

Applied Art and Design

Application and Appreciation
of Islamic Heritage in
Contemporary Context

Mandana Barkeshli



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CHAPTER FIVE

A JUXTAPOSITION OF A SHOWROOM DESIGN PRINCIPLE WITH A MALAY (ISLAMIC) ARCHIPELAGO CONCEPT

Ariff Budiman Mohamad

ABSTRACT

This chapter is to understand and introduce the design principal in showroom design elements with a Malay (Islamic) archipelago concept. The local car manufacturer such as Perusahaan Otomobil Nasional Berhad (Proton) and Perusahaan Otomobil Kedua Sdn. Bhd. (Perodua) has not been branded as a proud of Malaysian ‘made’ car manufacture. The interior design is too blunt and unsophisticated or rather too predicted. In February 2004, Proton invested in their first flagship showroom in Mutiara Damansara with the Proton Platinum Showroom, a 3S Centre. However, Perodua is still not practicing their branding for flagship showroom. Therefore these two manufactures has to compete with other car manufacturers in dealing with their showroom design element either locally or internationally.

[Keywords: Showroom design, Design Principle, Proton, car manufacturer]

INTRODUCTION

Particularly in a car showroom design, the interior design scheme or element shall reflect most of its product. Internationally this has been practiced by most car manufacturers in the world. Some of them engage the service of an internationally renowned architects or designers. Most of the showroom design is connected to their product and while some other have something related to their innovative technology. The interior design scheme also incorporates other influences such as their diversified corporate background, nationalities, conglomerate shareholders and branding strategy. Some car manufacturers have risen from the dust while some others have been taken-over by others. Two good instances are *Saab* and *Volvo*. The recent change-of-ownership has also affected their design strategy for new product design and direction. The main shareholder of Saab -GM (General Motors Co of USA) is in negotiation with two Chinese car manufacturers: Pang Da Automobile Trade Co. and Zhejiang Youngman Lotus Automobile Co. from China,¹⁸ while almost at the same time Volvo has been changed to their new owner, Zhejiang Geely Holding Group- a Chinese car manufacture too.¹⁹ With the new change-of-ownership, the new design for Volvo and Saad have been greatly affected

¹⁸ <http://online.wsj.com/article/SB10001424052970204224604577027943718674330.html>

¹⁹ http://en.wikipedia.org/wiki/Volvo_Cars