

# UMS launches coffee table book on Sabah ethnic batik

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**KOTA KINABALU:** Universiti Malaysia Sabah (UMS) launched a coffee table book, Malaysian Cultural Assets featuring Sabah ethnic batik here yesterday.

The event was officiated by vice chancellor Brigadier General Professor Datuk Seri Panglima Dr Kamaruzaman Hj Ampon. Also present were deputy vice chancellor of research and innovation Professor Dr Mohd Harun Abdullah, and the owner of Olumis Borneo Batik House, Justina Dusing.

The book presents a fine collection of artistic and innovative designs featuring Sabah ethnic motifs.

It begins by introducing batik and highlights Sabah ethnic groups and ethnic motifs. The background of the dominant ethnic communities and the categories of Sabah ethnic motifs are summarised.

A collection of Sabah ethnic motifs surrounding the livelihood of rice formers, followed by the motifs of the Murut community, well-known experts in wood carving, are presented with their meanings.

The origin of hand-painted Malaysian batik and the concept of batik colours are also summarized. The final section of the book showcases designs from Olumis Borneo Batik House which have made their presence on the global platform.

The project started as a research project fully sponsored by UMS and headed by Associate Professor Dr Noorhayati Mansor, the director of accounting department in UMS. The three other researchers are Roseni Ariffin (Tourism), Ruth S. Sigarul (Marketing) and Bamini KPD Balakrishnan (Marketing).



From right, Justina, Harun and Kamaruzaman in a group photo at the book launch.

As the project involved small and medium entrepreneurs in Sabah, the university management agreed to invite Olumis Borneo Batik House to be the industrial partner to enhance the value of the research.

UMS and Olumis signed a

memorandum of understanding (MoU) on May 28 last year to mark the collaboration. Both parties have agreed to come together to produce a coffee table book in two years, which will be commercialized by UMS.

The book was completed six

months earlier than the expected time.

Through the research, two working papers produced were also presented in international conferences in Bangkok, Thailand and Oxford University in the United Kingdom.