

THE ATTRACTIVE OF NEON TUNNEL DESIGN

Muizzuddin bin Basharudin

University Malaysia Kelantan, Kelantan, Malaysia
muizbasha@gmail.com

Wan Azlina Wan Ismail, Ramly Hasan, Nor Hamizah Abdul Hamid, Nor Diana Aziz, Muhamad Hilmi Mohamad @Masri

Faculty of Architecture and Ekistics, University Malaysia Kelantan,
Bachok Campus, 16300, Bachok, Kelantan
azlina@umk.edu.my , ramly.h@umk.edu.my , norhamizah@umk.edu.my , dianaaziz@uitm.edu.my ,
muhamadhilmi@uitm.edu.my

Highlight: The creation of themed gateways as tourist attractions has grown in popularity in recent years. Apart from welcoming tourists, one of the primary goals of these gateways is to connect many attractions that would not have the ability to persuade people to spend time and money. Tourism gateways can also serve as routes that offer to bring together a range of activities and attractions under a common theme, therefore stimulating entrepreneurial potential via the creation of additional products and services. Hence, the gateways offer a distinct feeling of identity, transition, and expectation. They should be relevant to the region's natural resources, beautiful vistas, and cultural history

Key words: *walkway, entrance gateway, local history, innovation design, neon light, streetlight*

Introduction

The arrangement of the environment for the gateway elements in relation to the context is referred to as site planning of gateways (adjacent streets, pathways, land uses, buildings, and open space). It entails taking into account the natural environment as well as the road and building framework that comprise the gateway's surroundings. Gateways should be complementary to their surroundings rather than diametrically opposed. In conclusion, gateways indicate the city's access points, major destinations, and communities.

The design of The Neon Tunnel actually is a design that is located at the entrance of an area. The design focused on a unique design and able to provide attractiveness in the surrounding area. The neon tunnel is a unique and attractive place that have a sense of welcoming because it is symbolic towards the diversity of harmony through the variation colours by the neon light. While the use of wood element represent the traditional and modern culture of Batu Gajah. Hence, the shape of the tunnel represent the railways during the tin mining in the ancient time. The gateway is an essential component of both urban and rural infrastructure. With the addition of lighting element contributes to the creation of a safe environment for both pedestrians and cars. Many gateway across the world are being upgraded with the addition of LED lighting, which consumes less energy and is more dependable than old sodium lamps, lowering the cost of maintaining roadways lighted substantially. By the interesting view that bring the sense of joyful if can be commercial by promoting it into the social media platform.

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