

When nature comes a-calling!

HOW does one choose a tile? More often than not, it is the colour or motif on the tile that catches our eye.

Now, researcher Dr Zulkifli Muslim of Universiti Putra Malaysia's Faculty of Design and Architecture has developed a new approach of producing tile images that incorporate local plant images thus bringing the Malaysian heritage closer into one's home.

Dr Zulkifli's study explores the relationship between tile production and its patterns using the concept of living plants.

He feels that the potential of environmental resources such as tropical plants in the production of design products has not been explored in depth.

Images of Malaysian tropical plants represent the identity, values and inherited cultures of Malaysians.

He then came up with a systematic process to create design works that can be reproduced in any quantity for industrial use such as tiles, 3D lamp shades and furniture.

He also developed a measurement



Centre of attention: Dr Zulkifli holding a tile with his tropical plant design.

system for design transformation flow process analysis.

So far, 10 products and design processes have been patented.

The novel innovation also gar-

nered several awards including Best Design Award from the Japan Intellectual Property Association at the recent 12th Malaysia Technology Expo 2013.