



Faculty of Applied and Creative Arts

**THE TOWN THAT NEVER SLEEPS : AN ILLUSTRATIVE
GUIDEBOOK OF IPOH OLD TOWN**

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(Design Technology)
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**THE TOWN THAT NEVER SLEEPS : AN ILLUSTRATIVE GUIDEBOOK OF
IPOH OLD TOWN**

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the requirements for the degree of Bachelor of Applied Arts with Honours
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Abstract

Ipoh old town is a nostalgic town consists of the older and pre-war architectures such as the government buildings, shop houses, residences and historical landmarks. Other than that, the street art in Ipoh become the attraction of the public that brings the new tourists and boost up Malaysia tourism and economy sectors. However, most of the tourists could not find the exact location of the attractions because of the poor usage of illustration on the map and brochure which lack of the descriptions of the attractions from the Perak Tourist Information Centre. The main objective of this project is to come out with a illustrative guidebook to help the visitors in searching for attractions in old town. My inspiration to come out with this guidebook is to show the nostalgic feel of Ipoh old town through illustration which can attract the readers and also the illustration book lovers.

Keywords : Ipoh old town, guidebook, illustration

Abstrak

Bandar Ipoh adalah bandar nostalgia terdiri daripada seni bina yang lebih tua dan pra-perang seperti bangunan kerajaan , rumah kedai , rumah kediaman dan mercu tanda sejarah. Selain daripada itu , seni jalanan di Ipoh menjadi tarikan orang ramai juga membawa pelancong baru dan rangsangan kepada sektor pelancongan dan ekonomi. Walau bagaimanapun , sebahagian besar pelancong tidak dapat mencari lokasi yang tepat kerana kekurangan maklumat dan ilustrasi pada peta dan risalah dari Pusat Maklumat Pelancong Perak. Objektif utama projek ini adalah untuk menghasilkan sebuah buku panduan ilustrasi untuk membantu pengunjung dalam mencari tempat menarik di bandar Ipoh . Inspirasi saya untuk menghasilkan buku panduan ini adalah untuk mempamerkan nostalgia dan seni bandar Ipoh melalui ilustrasi yang boleh menarik minat pembaca dan juga penggemar buku berbentuk ilustrasi .

Kata Kunci : Bandar Ipoh, buku panduan, ilustrasi

CHAPTER 1

INTRODUCTION

1.0 Research Background

Ipoh, the capital city of Perak State, Malaysia, is the city that produces tin. Ipoh is located at the famous tin mining area, Kinta Valley. It is the world's largest tin mine since 19th century (Wall Art of Ipoh, 2013). Not only of the tin mine, but Ipoh also famous with the historical buildings, delicious food, beautiful mountain ranges, mysterious lime stone caves, attractive history and friendly citizen. Ipoh is one of the major cities in Malaysia with the population around 700,000 (Wall Art of Ipoh, 2013). The Kinta River is cut across by three bridges as the marker that

separate the "Old" and "New" parts of the city (IPOH > OLDTOWN, n.d.).

The “Old” part of the city is known as old town. The old town consists of the older and pre-war architectures such as the government buildings, shop houses, residences and historical landmarks (Welcome To Ipoh City, n.d.). Notable Ipoh's historical landmarks such as Railway Station, Ipoh Royal Club, Saint Michael Institution, The Court House, F.M.S Bar, Hong Kong & Shanghai Bank and Town Hall are well preserved until today (Ipoh Paradise, n.d.). On the other hands, the new town (East) predominantly occupied by commercial centres, hospitals, shopping centres, food outlets and hotels (Ipoh Paradise, n.d.).

This research project focuses on the part of the old town to promote and introduce the tourist hotspots to the tourists. Ipoh is a town which famous with the local Ipoh white coffee and the place where Old Town White Coffee originated from. Everyone knows Ipoh because of the white coffee but not so many people actually know the white coffee is made from coffee beans roasted in palm-oil margarine then the powder is brewed in a sieve and served with both condensed and evaporated milk. One can see that the local must order a cup of white coffee when they enjoy their meals at the cafe shop. Ipoh is known to Malaysians as 'Eat City'. The city offers a wide variety of its own typical and delicious food including Ipoh old town white coffee, Ipoh sar hor fun (kuey teow sup), Ipoh

hainanese chicken rice, Ipoh bean sprouts chicken, Ipoh salted chicken or yim kok kai and rendang tok (Ipoh City Food Guide, n.d.).

Besides heritage and the foods, Ipoh old town now is popular with the street art. The street art of murals that brought in by a young Lithuanian artist, Ernest Zacharevic has become popular in Penang, also emerges in Ipoh since few months ago. Old Town White Coffee has teamed up with Ernest Zacharevic to create the 'Art of OLDTOWN' as a celebration of the heritage and history shared between Ipoh, old town and Old Town White Coffee. The eight murals attracted attentions of the locals and citizens were traditional childhood's game, evolution of tin mining and the neighborhood of the local (Chong, 2014). Thus, the street art in Ipoh become the attraction of the public that bring the new tourists and boost to the tourism and economy sectors. The public who after having their breakfast in old town will take a walk street by street to take a picture with the street art.

This project researches towards the street art in Ipoh and intended to create an illustration guide book for the visitors. In this research, researcher considered the way to introduce the nostalgic feeling of the old town by using the illustration. In the guidebook, the researcher used illustration technique combined with photographs of the street art to illustrate the view of the old town. Other than

that, the illustration map was provided in the guidebook to guide the visitors in visit the street art from a starting point to the end without missed any street art to minimize the time spent travelling in discovery the art that hide in the alley. Furthermore, the research will based on needs of the target audiences which are the visitors of Ipoh and also provide the suggestion and ideas of the restaurant or coffee shop to satisfy the taste buds of visitors. The illustration applied on the guidebook aim to give the decorative and impressive information and direction to the tourist.

1.1 Problem Statements

It was too difficult to locate the place because the street art in Ipoh were new. There was not so many media such as newspapers and websites promoting this upcoming attraction of street art and lack of the clear directions to get there. Besides that, there are not available with the full information map or guidebooks that showing the specific locations and the descriptions of the street art. The poor usage of illustration on the map and brochure without the descriptions of the street art from the Perak Tourist Information Centre cannot attract the interests of the tourists. According to Brown, Chalmers, MacColl (2002), tourists make extensive use of a number of information resources such as maps, guidebooks and tourist information centres in organizing their enjoyment.

According to (Noor Aslinamona, 2004), the existing of the interactive web page only named the districts or famous place without mentioned the details or descriptions of these places.

1.2 Purpose of the Study

The purpose of this study is on the illustration guide book in searching for the tourists hotspot in old town. There consists of three chapter in the guidebook to clearly show the parts of street arts, heritage and neighborhoods of the old town. The guidebook will introduce the street art of old town and the descriptions of the street art. According to art republic (n.d.), street art encompasses many other media, techniques and subject matter including: LED art, mosaic tiling (e.g. Space Invader), murals, stencil art (e.g. Hutch and Blek Le Rat), sticker art, street installations (e.g K-GUY), wheat pasting (e.g. Faile and Prefab77), wood blocking, video projection, and yarn bombing. However, my focus of study is on the murals or wall painting. There are around 24 historical buildings in old town. The researcher studied the history and story of the heritage and investigated the route of these places. Besides that, the last chapter of the guidebook includes the local cafe shop and the traditional career shop such as the rattan weaver and signboard engraver. These traditional career can be exposed and

known by the public through the guide book.

1.3 Definitions of the Terms

1.3.1 Street Art

Street art is any art developed in public spaces (art republic, n.d.). The term can include traditional graffiti art work, as well as, stencil graffiti, sticker art, wheat pasting and street poster art, video projection, art intervention, guerrilla art, flash mobbing and street installations (art republic, n.d.). Whereas traditional graffiti artists have primarily used free-hand aerosol paints to produce their works with 'tagging' and text-based subject.

1.3.2 Illustration

An illustration is a drawing, painting or printed work of art which explains, clarifies, illuminates, visually represents, or merely decorates a written text, which may be of a literary or commercial nature (Illustration, n.d.). Besides that, illustration is using in the reading materials because it can be powerful, satirical, subversive, decorative,

intimate, humorous, intelligent, allusive, inspiring, charming, beautiful, life-affirming and spiritually enriching (M. Wigan, 2008).

1.3.3 Guidebook

A guidebook reflects the viewpoints and interests of both its authors or editor, and the market for which it is written (Alan A. Lew, 1991). According to Brown, Chalmers, MacColl (2002), guidebooks contain phone numbers to support advance booking, along with a choice of amenities collected in one place. Guidebook is a handbook with information for visitors to a place, as a historical buildings, museum or foreign country (mural, n.d.).

1.4 Research Question

- i) What is the tourists attractions in Ipoh old town ?
- ii) What are the problems faced by the visitors in exploring the tourists attractions?
- iii) How to help the visitors in exploring the location of the tourists attractions in old town through guidebook?

- iv) What is the important information need to be included in the illustration guidebook?

1.5 Research Objective

- i) To identify the tourists attractions in Ipoh old town.
- ii) To analyze the feedback from the visitors through questionnaire and observation.
- iii) To come out with a illustration travel guidebook to help the visitors in exploring the old town.
- iv) To validate illustration guidebook by the visitors.

1.6 Research Scope

My research scope is the Ipoh old town. Old town comprising the old history of the historical buildings that well preserved until now. Besides, the murals that drawn by Ernest Zacharevic is popular now and attracts the new tourists to Ipoh old town. According to Serena (2011), murals are painting, spray art or mixed media that has been arranged between the property owner and the artist. Besides that, murals most done with the permission or agreement of the property owner. Ernest paints free hand murals from pictures he creates and he

never uses paste-ups, just his own painting skills and some guidelines. The target audiences of the guidebook is the tourists who like to travel with a guidebook. They used to plan a trip by refer to the guidebook before visit to a place. The guidebook includes the location of the place and map provided to easy the tourists plan their trip.

1.7 Target Audience

My target audience in using this illustration guide book is the local visitors and the new tourists from overseas. There are many visitors who come to Ipoh because of the street art. Ministry of Tourism and Culture secretary-general Datuk Ong Hong Peng said the promotion and support of the visual arts would be a significant boost to the tourism and economy sectors continuously promoting the visual arts industry (Loghun Kumaran, 2008). Besides that, Tourism Malaysia director, Ahmad Kamaruddin Yussof said the art event would promote Perak as a destination for both art and tourism (Loghun Kumaran, 2008). There was a cartoon mural to be displayed in Ipoh and Datuk Muhamed Khalid ,or better known as Lat (2013) said " I certainly hope it will draw more tourist to Ipoh." The readers who are interested with the illustration would like to purchase it as a collection.

1.8 Media

An illustration guide book in hand drawing combination with the photography of street art Ipoh is my outcome in this research. Besides the street art, the other tourist spots such as the heritage and the place for eat also illustrated in the guide book. Illustration can enrich the content of the book. The beautiful of the illustration can attract the people of all age to read the book. The illustration can help people to understand easily of book contents with the help of simple signs, symbols, images and cartoons (Are Book Illustrations Essential, 2010). Illustrations (just as well as photographs) can be used to draw attention to certain information(Dmytro Nesterov, n.d.). Illustration is something a person sees first even before reading the text which is next to the illustration(Dmytro Nesterov, n.d.). The guidebook contains the exact details of the location such as the gps coordinates, street name and map is provided for the reference. The opening hours of the shop houses such as the local traditional cafe shop and the traditional career shop is provided in the guidebook.

1.9 Limitation of Research

Ipoh is wide and separated into two parts which is 'Old' and the 'New' part of the city. The 'Old' part we named it as Old Town. The researcher only focus on the old town because the new town is huge. The information and the

history of the tourist spots is limited due to the lack of the knowledge of the local about the heritage.

1.10 SWOT Analysis

i) Strength

Illustration guide book contains the descriptions of a range of places such as the street art artist and the story behind the street art easy to guide the visitors in exploring the location of the street art. The present of the street art using by the technique of illustration combination with the photography. Besides that, the tangible and portable of the guide book is more convenient to the tourists. The beautiful illustration can attracts the reader to purchase and become the collection or souvenir for the visitors.

ii) Weakness

There is a limitation of the latest information update of the illustration book. The street art may be vanished by the action of vandalism after a few months later. This may influences the expectations and satisfaction of the

tourists.

iii) Opportunity

Tourists come to Ipoh because of the street art and the heritage in Ipoh old town. Illustration book that portrays the location of tourist hotspot is needed by the tourists. Tourists used to plan their trip by refers to a guidebook before they start with their trip. They can save the time in exploring the places and reduced in wasting time on searching for the spots.

iv) Threat

There is a challenge to analyze the map location of Ipoh because there are many small alleys in Ipoh Old Town. Besides that, the illustration book only in English version is more difficult for those who are not literate in English language. The competitors such as the bloggers or website in promote the street art Ipoh is increasing now will become the threat of this illustration book.

1.11 Significant of Study

From the very beginning of human's life, illustration and various kind of images are used for education purposes (Dmytro Nesterov, n.d.). Illustrations are widely used for teaching people of all ages foreign languages, for presentation of complicated scientific data as well, engineering concepts because illustration is easier to explain and understand.

1.12 Conclusion

The illustration book on street art play an important role in investigates the location of Ipoh. Book illustrations are useful in this modern fun living world. A good book cover illustration can determine the general success of the book, unless you are a well-known writer who does not even need an illustration on his/her book cover to be noticed and purchased. Use of book illustrations will definitely boost the sale of books and boost the economy of our country.