*Figure 6. The font of “Angan-Angan Mat Jenin”*

The idea of Typography Utilized into Personal Space Creation Of Functional Sculpture holds profound significance. It celebrates the cultural heritage and timeless wisdom of Malay proverbs, infusing them into functional artwork that serve not only as comfortable seating but also as thought-provoking pieces of art. With the beanbag, we seek to create an immersive experience, where the words breathe life into the spaces they inhabit. The sculpture became a conversation starter, prompting contemplation and discussion about the timeless truths encapsulated in Malay proverbs.

Through this artistic journey, we aspire to celebrate the beauty of language, the power of typography, and the profound wisdom of Malay proverbs. It is an exploration that embraces the fusion of tradition and innovation. Moreover, we aim to create an intimate connection between art and the everyday, inviting individuals to embrace the artistic essence in their living spaces. The beanbag becomes a vessel of creativity, a statement of personal expression that adds depth and character to any room.

As an artist, we are fueled by the desire to create meaningful connections between people and art, bridging cultures through creativity. The idea of Typography Utilized into Personal Space Creation Of Functional Sculpture as a beanbag becomes a testament to the enduring beauty of language and the profound impact it can have in enriching our lives.

**ARTIST REFERENCES: DROR BENSHETRIT**



*Figure 7. Dror Benshetrit's BBB Chair*

## **CONTENT AND REFERENCE POINT**

Dror Benshetrit's BBB Chair has received acclaim for its transformative design and seamless transition between functional seating and sculptural art. Scholars and critics praise the artist's mastery of spatial manipulation and successful fusion of art and utility. The chair's unique material manipulation and attention to detail further showcase Benshetrit's artistic skill.

In the realm of typography integrated into functional sculpture for personal spaces, existing literature explores the expressive potential of typography as a visual language. Researchers highlight its ability to add meaning and personalization to personal spaces. Techniques such as 3D modeling and laser cutting are used to create functional sculptures with typographic elements and aesthetic appeal.

Studies emphasize the importance of considering form, function, and aesthetics when integrating typography into personal space design. Researchers present case studies and experimental approaches that showcase typography's capacity to transcend traditional boundaries and contribute to the visual appeal and identity of personal spaces.



**ARTIST REFERENCES: KHALID SHAHIN**



*Figure 8. Khalid Shahin's Chair Arabic calligraphy Upholstery Fabric*

## CONTENT AND REFERENCE POINT

Khalid Shahin, an accomplished artist, is widely recognized for his captivating chair designs that skillfully incorporate Arabic calligraphy into upholstery fabric. His unique approach seamlessly combines traditional craftsmanship with contemporary design, resulting in visually striking and culturally significant artworks. The integration of Arabic calligraphy into his chairs serves as a compelling visual storytelling medium, showcasing Shahin's talent in expertly rendering intricate calligraphy compositions. Scholars and critics alike have praised these chairs for their celebration of the beauty of Arabic script and their ability to bridge cultural heritage with modern design aesthetics.

The meticulous selection of upholstery fabric plays a pivotal role in Shahin's chair designs, as discussed in existing literature. Scholars highlight the connection between fabric choices and the visual impact of Arabic calligraphy. By harmonizing fabric patterns, textures, and colors with the calligraphic motifs, a cohesive and visually striking design is achieved. Through careful material selection, Shahin's chairs effectively convey a sense of cultural identity and artistic expression, sparking discussions about cultural representation and preservation.

Shahin's work aligns with the exploration of typography integrated into personal space creation of functional sculpture, as explored in existing literature. Typography becomes a versatile medium for crafting sculptural forms that seamlessly blend practical functionality with artistic expression. Scholars delve into various typographic techniques, materials, and design principles, showcasing innovative approaches in personal space creation. The potential of typography to transcend traditional two-dimensional applications and venture into three-dimensional realms is highlighted, providing individuals the opportunity to infuse their living environments with depth, character, and personalization.

**ARTIST REFERENCE: BONO STELLAR**



*Figure 9. Nawar Shukriah Ali's "Theta": A Transformative Installation Art Experience*

## CONTENT AND REFERENCE POINT

"Nawar Shukriah Ali's "Theta" is a groundbreaking installation art piece that seamlessly fuses contemporary art, technology, and spirituality. This multi-sensory experience blurs the lines between reality and art, inviting viewers on an introspective journey through interactive visuals and soundscapes.

"Theta" captivates with its cutting-edge projection mapping, interactive lighting, and sensor technologies. Visitors become active participants, influencing and shaping the ever-evolving ambiance as they move through the installation. Named after the theta brainwave state associated with meditation and creativity, "Theta" holds deep symbolism. It provokes emotional responses, from tranquility to wonder, fostering inner dialogue and self-discovery.

"Nawar Shukriah Ali's "Theta" redefines installation art, providing a transformative experience that leaves a lasting impression on viewers. This fusion of art and technology unveils new dimensions of creativity and introspection, making "Theta" a mesmerizing testament to contemporary artistic brilliance.



## COLLECTION DATA -

In this section, several sketches and drafts of the body of work were made. The sketches are derived from the inspiration from furniture and bean bags.

## Process and Diagram

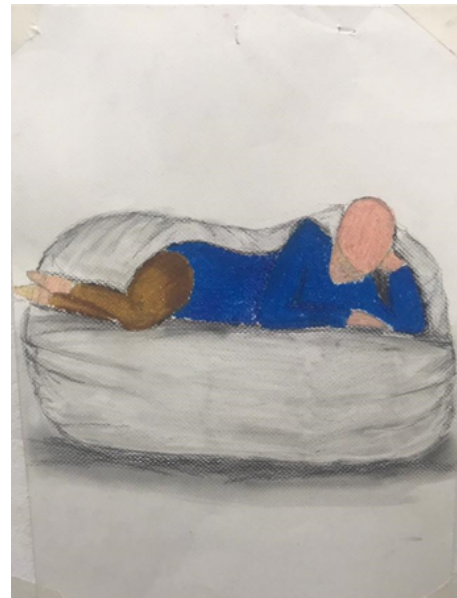
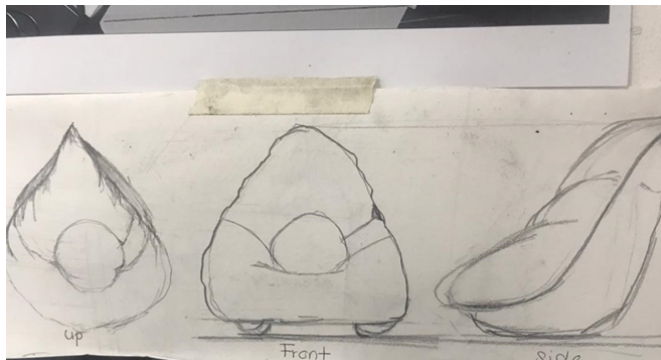
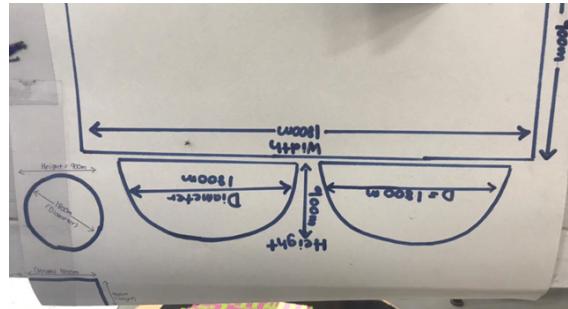
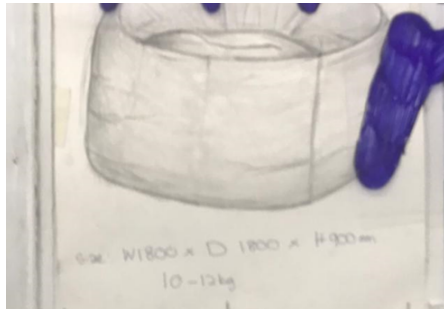


Figure 10 - 13. Sketch studies on the bean bag.

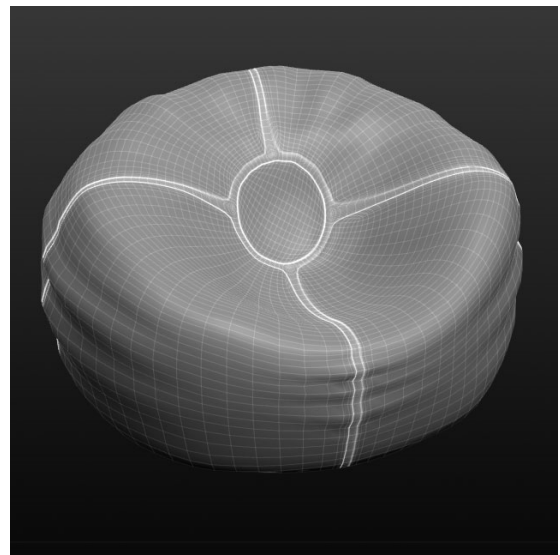
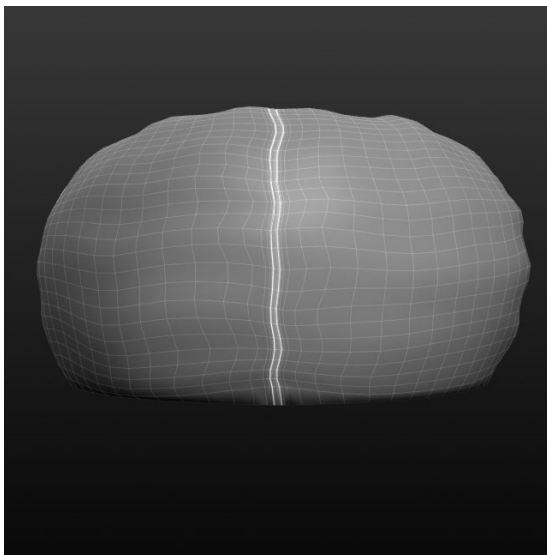
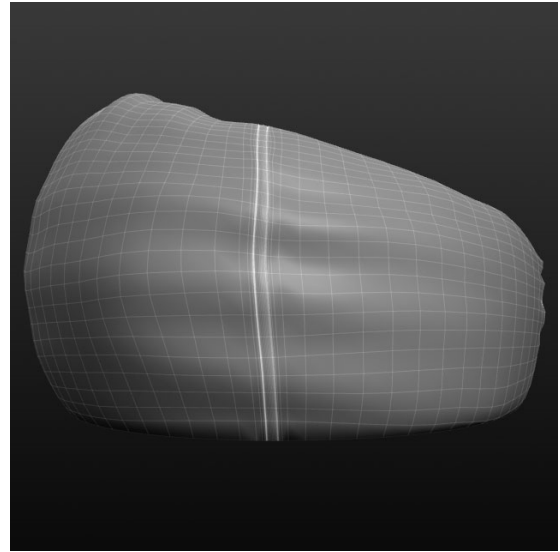
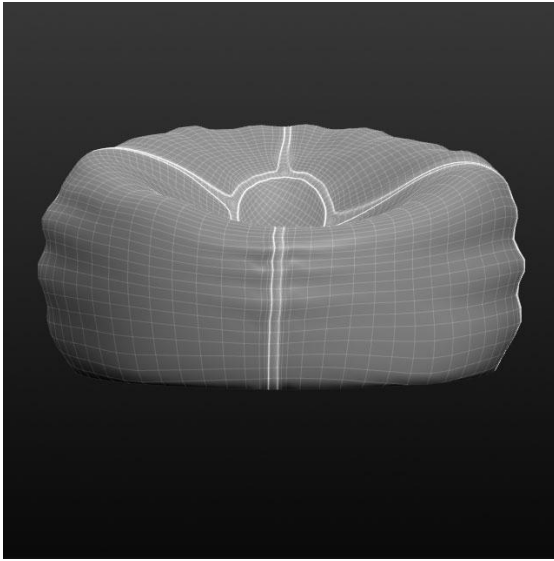
The element and the overall body of the work is made with the consideration done on the shape of the regular bean bag that was commercialized. The bean bag has to take in the factor of suitability towards the main idea when it was used.

Factors to be taken in are:

1. Overall shape for the bean bag to correlate towards the whole idea.
2. The density of the bean bag for weight distribution.
3. Stability for how many people can use the bean bag at one time.



Figure 14 - 16. Ideas of typography



*Figure 17 - 20. Wireframe of 3D bean bag*

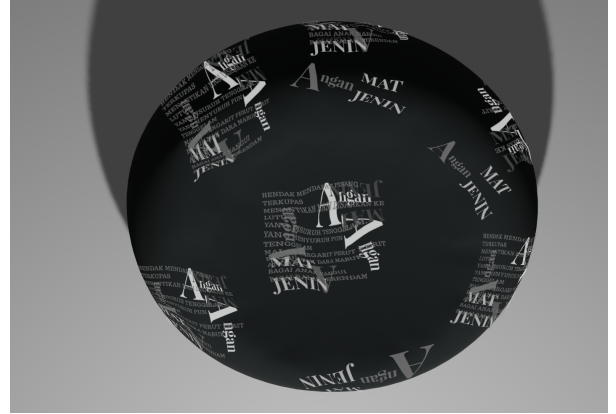
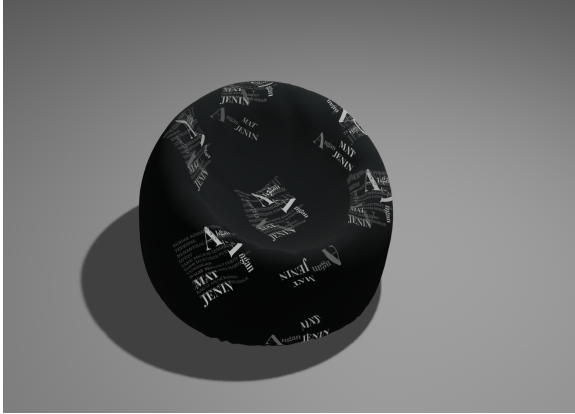


Figure 21 - 24. Solid 3D bean bag with typography

## **MATERIALS: FABRIC AND PRINTING AS A MEDIUM.**

### **Fabric In Art and Craft**

Fabric selection is critical in the production of bean bags since it directly affects the bean bag's longevity, comfort, and overall look. To guarantee durability, the fabric used must be strong and resistant to rips, fraying, and punctures, allowing the bean bag to tolerate repeated use without losing its form. The fabric's strength is also vital, since it must hold the weight of sitting humans without ripping or bursting. Also important is comfort, which necessitates the use of soft and pleasant-to-touch textiles to produce a cozy seated experience. Flexibility and elasticity are other desired characteristics, since they allow the fabric to adjust to the contours of the user's body for improved support.

In practise, the fabric should be stain and spill resistant to facilitate cleaning and maintenance and ensure the bean bag retains its attraction over time. Furthermore, the fabric's color, pattern, and texture contribute to the overall aesthetics of the bean bag, allowing for customisation to fit diverse interior design tastes. Furthermore, whether the bean bag will be used indoors or outdoors must be considered while picking textiles with relevant properties like UV protection and water repellency. Overall, fabric selection has a large influence on the quality and appeal of bean bags, making it an important part of the production process.

### **Printing In Art and Craft**

Printing is a flexible and extensively used process in art and craft that allows artists and crafters to transfer designs, patterns, or pictures onto diverse surfaces. This artistic procedure provides you a world of creative options, from old methods like block printing and screen printing to current digital printing. Printing allows artists to create many copies of their original works for greater dissemination or sale. It also allows artists to experiment with different colors and textures, allowing them to create unique interpretations of their artwork. Printing adds ornamental aspects to a variety of craft objects, including textiles, pottery, paper, and wood. It may be used to improve the aesthetic attractiveness of handcrafted items, transforming commonplace objects into magnificent and personalized works of art.

Printing may also be used to transmit messages, tales, or cultural symbols, making it an important tool for artists and craftspeople to use when expressing their thoughts and feelings. Furthermore, printing may be coupled with other art and craft techniques such as collage, painting, or embroidery to create mixed-media works that integrate many kinds of artistic expression. Overall, printing is important in the realm of art and craft because it allows artists and crafters to explore their creativity, generate various editions of their works, and add a touch of originality and flare to their projects.

Printing on furniture serves several functions and provides a variety of benefits that improve both the visual appeal and functionality of furniture components. Customization is an important reason for printing on furniture since it allows for unique and personalized designs that are adapted to individual tastes. Printing allows clients to pick furniture that suits their unique tastes and interior style, whether it's adding complicated patterns, brilliant colors, or beautiful images. For businesses, furniture printing provides a platform for branding and marketing by allowing them to display their logos or designs on the furniture, increasing brand awareness and recognition. Beyond aesthetics, printed furniture may be an inventive and creative statement of design, challenging standard furniture types and adding a touch of artistic flare in living places.

Furthermore, printing enables the low-cost mass manufacturing of custom designs, therefore serving a larger audience while maintaining a balance between distinctiveness and scalability. Printing on furniture converts these objects into not only utilitarian assets but also aesthetic components that enrich the mood of any area by combining practicality and visual appeal. The diversity of printing processes, whether digital printing, screen printing, or transfer printing, allows designers to experiment with different materials and surface treatments, broadening the field of furniture design options. Finally, printing on furniture adds value and originality, resulting in furniture items that resonate with clients' tastes while also giving an outlet for creative experimentation in the realms of interior décor and design.

## **Conclusion**

Finally, the design of an art installation using bean bags and incorporating printing processes is extremely important for the message transmitted and its influence on society and cultures. This installation becomes a strong medium of creative communication by combining the comfort and familiarity of bean bags with the expressive power of printing. The bean bag represents relaxation and comfort, asking visitors to take a minute of rest while studying the message. The installation develops into a canvas of creative expression through the art of printing on the bean bags, where pictures, patterns, and symbols blend to reveal profound concepts and cultural tales.

It's been realized how versatile it is, the material of fabric and the techniques of printing in artwork making. Furthermore, its presence in public spaces and galleries offers a unique opportunity for engagement and interaction, making art more accessible to diverse communities and fostering a sense of cultural interconnectedness.

In the study and mockup stages, the artwork is a site-specific art which was to be displayed temporarily at Glass Pyramid, Perpustakaan Tun Abdul Razak 1, UiTM Shah Alam as a commemorative artwork that can be enjoyed and appreciated with the students as well as visitors of the university.