

## SARAWAK TRADITIONAL FOOD PACKAGING: ART, DESIGN, MATERIALS, FUNCTION AND TECHNOLOGY



Designing a package to fit a specific food product is much like designing a food product: it requires a high level of technological artistry to bring it from concept to the marketplace. Today there is more to a package than just providing conveyance for a food product. The package must sell, it must protect the contents, and it must fit the product. Furthermore, it must meet the demands of today's consumer. It sounds simple, but for the past few years food packaging has gone through a tremendous change as materials and technologies have evolved. Though steel cans, glass jars and bottles, and paper and paperboard packages continue to dominate, plastics and aluminum have entered the arena, thus giving packaging designers a new avenue to explore. With the emergence of increasingly modern food packaging design and use of new materials and technologies, research on traditional food packaging design has largely been neglected although traditional food packaging still plays an important role in our daily life. One aspect that will be examined is how packaging portrays the identity of various races and culture. For instance "Kuih Koci" which is folded with banana leaves is a trademark for the Malay people and can be found almost everywhere in Malaysia. This project delves into the art, design, materials and functions of traditional food packaging in the Sarawak local community.

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### Supporting Grant

UNIMAS 03(90)/597/2006(30)