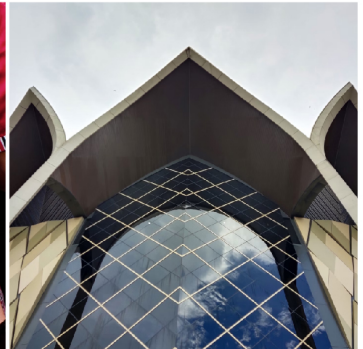
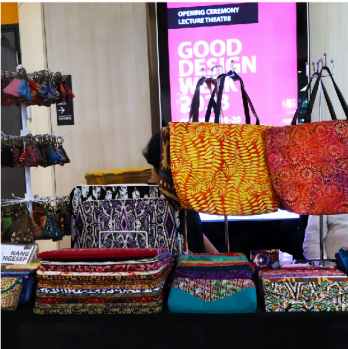




GOOD DESIGN WEEK 2024

9 - 11 DECEMBER 2024
KUCHING • SARAWAK



BOOKLET

OVERVIEW

Good Design Week 2024, hosted by Swinburne University of Technology, Sarawak Campus in collaboration with esteemed partners, embarks on a visionary journey under the theme "Designing Tomorrow." Building upon the successful legacy of past renditions in 2019 and 2023, this year's event sets the stage for an innovative exploration of how design shapes our future.

In 2023, Good Design Week (GDW) focused on the critical role of design in the preservation of arts, culture, and heritage, attracting over 350 delegates from both local and international spheres. The event served as a vibrant platform for students, academics, researchers, and professionals from the creative industries to exchange insights on safeguarding our cultural legacies through innovative design practices.

This year, "Designing With Tomorrow" aims to extend the dialogue to encompass a broader spectrum of design's potential to innovate, transform, and lead society towards a sustainable, inclusive, and technologically advanced future. GDW 2024 is dedicated to unearthing and celebrating the intersection of design innovation and its impact on our daily lives and the environment. We are calling upon the global community—students, educators, practitioners, and industry leaders—to contribute their visionary ideas, research, and solutions that demonstrate the power of design in creating a better tomorrow.

The event promises an enriching schedule of keynote speeches, plenary sessions, workshops, and exhibitions, inviting participation from a diverse audience eager to witness and contribute to the evolution of design. GDW 2024 is not just an event; it's a movement towards embracing the transformative role of design in addressing the challenges of the future, ensuring a legacy of innovation, sustainability, and cultural enrichment for generations to come.



FOREWORDS

Yang Berhormat Datuk Snowdan Lawan

Deputy Minister (Creative Industry and Performing Arts)
Ministry of Tourism, Creative Industry and Performing Arts

It gives me great pleasure to extend my warmest greetings to all participants of Good Design Week 2024. This year's theme, "Designing with Tomorrow," perfectly encapsulates the transformative power of design in shaping a sustainable, inclusive, and innovative future.

As the Ministry of Tourism, Creative Industry, and Performing Arts (MTCP), we are proud to support events like GDW, which serve as platforms for collaboration, inspiration, and the exchange of ideas. Our Ministry remains committed to advancing Sarawak's creative industries through initiatives such as the Facilitation Fund for Heritage, Arts & Culture, which empowers local talents to tell their stories and address global challenges through design, film, and digital arts.

I commend Swinburne University, the organizing committee, and all contributors for their dedication in making GDW 2024 a reality. May this week inspire bold ideas, meaningful partnerships, and lasting contributions to the design community in Sarawak and beyond.



Ir. Professor Sim Kwan Yong

Deputy Pro-Vice Chancellor

Swinburne University of Technology, Sarawak Campus



Welcome to Good Design Week 2024 at Swinburne University of Technology Sarawak Campus. This year's theme, "Designing with Tomorrow," reflects our shared ambition to explore how design can address today's challenges while building a brighter future.

At Swinburne Sarawak, we are proud to be at the forefront of fostering creativity and innovation. Our recent RM50 million campus redevelopment which was

completed this year demonstrates our commitment to providing students with a world-class teaching and learning environment that inspires collaboration and excellence. Our School of Design and Arts continues to grow, with increasing student numbers and with new programs like the Bachelor of Interior Architecture and Branded Environments major through our Next_Gen Way pathway, which allow students to bridge local and global learning experiences in Sarawak and Australia.

Good Design Week exemplifies our dedication to empowering the next generation of designers. I extend my heartfelt gratitude to our sponsors, partners, speakers, and participants for making this event a platform for transformative ideas. Let us embrace this opportunity to design tomorrow together.

Gregory Wee Lik Hoo

Co-chair, Good Design Week 2024



Good Design Week has always been a platform for exploring the potential of design to inspire, innovate, and transform. This year's theme, "Designing with Tomorrow," challenges us to consider how design can lead society toward sustainability, inclusivity, and technological advancement.

Since its inception in 2019, Good Design Week has grown in scope and impact, bringing together professionals, academics, and students to celebrate the power of good design. This year's program includes a stellar lineup of esteemed speakers and industry experts, whose insights will undoubtedly inspire participants to push creative boundaries.

Great design doesn't require grand beginnings; it thrives in curiosity, creativity, and a willingness to think differently. Design empowers communities to reimagine their futures, individuals to solve problems in unique ways, and societies to adapt to a rapidly changing world. Wherever you are, whatever your resources, design is an open invitation to create, innovate, and inspire.

I extend my deepest gratitude to the Ministry of Tourism, Creative Industry, and Performing Arts, as well as to our sponsors, speakers, and organizing committee for their unwavering support. Let us use this event as an opportunity to collaborate, innovate, and shape the future of design.

ADVISOR

Professor Brian Wong

Dean, Faculty of Business, Design and Arts, Swinburne Sarawak

CONFERENCE CHAIR

Associate Professor Hugh John Leong

Head of School, School of Design and Arts, Swinburne Sarawak

CONFERENCE CO-CHAIR

Mr. Gregory Wee Lik Hoo

Senior Lecturer, School of Design and Arts, Swinburne Sarawak

CHAIR PUBLICATION

Ts. Augustus Raymond Segar

Deputy Head, School of Design and Arts, Swinburne Sarawak

CHAIR PUBLICITY

Dr. Christina Yin

Senior Lecturer, School of Design and Arts, Swinburne Sarawak

CHAIR PROGRAM

Cynthia Aling

Associate Dean, External Engagement and Impact, Faculty of Business, Design and Arts, Swinburne Sarawak

CHAIR TECHNICAL TRACK

GradX: Ts. Michael Lee Wei Chuen

Lecturer, School of Design and Arts, Swinburne Sarawak



ORGANISING COMMITTEE

Mr. Choo Chian Hou

Head of Department (Education and Media & Communication), School of Design and Arts, Swinburne Sarawak

Mr. Darren John Angking

Lecturer, School of Design and Arts, Swinburne Sarawak

Ms. Eunice Law Mei Yuan

Lecturer, School of Design and Arts, Swinburne Sarawak

Dr. Gabriel Wee Wei En

Head of Department (Executive and Entrepreneurship), Faculty of Business, Design and Arts, Swinburne Sarawak

Ms. Jasmine Ng Kia Man

Lecturer, School of Design and Arts, Swinburne Sarawak

Mr. Liecolm Robin Johnson

Social Media Content Officer, Faculty of Business, Design and Arts, Swinburne Sarawak

Ms. Rosedelina Mustapha

Head of Department (Design), School of Design and Arts, Swinburne Sarawak

Ms. Ting Mee Ling

Lecturer, School of Design and Arts, Swinburne Sarawak

Mr. Wilson Suai Moses Jantan

Lecturer, School of Design and Arts, Swinburne Sarawak

Ms. Yugeetha A/P Balan

Lecturer, School of Design and Arts, Swinburne Sarawak

Ms. Chua Pei Hua (Stella)

Assistant Manager, Faculty of Business, Design and Arts, Swinburne Sarawak

Dr. Alicia Lim Zhi Hoon

Lecturer, School of Design and Arts, Swinburne Sarawak

Ms. Melissa Lim Mei Li

Graphics Designer, Webmaster and Administrative Assistant, Swinburne Sarawak

SPEAKER 1



Dr Esther Wilding

*Lecturer, Communication Design,
School of Design and Architecture
Swinburne University of Technology*

Keynote Bio

Esther Wilding was a Postdoctoral Research Fellow at the Center for Human-Computer Interaction, University of Salzburg. She completed her PhD in Communication Design at Swinburne University of Technology, Melbourne in 2019 under the supervision of Professor Gitte Lindgaard. In her thesis, she explored ways to improve wayfinding in hospitals for a wide range of hospital users by taking a human-centred approach. In Australia, she was involved in a research project on virtual reality training systems for disability support workers and worked as a research fellow in an interdisciplinary project for co-designing assistive technology. She has been a lecturer with the Design Factory Melbourne, an internationally affiliated Design collective that works at the intersection of university and industry to create the conditions for innovation, teaching co-creation and co-design for interdisciplinary innovation for several years.

Keynote Title

Healing wayshowing maps in hospitals

Keynote Abstract

This project explores how the design and application of indoor wayshowing maps can be improved to assist and empower a wide range of hospital users during wayfinding. Wayshowing maps in hospitals play an important role because they communicate other spatial information than signs: Maps provide an overview of the setting and inform the viewer about the relation between their own location and their destination. A literature search revealed that previous research has focused primarily on investigating the mapping qualities of outdoor maps with few studies examining the effectiveness of indoor maps. A detailed investigation of the design and application of interior wayshowing maps in hospitals revealed that important mapping principles were often neglected, resulting in low/limited usability. A large Australian hospital was used as an environment to investigate the relative effectiveness of new types of wayshowing maps that were previously unfamiliar to the study participants. Two different map types, with small amounts of topographic information and larger amounts of schematisation than the existing maps, were tested. The findings led to a set of practical recommendations for wayshowing map design. Additional Key Words and Phrases: Indoor wayfinding, map design, schematic maps, healthcare environment

SPEAKER 2



Dr Alison De Kruiff

*Lecturer, School of Design and Architecture
Swinburne University of Technology*

Keynote Bio

Alison de Kruiff is the Course Director for the Bachelor of Design and its associated double degrees and is the Research Ethics Advisor for the School of Design and Architecture. Alison's research focuses on user experience (UX), interaction design (IxD), information design and digital platforms such as extended reality (virtual reality and augmented reality) with a focus on cultural projects and health.

Keynote Title

The future of User Experience (UX) Design

Keynote Abstract

User Experience (UX) Design is one of the newest, and oldest, forms of design. Its evolution echoes the paradigms of society: from the experience of neolithic cave paintings through to mobile app interaction design—user experience embodies how humans interact actively and passively with the things we design. This presentation looks at societal issues surrounding UX Design and what the future UX considerations may be. What are the advantages to incorporating UX into a design project, how can UX research processes enhance inclusive design practices, and how does UX design extend beyond the design of websites and mobile apps? This presentation will explore these issues through a case study where Swinburne UX Interaction Design capstone students redesigned the Australian National Bowel Cancer Screening Program materials, in collaboration with the Aikenhead Centre for Medical Discovery. The presentation discusses how UX research can ethically explore issues around design for health and work collaboratively with non-design organisations to improve health initiatives.

SPEAKER 3

SPEAKER 4



Ar Seah Chee Huang
Chief Executive Officer
DP Architects

Keynote Bio

Mr Seah Chee Huang has always been captivated by how architecture, when driven by clear purpose, can be a power vehicle to effect positive changes and enrich the everyday life of its community. He holds that architecture can be harnessed to synthesize and

make sense of these varied dynamics to create more coherent environments and cohesive communities. With more than 20 years of experience under his belt, Chee Huang was one of the lead architects for the Singapore Sports Hub project, a large scale integrated sports, recreation and lifestyle development. He has also led two prominent community and sports projects: Our Tampines Hub and Bukit Canberra.

Keynote Title

FUTURE(SET): Designing for a Better-than-Sustainable Tomorrow

Keynote Abstract

We live in an increasingly challenging world – from the escalating climate crisis and societal polarization to the pervasive spread of misinformation and disinformation. There is a growing sense of urgency, accompanied by widespread calls for transformative action and the reinvention of policies and systems. This presentation sets the context and need for a reset to strive towards a better-than-sustainable tomorrow. Through the lens of architecture and design, supported by a series of project case studies, the talk will explore key ideas and strategies on designing for people-place-programme synergy, urban rejuvenation, pursuing regenerative outcomes, and empowering communities to foster stewardship. Together, these efforts aim to achieve lasting positive environmental, social and urban impact for better and healthier shared urban future.



Professor Marcus White
Professor, Urban Design, School of Design and
Architecture
Swinburne University of Technology

Keynote Bio

Professor Marcus White is an award-winning architect and urban designer, co-director of Harrison and White Pty Ltd, and Professor of Architecture and Urban Design at the Swinburne University of Technology. He

leads the Spatio-Temporal Research Urban Design and Architecture Lab (STRUDAL) in the Centre for Design Innovation. Marcus has led numerous significant design projects working with practices in Melbourne and through his own studio of Harrison and White. He was a design architect working with Lyons Architects, MVS, Maddison Architects, and NMBW, on the RMIT 'New Academic Street' renovation project for buildings 8, 10, 12, 14, in Melbourne, which received the Victorian Architecture Medal, the Melbourne Prize, The Joseph Reed Award for Urban Design, the Henry Bastow Award for Educational Architecture, the Interior Architecture Award, the Sustainable Architecture Award in 2018.

Keynote Title

Design Futures: Shaping Resilient, Liveable, and Sustainable Urbanism

Keynote Abstract

As urbanisation accelerates and global challenges such as climate change, population growth, and technological disruption reshape our world, design professionals have a pivotal role in shaping sustainable and liveable futures. In this presentation, Professor Marcus White explores the intersection of architecture, urban design, and emerging technologies to address the complexities of the 21st-century built environment. Drawing from cutting-edge research and projects at the Spatio-Temporal Research Urban Design and Architecture Lab (STRUDAL), this talk will highlight how spatial and temporal data can inform more equitable, efficient, and adaptive urban systems. Professor White will discuss the transformative potential of tools like Pedestrian Catch for enhancing urban accessibility and fostering inclusive design. He will provide insights into the critical paradigms that underpin 'design futures', including the integration of real-time analytics and participatory design methodologies. Through case studies and speculative scenarios, the presentation will challenge conventional notions of urban design and inspire a forward-thinking approach to creating resilient, liveable, sustainable cities for generations to come.

SPEAKER 5



Ms Chris Leong
Head, Production Planning
Inspidea

Keynote Bio

Coming from Broadcasting, Chris has always enjoyed watching anime and cartoon from her youth till now and could never tire of Dragon Ball and One Piece. She aspires to become a producer of animation projects one day. A car purist at heart,

Inspidea's most crazy Mama-san also loves to watch and talk about classic movies especially Citizen Kane, which she has proudly watched 5 times. Chris is currently the Head of the Planning Department at Inspedia, a top animation production company in Malaysia

Keynote Title

Creative Development Design in Animation

Keynote Abstract

Creative development design in animation is the foundation for crafting compelling characters, immersive environments, and cohesive visual styles that enhance storytelling. Through processes like storyboarding, concept art, and world-building, designers align artistic vision with narrative goals while maintaining feasibility within production constraints. This phase ensures animations are visually memorable, emotionally resonant, and stand out in their market.

SPEAKER 6



Mr Tung Ching Yew
Founder
Managing Director of SODA®

Keynote Bio

Tung is an international award winning spatial design firm with more than 350 completed projects in 8 countries. SODA is named as one of the Top 50 Finalist in Design Distinction Awards 2020 by IFI (International Federation of Interior Architects /

Designers) and has won multiple design awards worldwide. Tung has more than 25 years of industrial experience in Design Consultancy and Project Management. His unique design methodologies has transformed corporate businesses to stay relevant in current and future markets. This proven track record includes international MNCs, government agencies and local SMEs. In addition, Tung has been contributing to design education for more than 15 years as an adjunct lecturer for Diploma and Degree programmes with local design institutions and polytechnics.

Keynote Title

The Human-AI Relationship & Design Thinking

Keynote Abstract

The integration of Artificial Intelligence (AI) in design processes marks a transformative moment for the creative industry, where efficiency meets innovation. As designers, we envision AI as a collaborator, not a competitor—one that alleviates repetitive tasks, such as generating technical drawings, while preserving the sanctity of human-centric design thinking. This balance ensures that our creative intuition and critical problem-solving remain irreplaceable. To navigate this shift, designers must focus on their unique strengths: crafting compelling design narratives and curating immersive user experiences. These core capabilities not only differentiate human creativity from machine output but also enrich the value of AI-assisted designs. The key lies in viewing AI not as a creator, but as a tool that amplifies the designer's vision. Generative AI, while powerful, is directionless without human guidance. Designers must take the lead in defining purpose and context; without this leadership, AI risks producing outputs devoid of relevance or coherence. By setting clear goals and constraints, designers can harness AI to enhance workflows and unlock new possibilities, ensuring that technology serves creativity, not undermines it. This evolving human-AI relationship emphasizes the need for strategic direction, reaffirming that while AI supports, design thinking remains distinctly human.

SPEAKER 7



Professor Khoa Do
Adjunct Professor
Swinburne University of Technology

Keynote Bio

Professor Do is an accomplished executive leader with extensive experience and consummate achievements in multiple internationally recognised and awarded-winning global research and scholarship. The teaching programs and projects he

leads have sustained a record of success in attracting local, state, federal and international backing through numerous funding sources. Award-winning senior-level professional and educator with experience as a director, executive and lead of public and private sectors in university-wide and professional communities for over 20 years. Professor Do, is a leader in design knowledge development, supporting the best practices with the approach of a scholarly in-practice design research methodology.

Keynote Title

Pre – : Intentionality and a Preparedness Disposition for Lifelong Learning Success

Keynote Abstract

Lifelong learning success in the formal and structured stages of education—primary, secondary, tertiary, the workplace, and beyond—begins with intentionality and preparedness. This keynote explores how cultivating a preparedness disposition—built through designing pre-learning for purposeful planning and anticipatory thinking skills—establishes a strong foundation for navigating each stage of education. By aligning readiness with intentional actions, learners can approach challenges with confidence and capability, setting the stage for success at every phase of life. Intentional preparation empowers learners to embrace each stage with adaptability, clarity, focus, and purpose.

SPEAKER 8



Ms Adeline Kueh
Senior Lecturer
LASALLE College of the Arts, Singapore

Keynote Bio

Adeline Kueh is a visual artist who makes installations and socially embodied works that reconsider our relationship with things and rituals around us. Using drawing as a conceptual tool, Adeline looks to cartographies, craft, and oral tradition to map out historical trajectories across time and space, using found objects and new productions. As a co-founder of the Critical Craft Collective (Singapore) and the pan-Borneo Serumpun Collective, the centrality of craft in contemporary practice and the politics of care are the core foci of her research practice.

Presently a Senior Lecturer with the MA Fine Arts programme at LASALLE College of the Arts, Adeline has exhibited internationally. She was involved in the World Architecture Festival (2016-7), Hermes Singapore (2016), Venice Biennale (2019), and Singapore Tyler Print Institute's Visiting Artists Programme (VAP) Residency (2021). Adeline was involved in NTU CCA IdeasFest 2023: Eat. Secure. Sustain, Asia NOW Paris (2023), and The Fabulous Stories to Save the Green Planet, 2024 Cultural Olympics Exhibition Programme, South Korea (2024). Adeline is also a 2024-2026 Ewha Global Fellow (EGF) with Ewha Womans University, South Korea.

Keynote Title

On craft, everyday rituals and the politics of care

Keynote Abstract

In this keynote lecture, Adeline Kueh will expound on the connections and intersections of craft, the politics of care, and everyday rituals. Through examples of various interdisciplinary projects such as with Hermes Singapore, the quotidian or the everyday may be a source of inspiration. Through her observations and engagement with crafting communities in Singapore, Sarawak and beyond, Adeline will also look at craft and its unique position that links design, contemporary art, and heritage.

SPEAKER 9



Mr Christopher Higgs

Canadian Media Producer and
Sarawak History Researcher

Keynote Bio

With a Bachelor's of Science in Biology and Anthropology and diplomas in Music Production and Digital Applications, he has worked as a teacher, writer, researcher, producer and sound designer in various fields such as theatre, film & television. As

an Art Department coordinator, he has worked on the historical movies Niihau (WW2 Japanese story based in Hawaii) and Rajah (James Brooke the 1st White Rajah of Sarawak) which was filmed recently in Sarawak in 2019. Currently, Chris is teaching Sound for Theatre at Taylor's University, volunteering as a docent at Muzium Negara, as well as focusing on expanding and adapting his storytelling to a documentary series that will premiere on both Youtube & Podcast featuring first-hand accounts of events in Sarawak's past.

Keynote Title

The Medium Shapes the Message: Why Historical films Can't Capture Historical Truth

Keynote Abstract

This talk explores the inherent limitations of historical films in delivering accurate depictions of the past, using Rajah—the cinematic retelling of James Brooke's rise as the White Rajah of Sarawak—as a case study. Drawing on Marshall McLuhan's concept, "The medium is the message," it argues that the film's format necessitates simplification, emotional framing, and narrative arcs that distort complex historical realities. While visually stunning and evocative, Rajah reflects modern storytelling conventions and cultural values rather than presenting an authentic account of 19th-century Sarawak. The talk encourages viewers to approach such films critically, using them as starting points for deeper exploration of history beyond the screen.

CONFERENCE THEMES AND TRACKS

TRACK 1: MULTIMEDIA DESIGN

- 2D/3D Animation
- Computer Graphics
- Digital Imaging
- Audio and Video Processing
- Augmented Reality
- Virtual Reality
- Mixed Reality
- Human Computer Interaction
- Immersive Media and Technologies
- Interactive Documentary

TRACK 3: ARCHITECTURE

- Sustainable and Green Architecture
- Smart Cities and Urban Design
- Heritage Conservation and Adaptive Reuse
- Futuristic and Conceptual Architecture
- Resilient Design for Climate Change
- Digital Fabrication and Parametric Design

TRACK 5: ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) IN DESIGN

- Sustainable Design Innovations
- Social Design and Inclusion
- Ethical Governance in Design Practice
- Circular Economy and Design
- Climate Change and Design Response

TRACK 2: GRAPHIC DESIGN

- Branding and Identity Design
- Print Design
- Web Design
- UI/UX Design
- Illustration and Icon Design
- Typography and Type Design
- Visual Identity and Packaging Design
- Visual Communication and Semiotics
- Design for Social Impact
- Cross-cultural and Intercultural Design

TRACK 4: INTERIOR ARCHITECTURE

- Biophilic Design
- Technology-Integrated Spaces
- Adaptive and Modular Interiors
- Cultural and Contextual Architectural Design

TRACK 6: DESIGN ENTREPRENEURSHIP

- Startup Stories: Design-Led Ventures
- Design Thinking for Business Innovation
- Branding and Design
- Funding and Pitching Design Projects
- Scaling Design Solutions

PROGRAM SCHEDULE

DAY 1: SWINBURNE SARAWAK

- 1000 - 1030 • Registration, Arrival of VIP and Guests
- 1020 - 1100 • GradX Student Exhibition Welcoming Address
- 1100 - 1130 • Showreel of Capstone Projects
- 1130 - 1230 • GradX Exhibition Tour
- 1230 - 1430 • Lunch Break and Networking

DAY 2: SWINBURNE SARAWAK

- 0900 - 1600 • Creative and Cultural Entrepreneurs & GradX Exhibition (on-going)
- 1400 - 1700 • Design/Animation Talk by Chris Leong, Inspidea
Claudia Song, Illustrator/Designer
Poh, Executive Creative Director, The Culture Capital

DAY 3: SWINBURNE SARAWAK

- 0800 - 0900 • Registration, Arrival of VIP and Guests
- 0900 - 1000 • Paper Presentations/ Arrival of VIP
- 1000 - 1100 • Opening Address & Official Launching of GDW
- 1000 - 1100 • MoU & MoA Signing Ceremony
Photo session
VIP Tour of Exhibition & Press Conference
- 1100 - 1200 • Keynote Session 1: Dr Esther Wilding
Keynote Session 2: Dr Alison De Kruiff
- 1200 - 1300 • Lunch Break and Networking
- 1300 - 1400 • Keynote Session 3: Ar Seah Chee Huang
Keynote Session 4: Professor Marcus White
- 1400 - 1500 • Keynote Session 5: Ms Chris Leong
Keynote Session 6: Mr Tung Ching Yew
Keynote Session 7: Professor Khoa Do
- 1500 - 1630 • Keynote Session 8: Ms Adeline Kueh
Keynote Session 9: Mr Christopher Higgs
End of Conference
- 1900 - 2200 • Good Design Week Gala Dinner @ Waterfront Hotel

A SPECIAL THANK YOU

We extend our utmost appreciation for your presence in making this event a success.



ORGANISER



SPONSORS



PARTNERS

