



ARTEFEX

the Creative Micro Hub

Interior Architecture
Micro Architecture
Architecture Design
Product Innovation
Furniture Design
Interior Design
Identity Strategy
Space Design
Branding. Urban
Street. Art. Conceptual
ThinkTANK
Creative: Art + Design

Dr. Zitarum

COSON

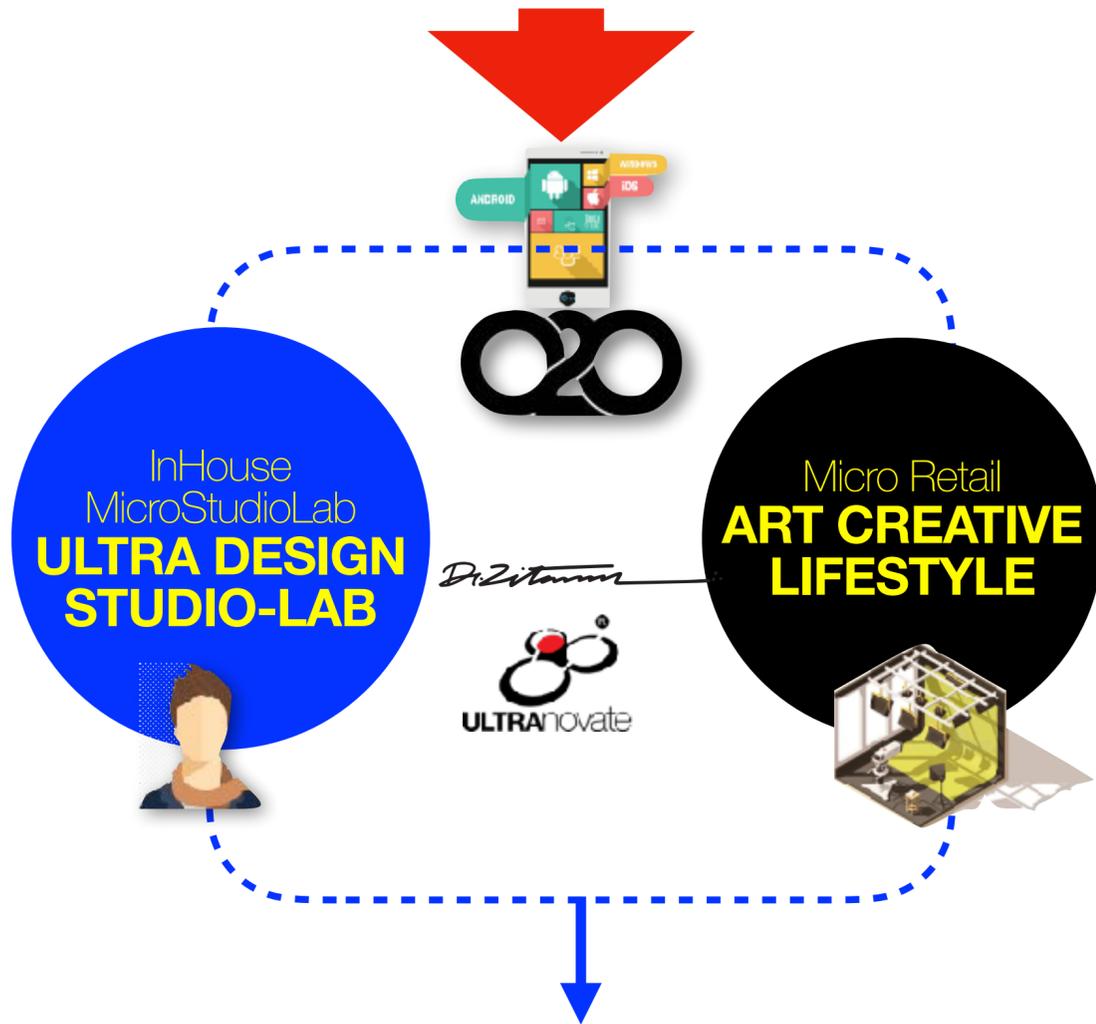
Design Idea to INNOVATE



- 5 MAQASID Syariah: PELIHARA
- #1- Agama
- #2- Nyawa
- #3- Akal
- #4- Keturunan
- #5- Harta

Full CREATIVE NATION and CERTIFIED PROFESSIONALS RECOGNITION

CUSTOMER
UNCERTAIN PROJECT (Challenges)
Business / Home



CREATIVE NATION
Good Space, Customer Loyalty

**CERTIFIED BODY RECOGNITION
FOR ULTRANOVATE /ATD**



Dr. Zitarum



ARTEFEX

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purpose |

ATFX (ARTEFEX) is an applied creative design platform that transforms spaces, ideas and businesses into impactful, experience-driven environments.

We specialise in micro-architecture, cultural activation and design innovation — helping brands, property owners and communities unlock real economic and social value through creative strategy and built solutions

ESG

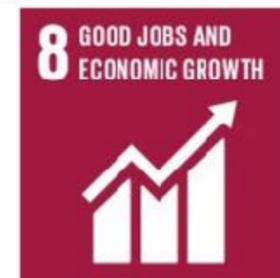
Crafting persona, building legendary creative project

Vision

ARTEFEX aims to be Malaysia's premier design-innovation-creative micro company. We believe that living in well-designed spaces significantly enhances daily life. A unique and beautiful space design, coupled with effective branding, can elevate a business's success and improve a family's quality of life.

Mission

In Malaysia's growing property market, owners often face challenges in finding ideal consultants, builders, and innovative ideas for their projects. ARTEFEX addresses this by offering a one-stop creative solution center. Our program is not only economical but also propels entrepreneurs, business owners, and homeowners to the next level.



Dr. Zitarun



OUR ULTRA SERVICE & PRODUCT

DiZitaman

DESIGN STUDIO-LAB
Professional Service

1



**IDEALOGY
DUOLOGY
PRODIGY
BRANDIGY**

**FABRICATE
CONSTRUCT+MANAGE**
Coordinate+Commission

2



KRETOLOGY

Fabrikasi, bina, urus = proyek

PRODUCT, FURNITURE ART & DESIGN
Life Style

3



FLAGSHIP

Award Winning / Innovative
Lifestyle Product

ULTRAdoor
Panel Bernafas

ULTRAkiosk.kargo
Kiosk Solar PV Multi-Guna

ultraZIRO
Haruman karier

ULTRAfurniture
Furniture designer



WORKSHOP
Training

4



WORKSHOP

MasterDesign /Business

- + Creative Design Workshop
- + Design Branding Innovate
- + The Craftsmen (Build.Mark.Execute)



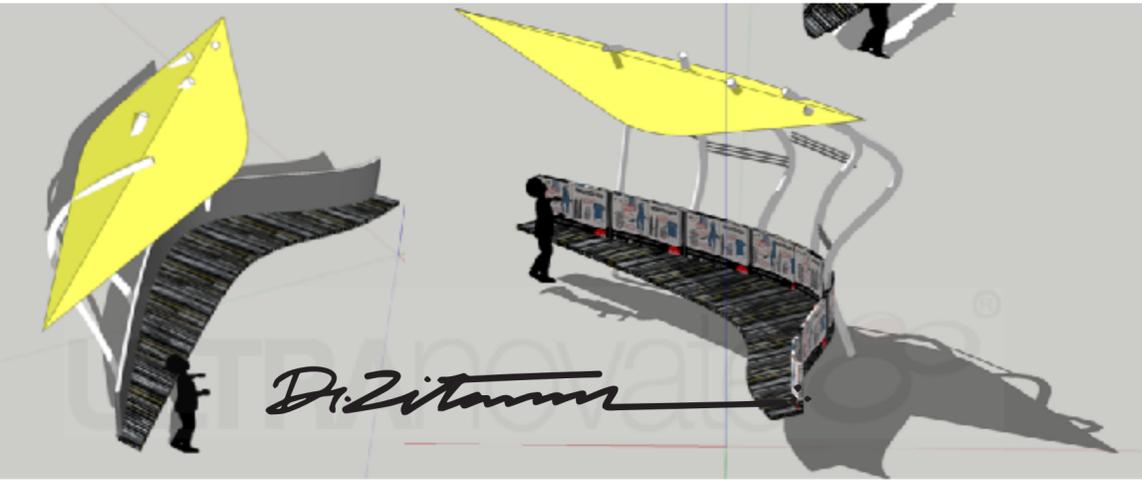
solution for product, branding & development

awardwinning

patented innovation **product**

Dr. Zivanovic

INNOVATION - AWARD WINNING



solution for:
portable kiosk, self energy hub, expendable operation, self sustain



INPEX (USA)



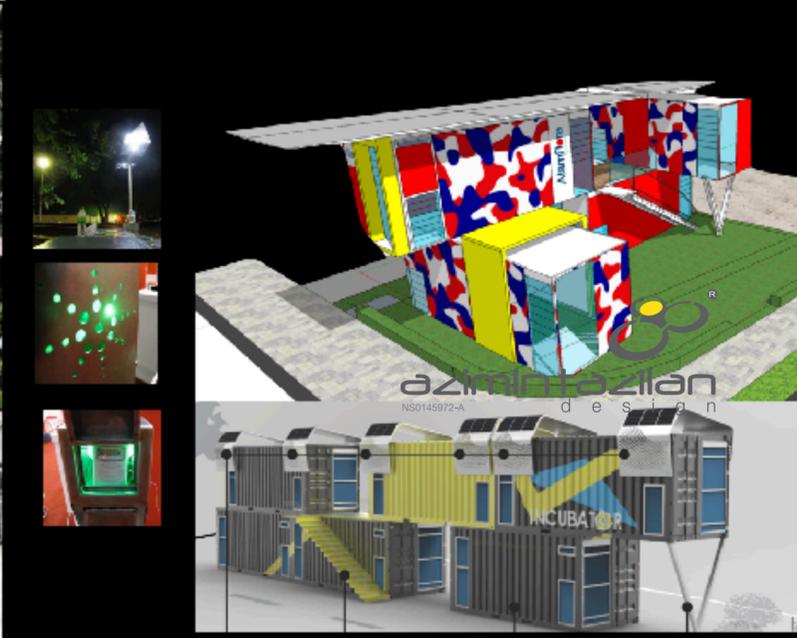
EcoGreenStreet

Toilet
Kiosk
Pole
Furniture
Door

Micro
Interior
Architecture



Malaysia



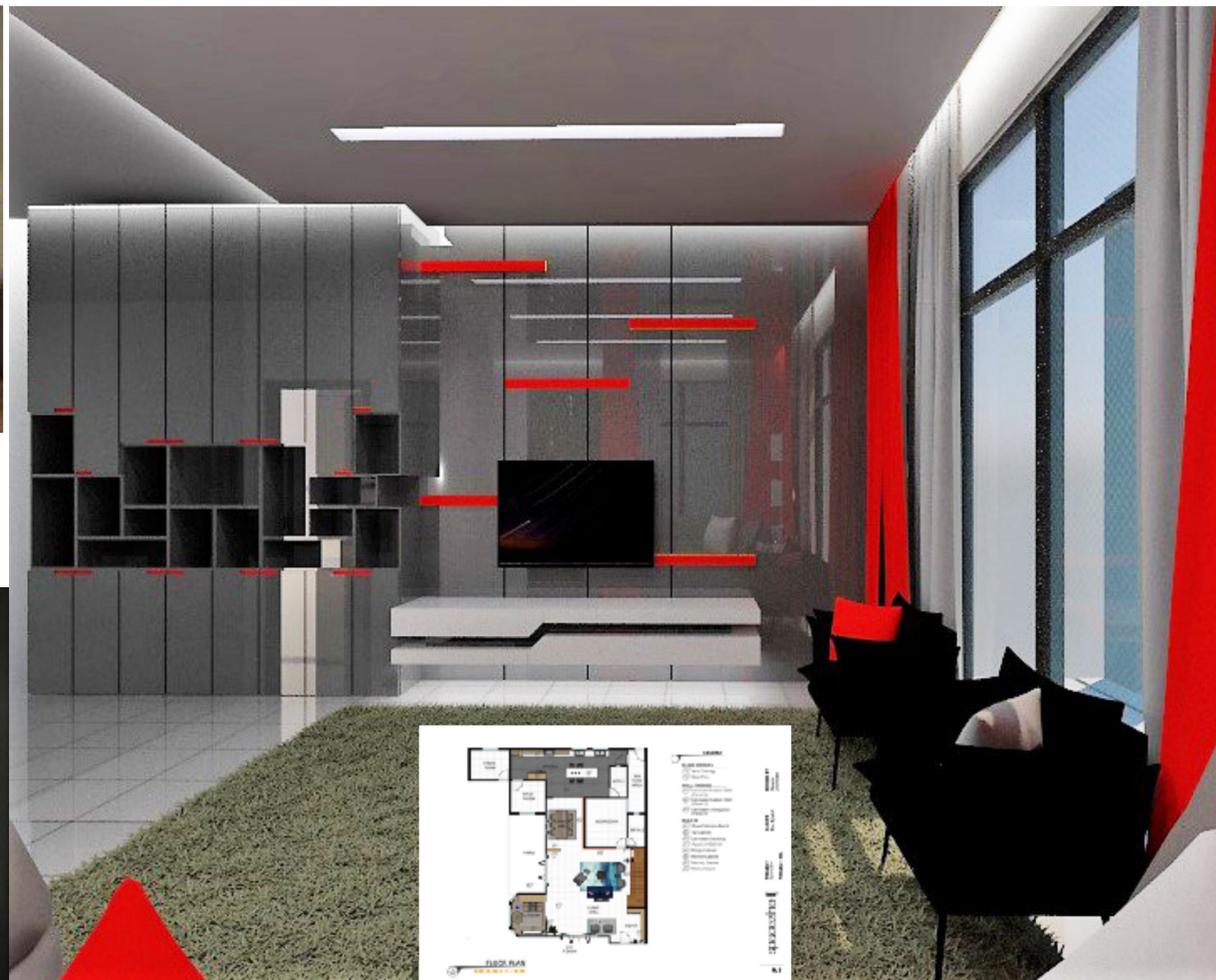
Sustainable & Exchangeable

Problem brief:
Non-flexible usage
Inefficiencies
Inflexible form
Non-friendly material

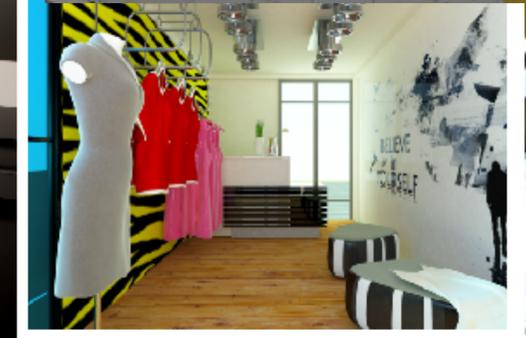
Approach material:
Laminated wood
Polymer
Recyclable iron screw



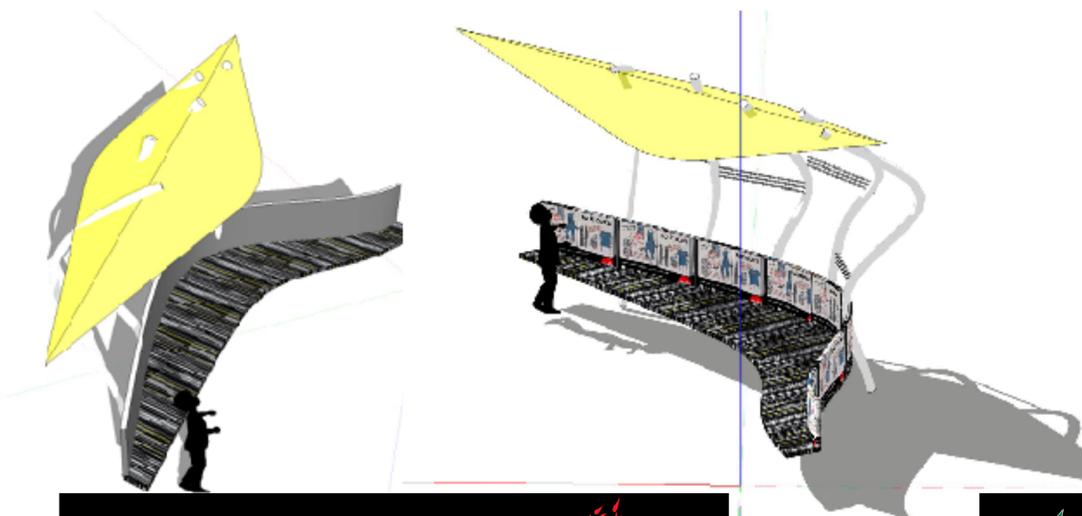
RESIDENTIAL, RESORT, STAY HOME



RETAIL & F&B + BRANDING



CORPORATE, LAB, RETAIL OUTLET DEVELOPMENT



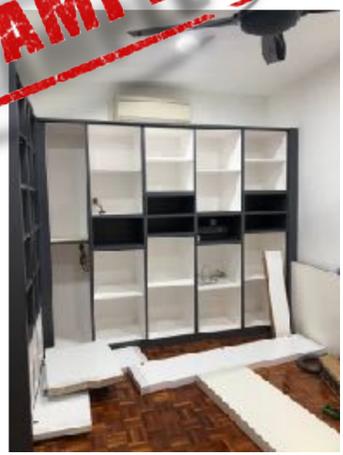
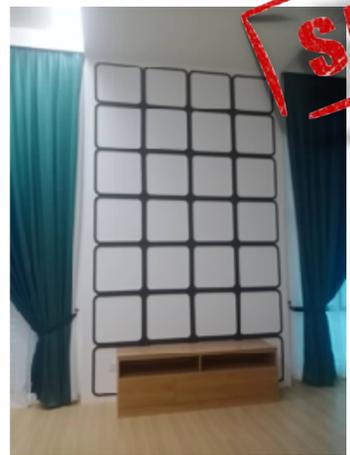
INSTITUTIONAL, SCHOOL, HOSPITAL, SPECIAL PROJECTS



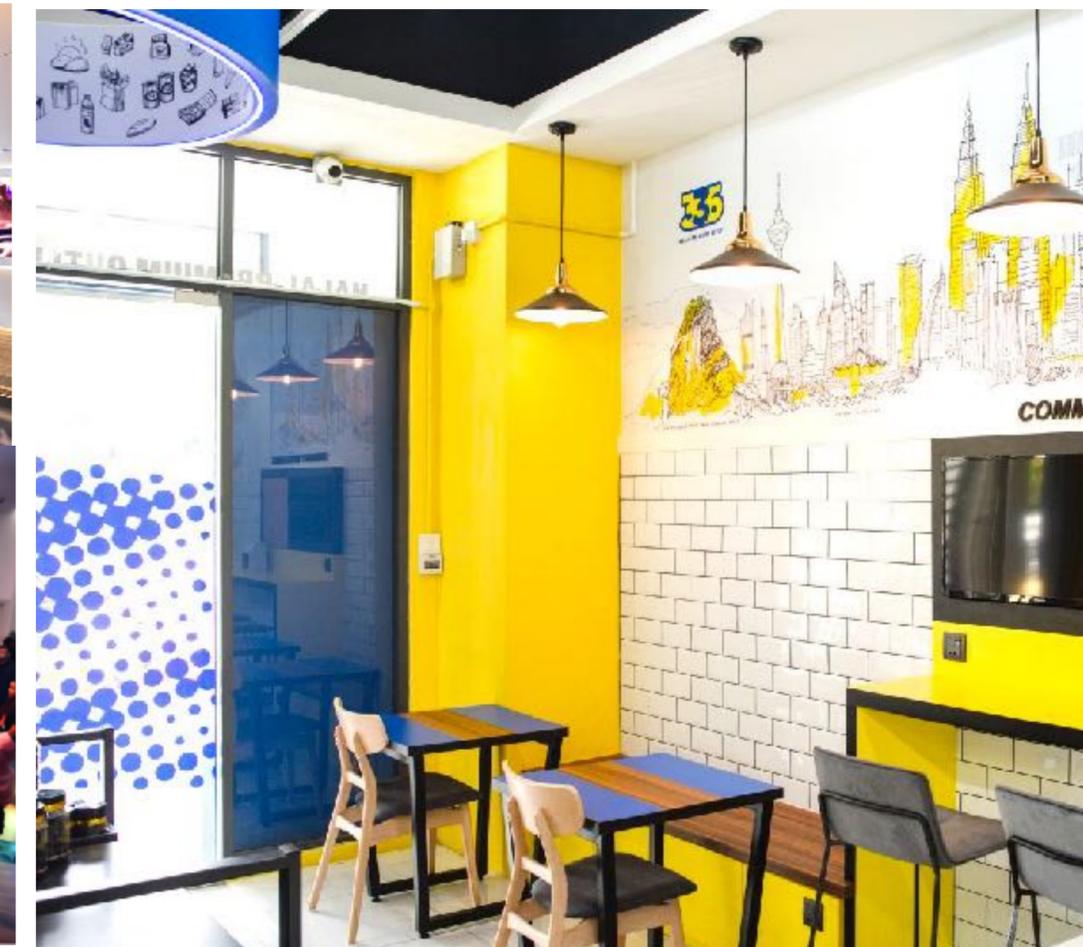
FABRICATION CUSTOM, FURNITURE, ARTS, SPECIAL PROJECT



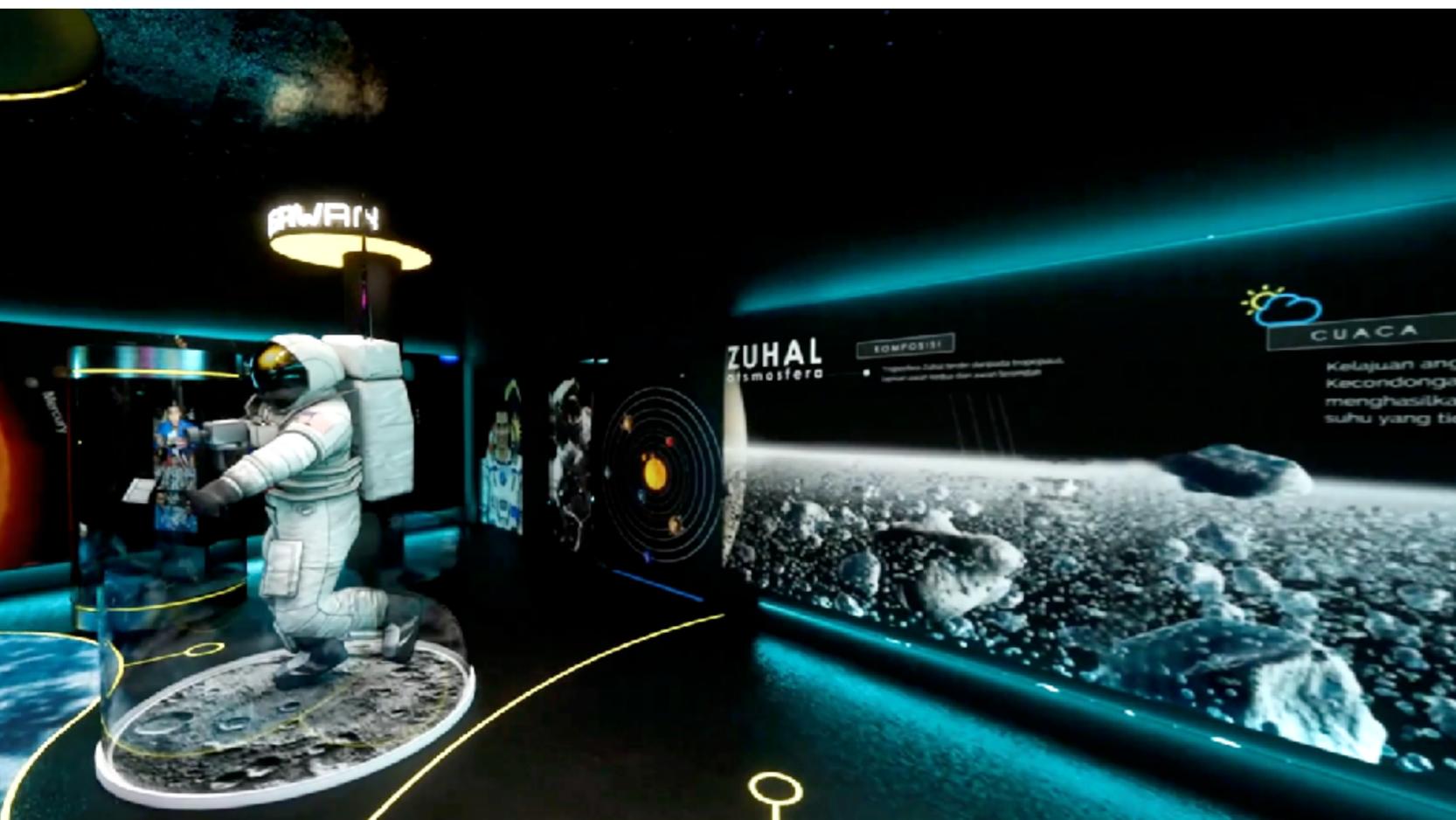
SAMPLE



Touch Maldives



FABRICATION CUSTOM, FURNITURE, ARTS, SPECIAL PROJECT



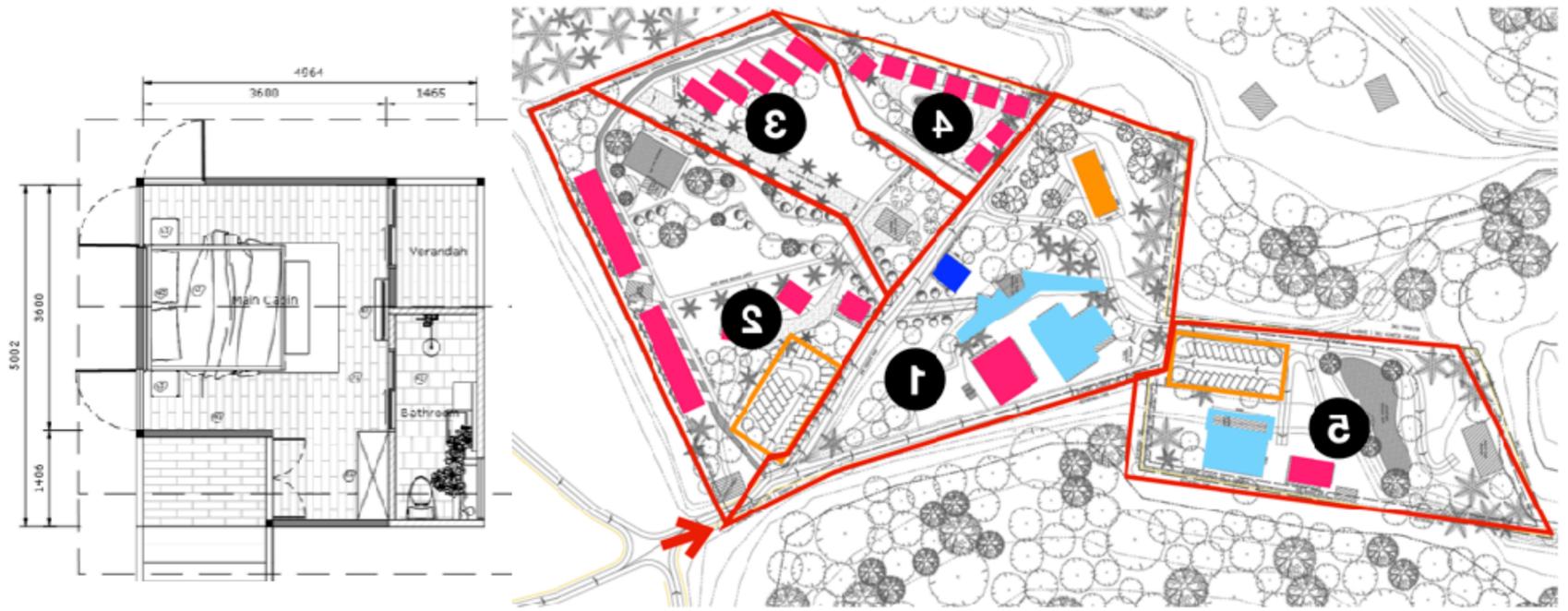
GREEN HOME, SUSTAINABLE ARCHITECTURE HOUSE, SEMENYIH 2024



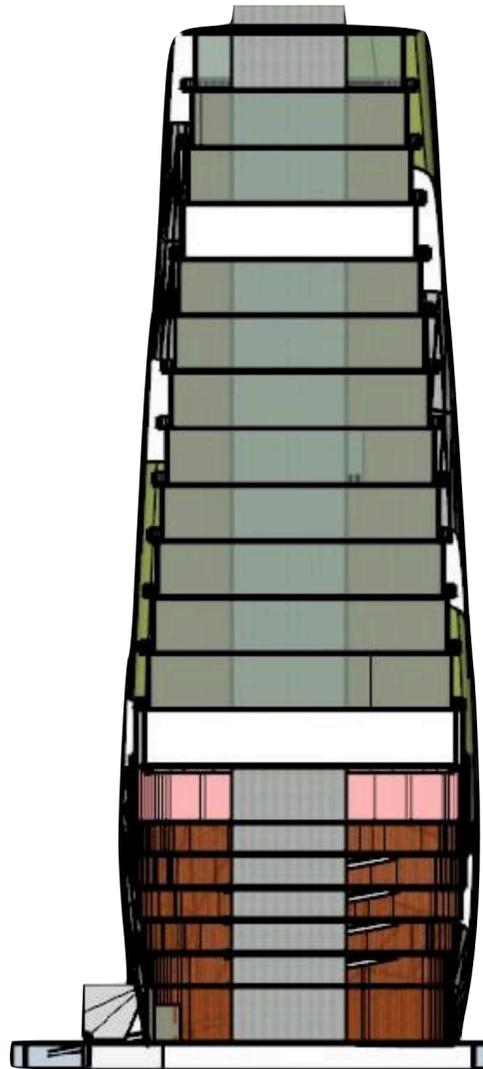
Di Zitarum



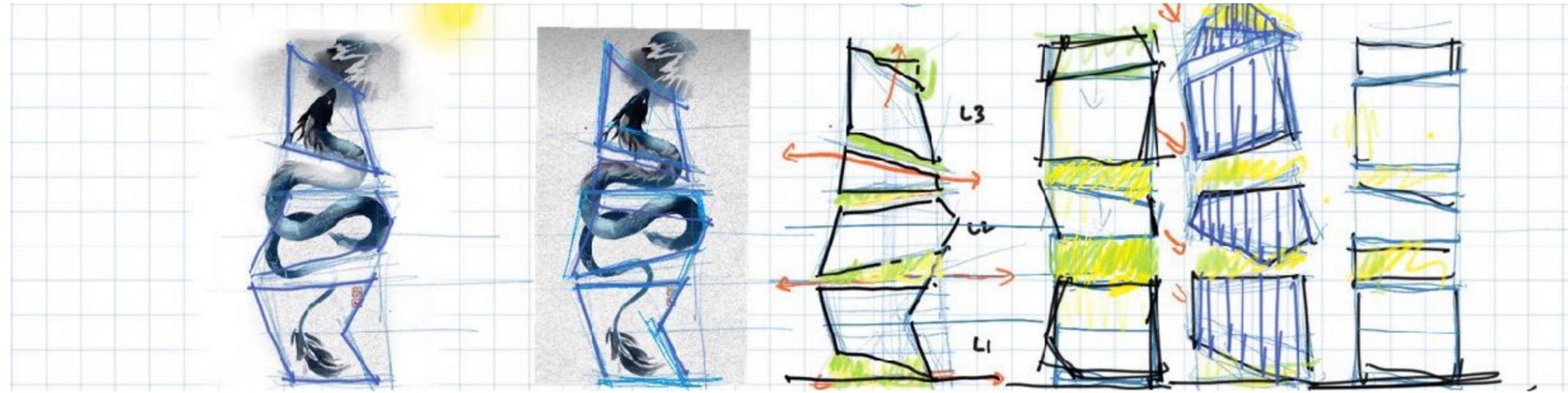
SUSTAINABLE DEVELOPMENT SEMENYIH 2024



ARCHITECTURE, TOWER DESIGN MIX DEVELOPMENT



Dr. Zivanovic





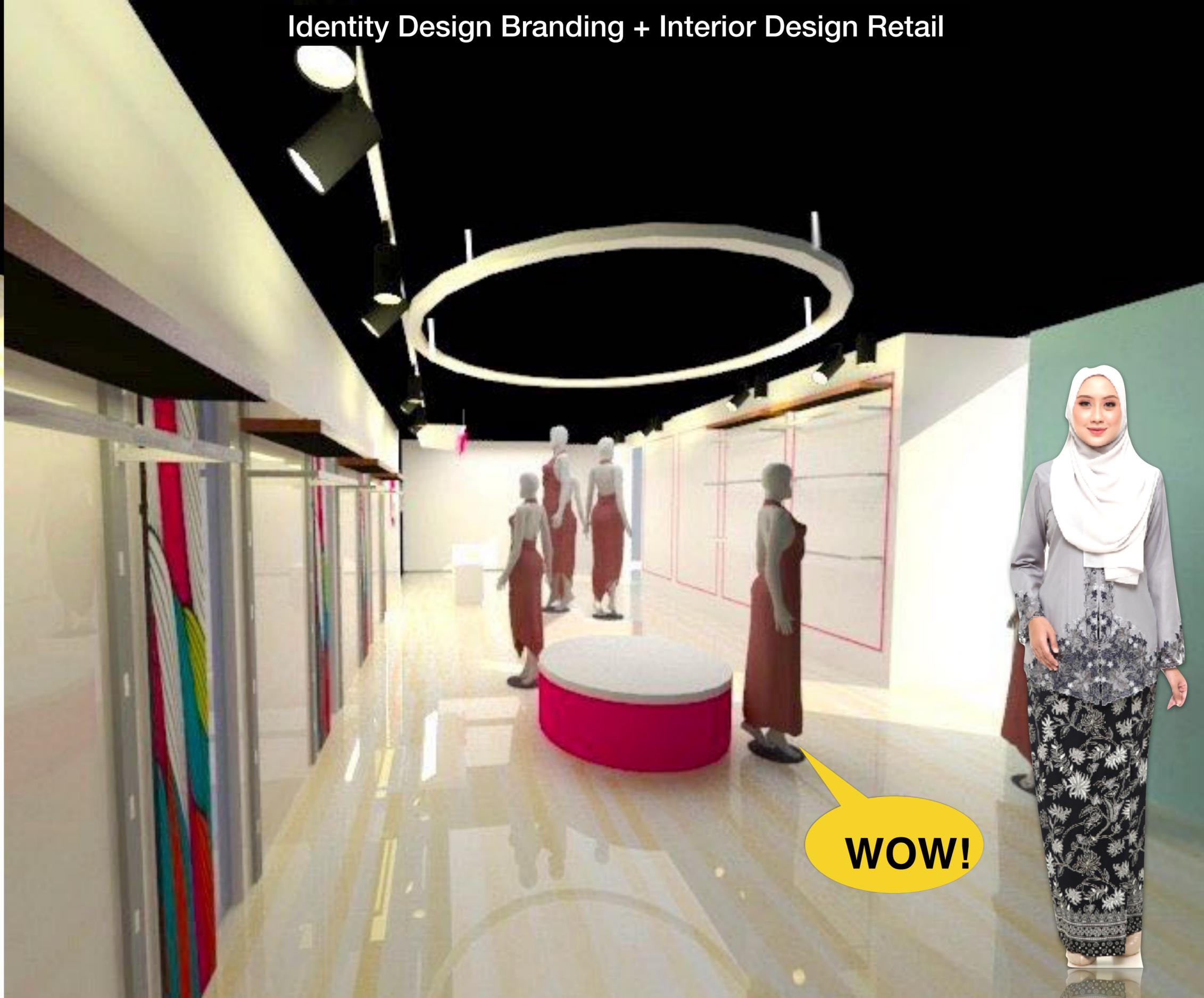
DESIGN BRANDING development



Identity Design Branding + Interior Design Retail



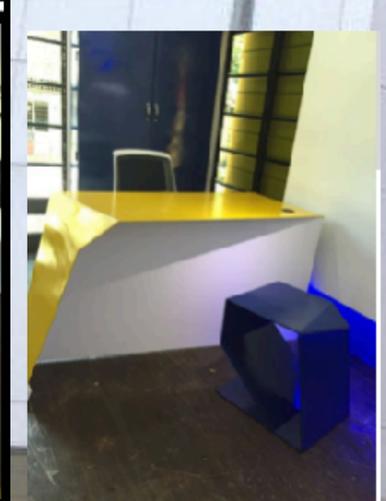
New Re-Branding



WOW!



Di. Zitarun



Dr. Zitaran

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1

2

3

4



SURVIVAL NOMAD



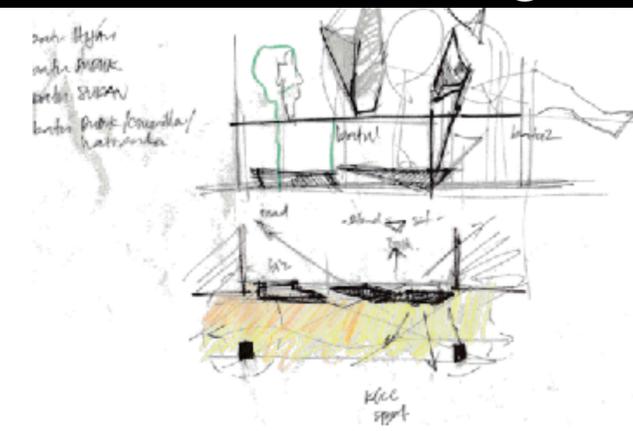
RIVER OF LIFE



GROWING THE CHAMP



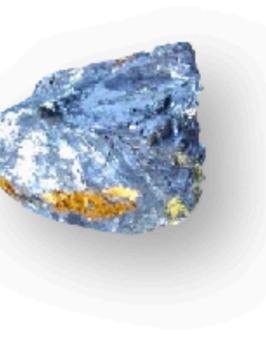
LIVE TO COMPETE



BATU ROAD MicroArchitecture

THE 'BATU' SPIRIT

1885 THE SPIRIT of BATU ROAD



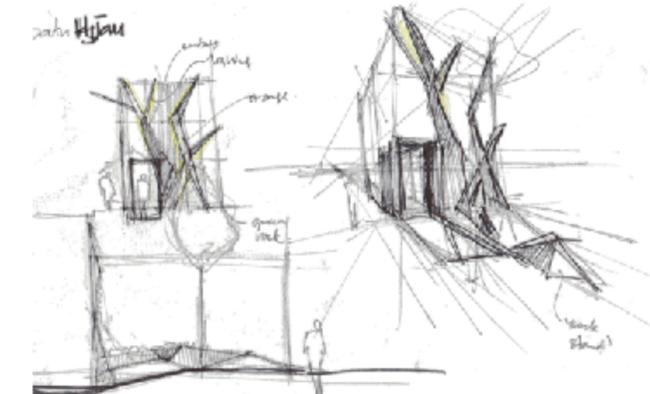
BATU ROAD

The concept of **'urban economy'** is supposed to be understood to mean the totality of all activities and uses that are important for a city. They can, however, also be viewed as **barter systems**, though some of them fall out of the framework of **profitable exchange** as only very **low rents** can be afforded. Rudolf K (2006)

The famous Jalan Tunku Abdul Rahman (TAR) is crucial example on how this street could shape mankind culture and behavior changes as time passed by. Established street name known as Batu Road; at once upon a time has trigger the beautiful demographic and urban creation between local community in sustainability lifestyle. The transformation between past present future trigger the en ideation of looking the "BATU" as a new landmark for today and future generation that will shape powerful an vibrant PLACE MAKING.

Namely four spots of micro-architecure of redefine Batu Road:
Batu Gerilla (nomad)
Batu Alur
Batu Juara
Batu Sengit

thinkCITY



thank
you

pushing to the limit
end +

