

ISTD

Trade Matters

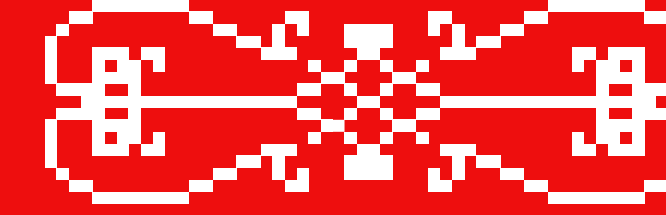
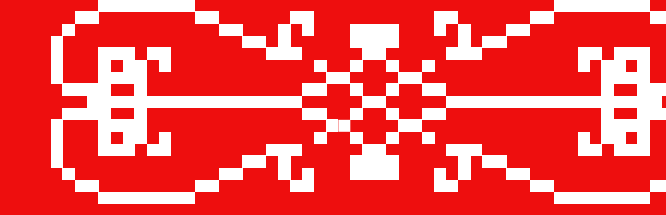
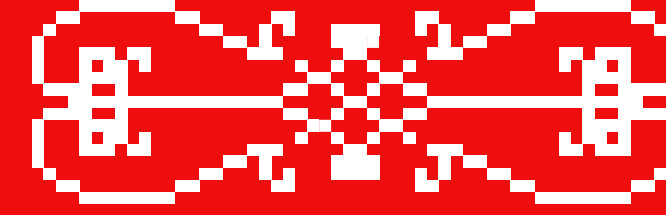
Reframing heritage through  
typography and imperfection



*SONG*



*KET*



# Problem

Where a Malaysia traditional handcraft technique that slowly fading away.

# Solution

To design a set of patterns that bring out the essence of Songket and apply it to the words.

Despite Songket being recognised as a UNESCO Intangible Cultural Heritage, younger generations are increasingly disconnected from the craft due to its perceived rigidity and emphasis on perfection. This project reinterprets Songket through layered typography and contemporary pattern systems to create a more accessible and engaging experience for Gen Z audiences.



Risograph printing was used in this project to emphasise the vividness and layered qualities of Songket.



The booklet also adopts an accordion fold structure to enhance interaction and continuity throughout the narrative.

