



Concept image for Subo Pomelo Steel Sculpture. Suramadu Bridge photo by Sakurai Midori (Wikipedia.org)



Surabaya city emblem from oldest to present (Widodo, 2008)



The iconic Suro and Boyo sculpture

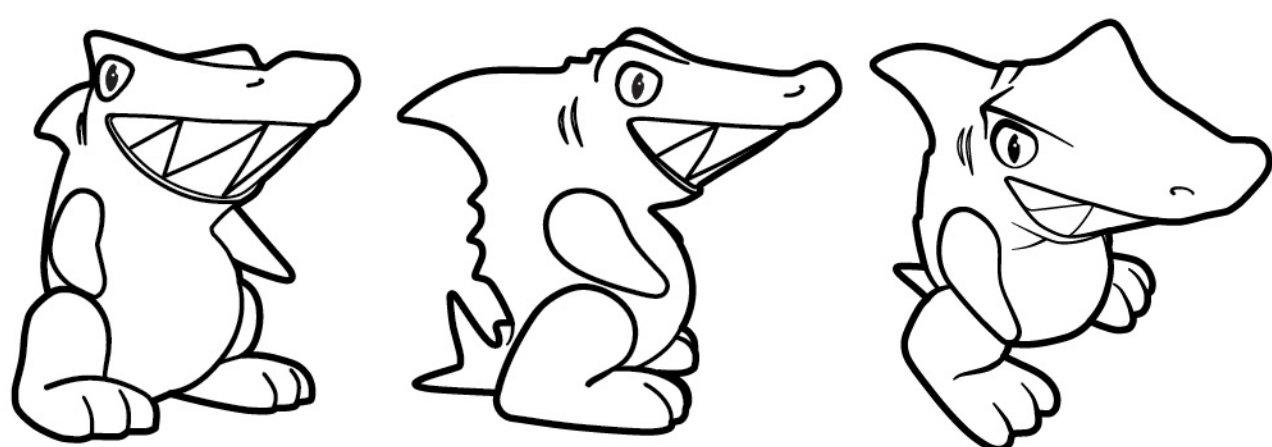
DESIGN CONCEPT

Subo is a character and an art toy design based on the city emblem of Surabaya, East Java, the second largest city in Indonesia. The city's name consists of two entities of Sura and Baya, which in linguistic terms, sura or suro in Javanese language can mean "brave" and can also refer to a mythical shark-like fish, and baya or boyo means "crocodile", while the similar-sounding Indonesian word "bahaya" means "danger". With these meanings, "Surabaya" can mean "brave in the face of danger" (Peters, 2013). Thus also the two creatures of shark and crocodile are always symbolically shown to represent the city. As also told in the city's legend, that the two creatures are in never ending fights in between both of their territories, between the land, rivers, and the sea, in pursuit of preys.

Subo reinterprets Suro & Boyo and combines them into one character, as a "sharkodile" art toy, hence the name Su-Bo. It tries to play into the creative activity of mixing and convergence to create new ideas and offer new concepts, where Suro and Boyo is almost always portrayed as two entities. As a new concept, Subo offers a more contemporary

engagement towards the city. As an art toy or a designer toy, Subo finds a niche segment where such a hybrid character can be accepted and reach a wider audience outside Surabaya and even abroad. This in a way helps to introduce Surabaya to the world (see Subo's Instagram @subosuroboyoy).

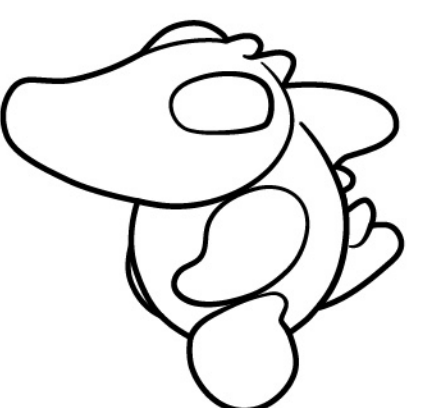
Subo was designed in May 2017 for an exhibition celebrating the 724th anniversary of Surabaya. It has gone into several limited productions, mostly as blanks or platform art toys. By being a platform toy, Subo asks the buyer to participate in expressing him/herself onto the toy by painting or modifying it. It becomes an interactive and engaging medium. Subo is given a logo design and has several form redesigns or versions with the same concept. This character design, as an intellectual property, has prospects of further development into merchandizing, story-telling, animation, games, public attractions, and so on. This project becomes an example of local character design that can offer a new way of rejuvenation or expansion to a city's brand and has the potential to be aligned with its marketing and tourism globally.



Character design of Subo



Subo in digital sculpture, production, packaging, logo, and one of the variations, the "Pomelo" version

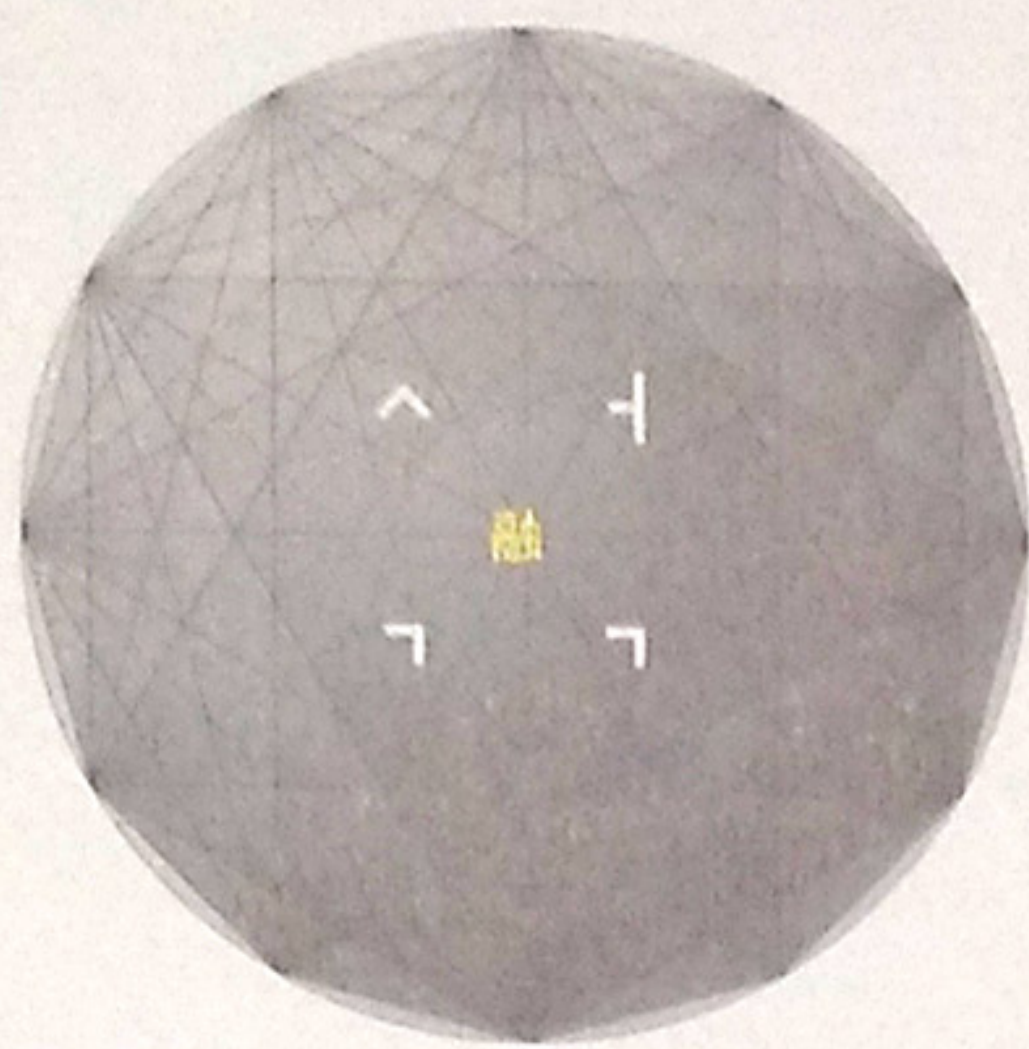


AUTHOR / DESIGNER PROFILE

Aristarchus Pranayama Kuntjara is an artist and lecturer at Visual Communication Design and International Program in Digital Media of Petra Christian University Surabaya, Indonesia.
Email: arispk@petra.ac.id



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Award

SPECIAL

Name

ARISTARCHUS PRANAYAMA KUNTJARA

Title : **SUBO**

Affiliation : **PETRA CHRISTIAN UNIVERSITY**

This is to certify that you have won an award
in the **Convergence Art & Design International 2018.**

20 November 2018

Korean Society Convergence of
Art & Design

International Association for
Convergence Science & Technology

President **Kim, Kyung Hoon**



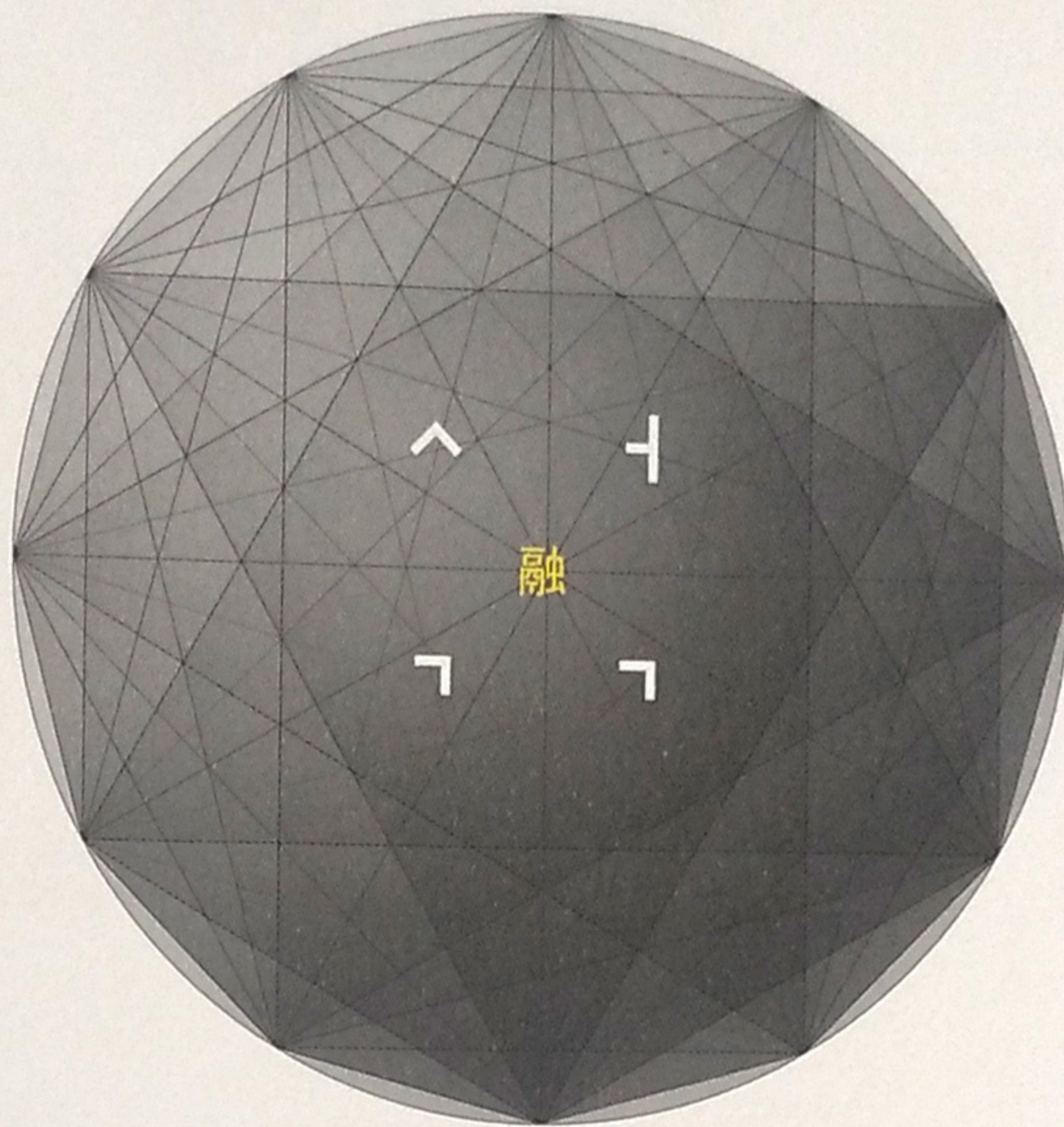
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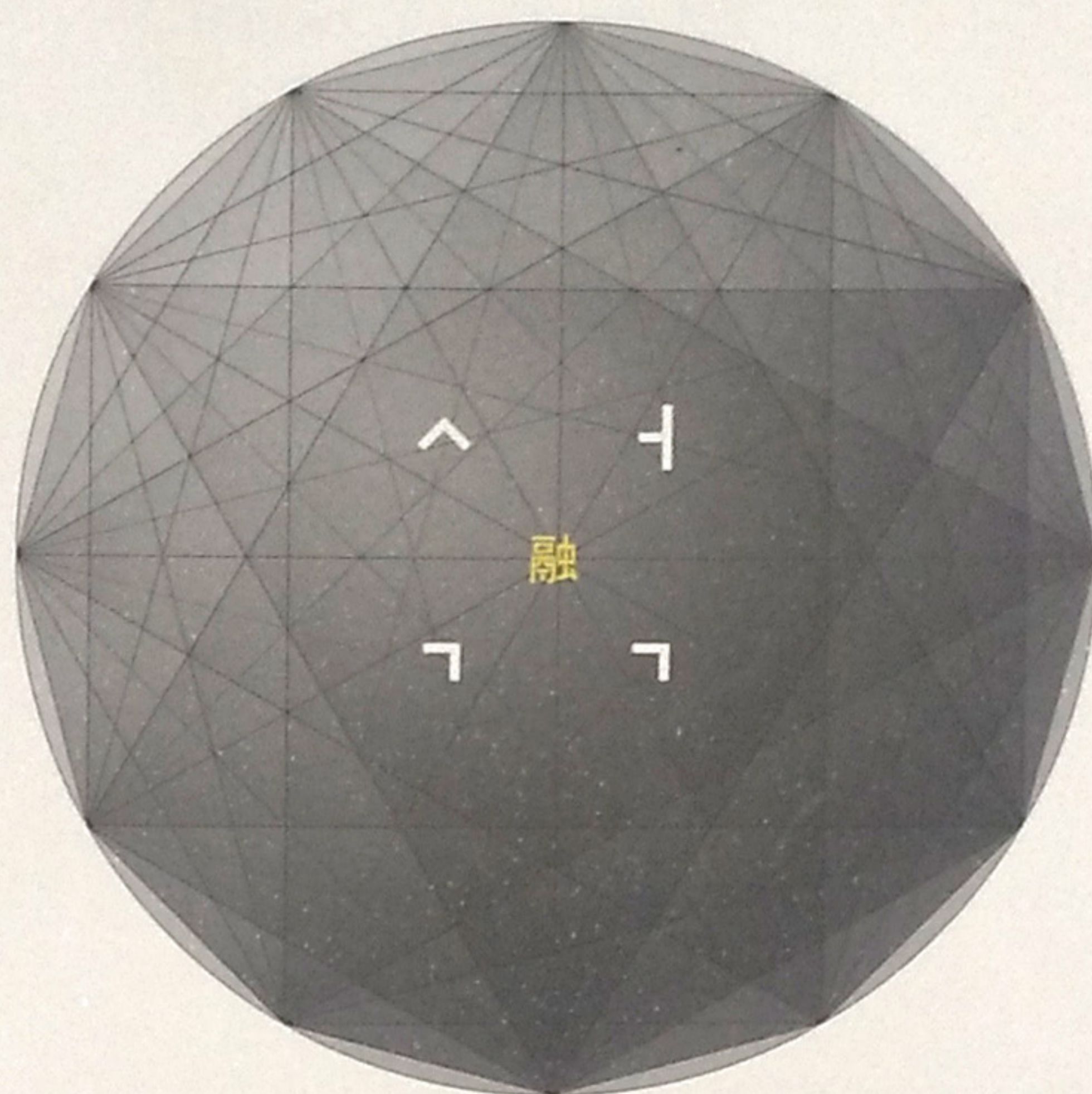
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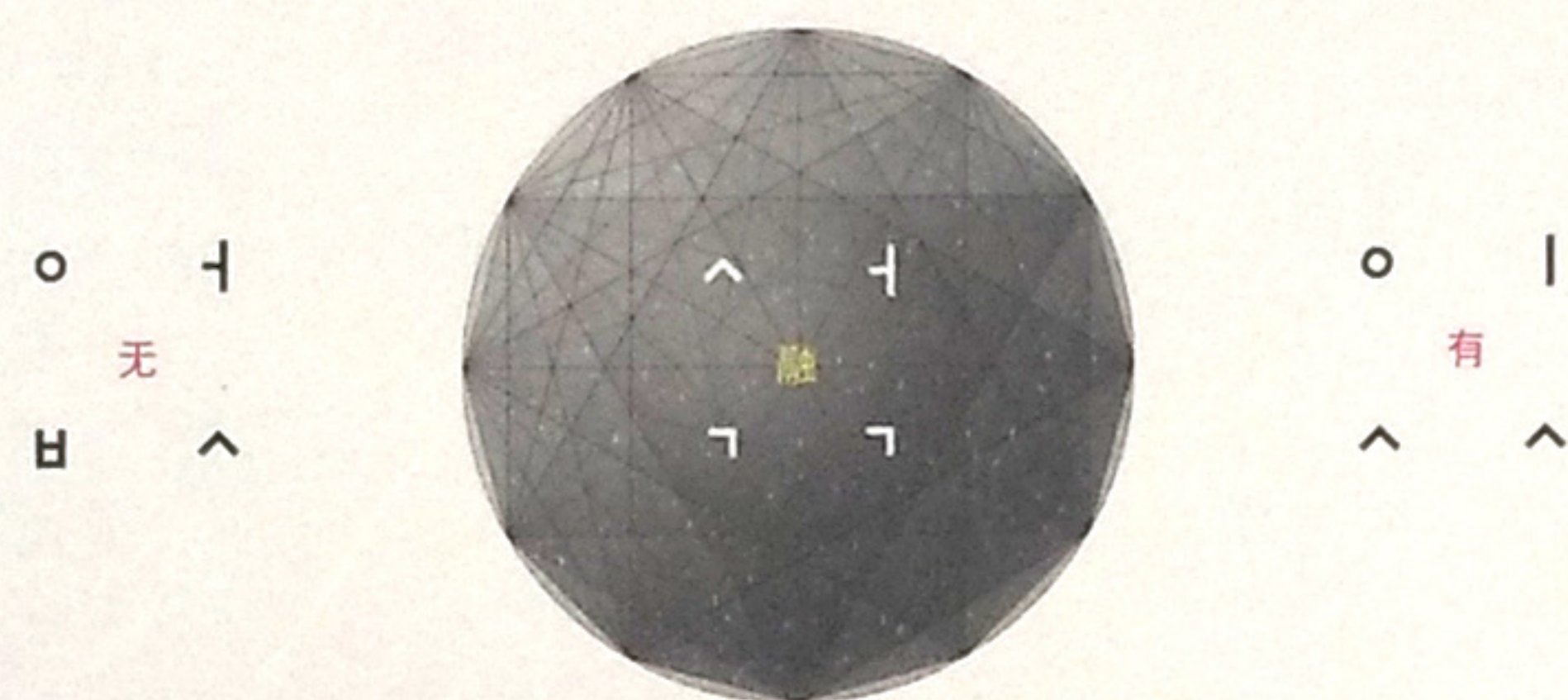


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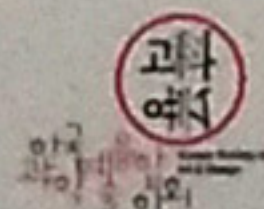
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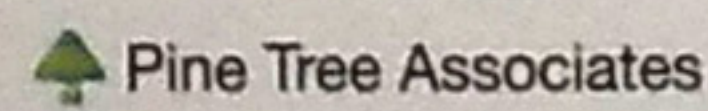
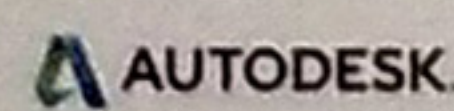
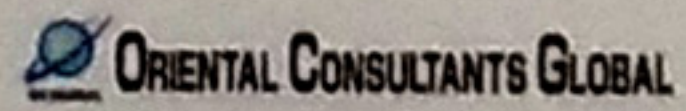
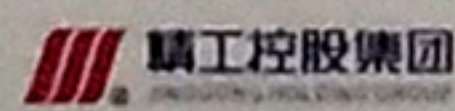
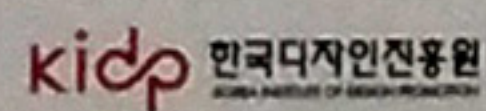


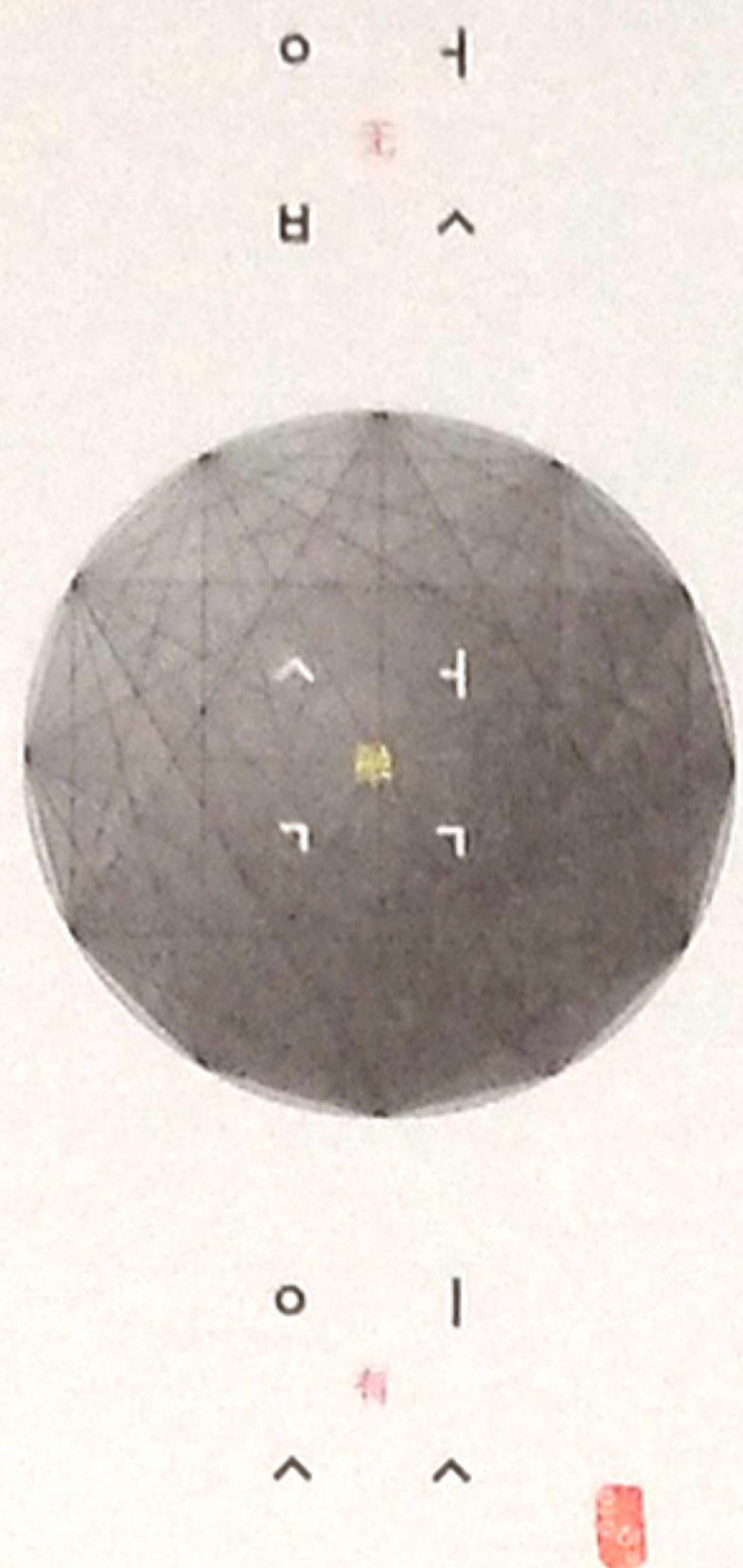
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Convergence Art & Design International (CADI) is an international academic exhibition and award established in 2017. It is a platform for communication, promotion and exhibition of convergence idea encompassing art, design and technology.

CADI values high creative human intelligence, supports convergence in art and design as source of innovation and creativity, and plays the role of connecting world-wide creative people to lead a creative and abundant future.

Convergence Art & Design International 2018

2018. 11. 15 (Thurs.) - 11. 18(Sun.)

Yuanpei College of Shaoxing University, Shaoxing, China

Committee

Chairman | **Lee, Jin Koo** (Professor of Handong Global University)

Members | **Kim, Tong Jin** (Professor of Purdue University)

Xia Yingchong (Professor of Zhijiang College of Zhejiang University of Technology)

Sun Huaqiang (Director of art design teaching and research office,
Yuanpei College of Shaoxing University)

Lee, Kyoung yong (Professor of Kyungpook National University)

Kim, Dong Wook (Professor of Tongmyong University)

Lee, Joong Sup (Professor of Handong Global University)

Park, Jae Yeon (Professor of Chosun University)

Kim, Kie Su (Professor of Silla University)

Choi, Seung Pok (Professor of Silla University)

Cover Design

Lee, Jin Koo / Lee, Joong Sup

Page Design

Lee, Song Joo / Jang, Hyun Joo

Hosted by

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Korean Society of Art & Design, Seoul, Korea

Zhijiang College of Zhejiang Univ. of Technology, Shaoxing, China

Yuanpei College of Shaoxing University, Shaoxing, China

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	Choi, Seung Pok	Professor of Silla University
	Kim, Tong Jin	Professor of Purdue University

Judges

Chairman	Lee, Jin Koo	Professor of Handong Global University
Members	Kim, Kyung Hoon	The President of 'Korean Society of Art & Design'
	Kim, Tong Jin	Professor of Purdue University
	Xia Yingchong	Professor of Zhijiang College of Zhejiang University of Technology
	Sun Huaqiang	Director of art design teaching and research office, Yuanpei College of Shaoxing University
	Nah, Ken	Professor of Hongik University
	Park, Jae Yeon	Professor of Chosun University
	Lee, Joong Sup	Professor of Handong Global University



Table of Contents

Congratulatory Message	004
Committee & Judges	008
Professional Exhibition	010
Enterprise Exhibition	098
Student Exhibition	106

Congratulatory Message from the President

Though the chilly wind of late fall is blowing, 'The 2nd Convergence Art & Design International 2018' was successfully completed in Zhijiang College of Zhejiang Univ, Shaoxing, China. I would like to express my deep gratitude to all the members of the forum and artists who took part in this exhibition. And I also give thanks to the executive team for spending the time and effort in supporting.

As a registrated academic institution of 'National Research Foundation of Korea', 'Korean Science & Art Forum' has not only spreaded out the academical stature of humanities & social science, natural science, scientific technique, culture & art design and exhibition science, but also worked for mutual exchange of culture design, since 2017. Especially, thanks to the participants who came from 11 nations and over 240 works, 'The 2nd Convergence Art & Design International 2018' has been successfully run for academic convergence. Our institution sincerely hopes this exhibition can be a good chance for widening the perspective about convergence art and design. As a president of this institution, I will do my best to support the expansion of the art as well.

For the coming year, We have various plan to international mutual exchange of culture design. we always appreciate your support and attention. Thank you.

November 20, 2018

The President of 'Korean Society of Art & Design'
Kim, Kyung Hoon

Congratulatory Message from the President

It is my great honor and pleasure to welcome all of you to ICCT 2018 in Shaoxing, the hometown of intelligent people and tasty yellow wine(黄酒) for over 2,500 years. I am more honored than ever, for we could invite such important scholars as keynote speakers : Dr. Pan Yunhe - Academician of Chinese Academy of Engineering, Dr. Kwangyun Wohn - Chair of Korea National Council of Science & Technology, and Dr. He Renke - Dean of Hunan University. I want to express special thanks to Deputy Mayor Shao Quanzhen of Shaoxing City for his full support and participation. As all of you may already know, they have been serving us so excellently and giving such great influence in both academy and society. Instead of introducing their incomparable career here, I want to remind you that their lives show the very essence of creativity and convergence in addition to their teaching. I believe this is not a coincidence that we came to invite these respected speakers to this conference of culture and convergence technology.

Facing a sharp decline in birth rate and the huge effects of increasing use of AI technology, more innovative and wise future educational strategies are needed more than ever in all universities. With all participants, I really thank the president-speakers for the special session entitled "Higher Education for the 4th Industrial Revolution Era" : Dr. Sangdong Kim of Kyungpook National University from Korea, Dr. Rolly Intan of Petra Christian University from Indonesia, and Dr. Xuan Yong of Zhejiang International Studies University from China. I am sure that this will be a great time to find and share great insight on this issue.

While we prepare for these events, through such an excellent and friendly cooperation of General Party Secretary Zheng Yaping and President Li Penglin from Zhijiang College of Zhejiang University of Technology, my understanding of global cooperation, leadership and true friendship became clearer and deepened. I thank them again for their unlimited support for all the successful events. I also thank President Ye Fangchun of Shaoxing University Yuanpei College for his utmost support and help for CADI 2018 and ISCC 2018 exhibition. I also thank President Xu Zhenhua from Zhejiang Yuexiu University of Foreign Languages for supporting the special industrial design session in his beautiful library building. Please forgive me that I can not mention by name all the important scholars and participants.

Honorable Chair of ICCT2018
Kim, Pyeoung Kee

Congratulatory Message from the Chairman

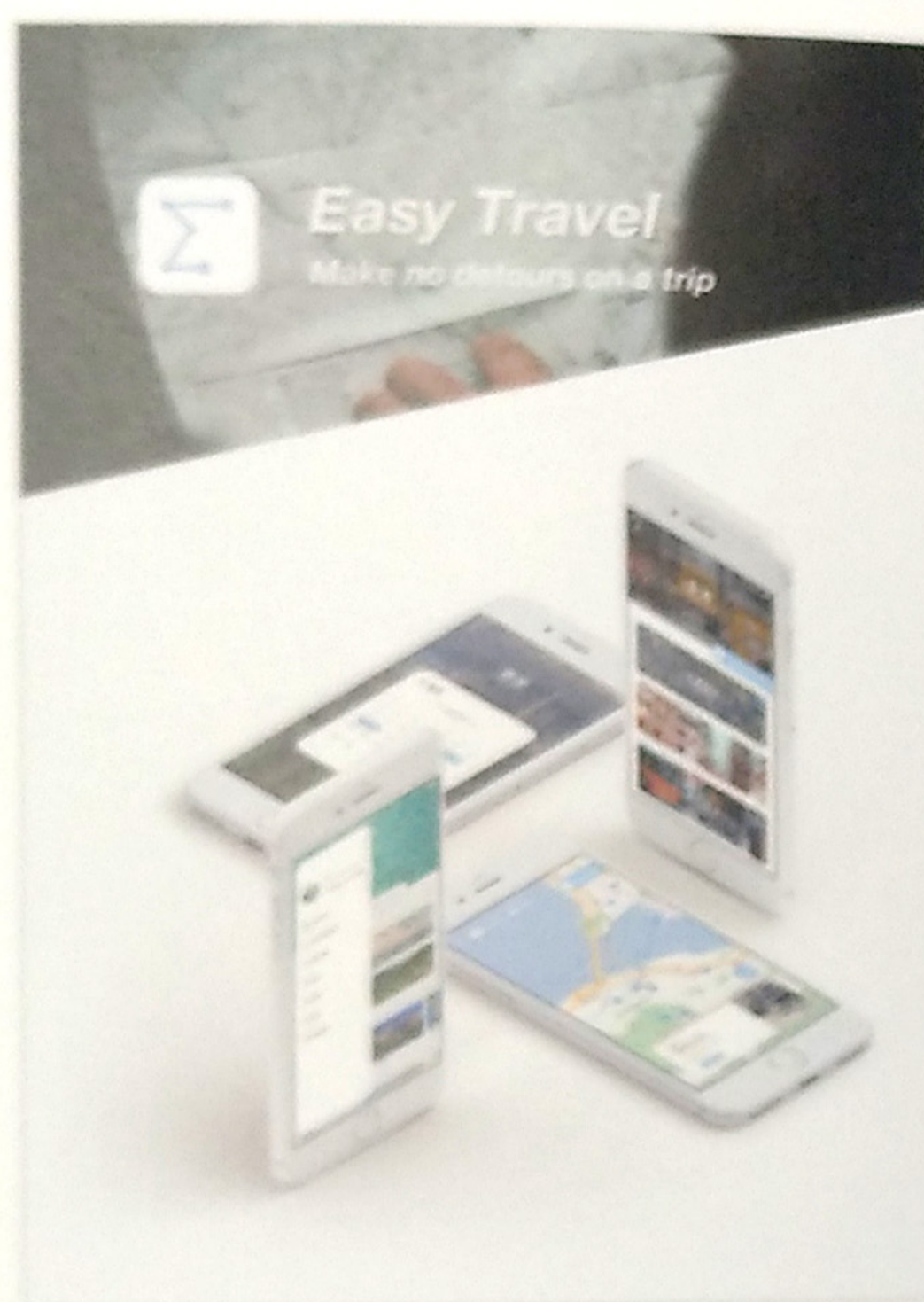
I am Lee Jin-gu from Korean Society of Art & Design and I am the head of the judging panel of this year's competition and also the Chairman of the Exhibition Committee of CADI 2018 (Convergence Art & Design 2018). In the era of the Fourth Industrial Revolution, art and design are the core of convergence in culture and industry. Therefore, this year's Arts & Design convergence exhibition has a significant meaning in that a total of 260 works of both experts and students from 11 countries could have been exhibited as a part of the ICCT (International Conference on Culture Technology). Now and for ever, let us be Category Strategists, not mere Fast Followers and Contents Creators of convergence toward the future and lastly true First Movers. Finally, I would like to thank all those who have collaborated for the successful management of the conference. I would like to thank IACST(International Association for Convergence Science & Technology), KSADC Korean Society of Art & Design, Shaoxing City, Yuampel College of Shaoxing University, ICCT(International Conference on Culture, Technology), CADI(Convergence Art & Design International), and ISCC(International Student Creativity Challenge). Thank you.

Chairman of the committee, Professor of Handong Global University
Lee, Jin Koo





Western Washington University Industrial
Design Senior show poster / Dong Jie Han
Purdue University, China



Easy Sleep / Ai Yuran
Purdue University, China



Swatch headphone design / Min Liu
Purdue University, China



SUBO / Aristarchus Pranayama Kuntjara
Petra Christian University, Indonesia



Swatch headphone design | Min Liu
Purdue University, China



SUBO | Aristarchus Pranayama Kuntjara
Petra Christian University, Indonesia

