

The image features a dark, textured background with several overlapping, colorful geometric shapes. These shapes are primarily rectangular and trapezoidal, rendered in shades of blue, yellow, and pink. They are arranged in a way that suggests depth and movement, with some appearing to be layered on top of others. The overall aesthetic is modern and abstract.

EDITRA4
REFLECTION

REFLECTION : eCITRA 2012
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This catalogue is published in conjunction with the exhibition of Creative, Innovation, Technology and Research in the Arts : eCITRA 2012

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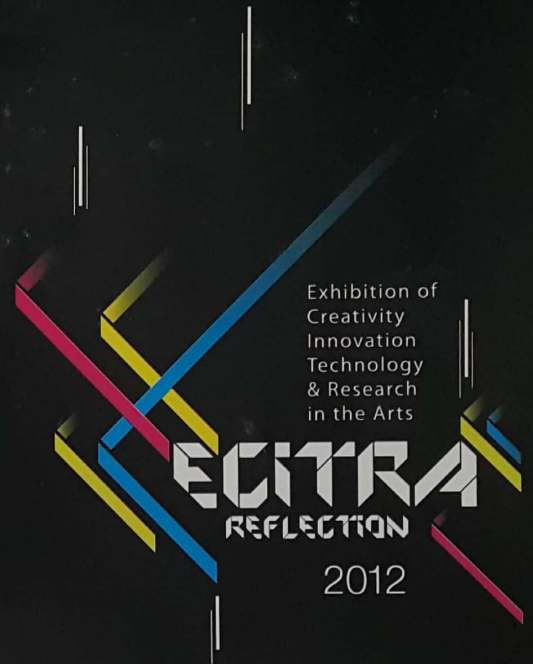
Faculty of Applied and Creative Arts
Universiti Malaysia Sarawak
94300 Kota Samarahan
Sarawak MALAYSIA

ISBN 978-967-5418-35-8

Printed and bound in Kuching Sarawak
Paper: 128 gsm GE matt coated paper
Cover: 1200 gsm hard cover
Typefaces: Helvetica Family, Adobe Garamond Pro,
Times New Roman and Sweet Confusion

EDITORIAL

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Curatorial Essay

by
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Glancing at the recently concluded eCITRA2012 show organized by the Faculty of Applied and Creative Arts (FACA), Universiti Malaysia Sarawak (UNIMAS), one can hardly detach this event from its historic debut exhibition held in 2005 at the National Art Gallery (now the National Visual Arts Gallery), with the theme - DNA-Hybrid. After Kuala Lumpur, the pursuing show themed Hybrid-ism, was proudly presented at the Sabah Art Gallery, Kota Kinabalu in 2007. Then in 2010, the event was brought over to the Pearl of the Orient, gracing the Museum and Gallery of Tuanku Fauziah, Universiti Sains Malaysia, Penang. Henceforth, this exhibition was officially recognized as eCITRA, an acronym for the *Exhibition of Creativity, Innovation, Technology and Research in the Arts*. eCITRA2012 created another history of its own when it was remarkably held on the shore of the Land of the Hornbill, in conjunction with the 20th Anniversary celebration of the establishment of UNIMAS. Interestingly, the development and persistence of eCITRA 2012 refers to what is offered in FACA itself.

The strength that has been long resided in FACA was treated and displayed by its members as an effort to unfold the strengths available in the faculty to the public. The concept of eCITRA2012 is to display some idealism through a new paradigm which is more universal. As indicated by its acronym, the exhibition focused on the integration and adaptation of art via the latest technological developments, particularly through the works produced by the process of research, creative works and personal expression of FACA's academic members. In this exhibition, it is not just about works embedded with pure technological approach but also works encompassed combined with the conventional and traditional art form.

This gives the impression that aside from putting emphases on fundamental issues, FACA is also keen in promoting the use of technology in the artwork. The theme for eCITRA 2012 is *Reflection*, as intensely exhibited by all the works featuring the artists' reflection on their ideas or current issues. As stated by Dharmawijaya (2012), art is part of the social laws that reflect the