

# KLAF Batik Design Competition

## Tradition Meets Tomorrow

### 1.0 INTRODUCTION

- 1.1 The **KLAF Batik Design Competition** invites artists, designers, architects, and cultural enthusiasts to re-imagine the heritage art of Malaysian Batik for a new era. This competition seeks innovative digital or physical artworks that bridge Malaysia's rich heritage with the dynamic pulse of tomorrow.

Participants are challenged to create modern interpretations of Batik that move beyond traditional motifs and narratives, exploring how this cherished art form can embody the **KLAF2026 theme: Future Culture, as well as PAM's identity**. Designs should reflect a forward-looking Malaysian identity by integrating contemporary themes, digital aesthetics, and new perspectives, while honouring the essence and visual language of Batik.

### 2.0 OBJECTIVES

- 2.1 To foster creative exploration and innovation within the field of Malaysian Batik art.
- 2.2 The artwork must incorporate PAM's identity—without being limited to the PAM logo—through the Entrant's own interpretation and creative expression.
- 2.3 To promote cultural awareness and appreciation of Batik as a living and evolving art form among a new generation.
- 2.4 To provide a platform for showcasing digital artistry and its potential in redefining traditional crafts.
- 2.5 To connect architects and designers with the public through art, encouraging engagement and interaction.

### 3.0 ELIGIBILITY

- 3.1 Entry is open to all students, artists, designers, architects, and members of the public. No professional certification is required.
- 3.2 There is no limit to the number of entries per person; however, each entry shall require separate registration.
- 3.3 Members of the Organising Committee of KLAF 2026 and PAM, including PAM Council members and PAM organising committee members, are not eligible to participate in this Competition.

## 4.0 CRITERIA FOR JUDGING

- 4.1 The Jurors shall consider, but not limited to, the following criteria:

**Originality & Creative Interpretation (40%):**

The novelty of the concept and the uniqueness of the modern interpretation of Batik.

**Integration of "Future Culture" Theme (30%):**

The effectiveness with which the design communicates and embodies the theme and PAM's identity through its motifs, patterns, and overall narrative.

**Aesthetic Quality & Artistic Merit (20%):**

The visual impact, composition, colour harmony, and technical proficiency of the artwork.

**Resonance with Batik Essence (10%):**

The extent to which the design retains a recognizable connection to the traditional principles of Batik art, even in an abstract or deconstructed form.

## 5.0 ENTRANCE FEE

- 5.1 There is no entrance fee for this Competition.

## 6.0 COMPETITION STAGES

- 6.1 The Competition will be conducted in a single stage comprising the following:
- 6.1.1 Opening and Registration
  - 6.1.2 Closing and Submission
  - 6.1.3 Judging and Award
- 6.2 Accuracy of Submitted Information

Entrants must ensure that all information provided in the submission forms is accurate and correctly spelt, as such information may appear in publications. Any errors or omissions shall be corrected at the Entrant's own expense.

The responsibility for submitting the most updated and complete information rests entirely with the Entrant. Missing or incomplete information may result in disqualification. PAM or KLAF accepts no responsibility for the publication of incorrect spelling or inaccurate information provided with the entry.

## 7.0 TIMELINE

The Competition timeline shall be as follows:

ACTIVITIES	DATES
Open Call & Registration	17 January 2026
Submission Deadline	03 April 2026
Judging Period	15 April 2026
Winners Announcement	18 April 2026
Exhibition of Winning Entries	To be confirmed

The KLAF Organising Committee reserves the right to amend the above schedule without prior notice.

## 8.0 SUBMISSION FORMAT

### 8.1 Submissions

- 8.1.1 All submissions shall be anonymous. Participants will be assigned an individual registration code upon successful registration. No names, logos, or identifiable marks are permitted on the artwork or submission materials.
- 8.1.2 Submissions shall consist of a printed hardcopy (if created in digital format) or an original hardcopy artwork. The full artwork shall be translated into merchandise design in accordance with the prescribed merchandise layout (see attachments).

#### **Format: Portrait**

Dimensions:

- 1 sheet of A2 (420mm x 594mm) artwork; and
- 1 sheet of A2 (420mm x 594mm) printable merchandise design template, complete with the design.

**All printed artwork shall be mounted on a white A2 foam board.**

**Participants are required to use the prescribed submission templates for the artwork and the printable merchandise design sheet, which may be downloaded from the website.**

- 8.1.3 The reverse side of the hardcopy artwork shall be labelled using the assigned registration code in the following format:

**`KLAF2026\_BATIK\_[RegistrationCode]`**

- 8.1.4 The closing time for all submissions is **4:00 pm (GMT+8) on April 03, 2026.**
- 8.1.5 Hardcopy submissions shall be made at **PAM Centre Ground Floor Reception.**

## 8.2 Requirements Related to Each Entry

- 8.2.1 No identifying marks, names, logos or other identifying information of the Entrants shall appear on the Entry Materials.
- 8.2.1 The Entry Materials shall incorporate the identity of PAM in the Entrant's own interpretation and creative expression.
- 8.2.2 All intellectual property rights, including copyright, in the submitted Entry Materials shall remain vested in the Entrants. By submitting an entry, the Entrants grant KLAF and PAM a royalty-free, non-exclusive, perpetual and worldwide license to reproduce, print, publish, display, adapt, use and exhibit the Entry Materials for both non-commercial and commercial purposes, including but not limited to use in KLAF's and PAM's media, publications, exhibitions, promotional materials, and official merchandise, without further payment, and with due credit given to the Entrants.
- 8.2.3 The Entry Materials shall be the original work of the Entrants and shall not infringe any intellectual property or other rights of any third party.
- 8.2.4 Entrants agree to indemnify and hold harmless KLAF, PAM, and their respective officers, committee members, partners and agents from and against any claims, damages, losses or liabilities, costs or expenses arising out of or in connection with any breach of Clause 8.2.3 or any third-party claim relating to the Entry Materials.
- 8.2.5 KLAF and PAM reserve the right to disqualify any entry that does not comply with these Competition Rules, or that is, in the reasonable opinion of KLAF or PAM, offensive, inappropriate, contrary to public decency, inconsistent with PAM's values or in breach of any applicable Malaysian laws or regulations.
- 8.2.6 Submission of an entry constitutes the Entrants' full and unconditional agreement to be bound by all Competition Rules, terms, and conditions.
- 8.2.7 KLAF and PAM shall take reasonable care of all submitted Entry Materials after receipt. Notwithstanding this, KLAF and PAM shall not be responsible for any loss of, damage to, deterioration of, or delay in the receipt, processing, handling, storage, judging, exhibition, or return of the submitted Entry Materials howsoever caused, including during transit, save for loss or damage arising from wilful misconduct.
- 8.2.9 By submitting an entry, Entrants consent to the collection, use, processing and publication of their personal data by PAM and KLAF for purposes related to the administration, promotion, exhibition and publication of the Competition, in accordance with the Personal Data Protection Act 2010 and applicable data protection laws.

8.2.10 KLAF and PAM reserve the right, where circumstances so require, to amend, suspend, postpone, or cancel the Competition, or to withhold, substitute or modify any prize, without incurring any liability to the Entrants.

8.2.11 Unless otherwise notified, submitted hardcopy entry materials shall not be returned to the Entrants. KLAF and PAM reserve the right, after the conclusion of the Competition and any related exhibition, to retain, archive, display, donate, or dispose of any submitted entry materials at their discretion, without liability.

## 9.0 MASTER JURY

9.1 The Master Jury shall be nominated by the Convenor and approved by KLAF2026 Curators, and shall comprise the following:

1. PAM President or Representative - Master Juror
2. KLAF 2026 Curator or Representative
3. Eminent Fashion Designer – Izree Kai Haffix (Fiziwoo)
4. Tourism Malaysia or NGO Representative
5. CEO of Batik Boutique – Amy Blair

9.2 The decision of the Master Jury shall be final and binding.

9.3 Disqualification

9.3.1 The Master Jury may disqualify any Entrants for reasons including, but not limited to:

- Failure to comply with the Competition Rules;
- Late submission;
- Plagiarism or copyright infringements; and/or
- Inclusion of identifiable information on the artwork.

## 10.0 AWARD

- 10.1 The Master Jury shall award the following prizes:
- First Prize: RM 10,000 + Certificate
  - Second Prize: RM 5,000 + Certificate
  - Third Prize: RM 3,000 + Certificate
  - Jury's Commendation Award: RM5,000 + Certificate
  - Five (5) Honourable Mentions: RM1,000 Certificate
- 10.2 Jury's Commendation Award(s) may be conferred at the discretion of the Jury and the Organiser. The Organiser reserves the right not to confer any such award(s) if, in its opinion, the submissions do not meet the required standard.
- 10.3 One or more of the winning entries may be used as the main artwork of the official merchandise of the KLAF2026 conference, in collaboration with Malaysia's fashion design scene and published in the official competition catalogue.
- 10.4 These Competition Rules shall be governed by and construed in accordance with the laws of Malaysia.
- 10.5 All prizes awarded under the Competition may be subject to any applicable taxes, duties, or governmental charges in accordance with Malaysian law. Any such taxes or charges shall be the sole responsibility of the prize recipient.

Note : The A2 format submission template for the artwork and the merchandise design sheet may be downloaded from the following link : "insert link"

Appendix 1:

INSERT YOUR BATIK DESIGN HERE



Appendix 2:

