

INTRODUCTION

Traditional games in Malaysia—once woven into the daily life of kampung communities are more than just forms of play. They are carriers of cultural memory, social values, and indigenous knowledge passed down through generations. However, the relevance and practice of these games are steadily declining due to multiple converging issues. Urbanization has transformed communal village environments into compartmentalized, high-density urban spaces with limited room for informal play. Younger generations, increasingly shaped by digital entertainment and structured lifestyles, are becoming disconnected from the cultural significance of these games. At the same time, the craft industry responsible for creating many of the tools and materials used in traditional games is experiencing a drop in employment and transmission of skills, with fewer artisans able to sustain themselves in modern economies.

This decline reflects a deeper challenge: the loss of intangible cultural heritage and its social function in building identity, empathy, and inter-generational relationships. Without spatial and educational interventions that make traditional games visible, accessible, and meaningful in contemporary life, their survival is at risk. The Cultural Community Traditional Games Hub Centre emerges as a design response to these issues—proposing an integrated environment where traditional games, craft, and community life can thrive together through thoughtful programming, architecture, and cultural regeneration.


SWOT

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Cultural Preservation, Multi-generational Engagement, Educational Value, Community Empowerment

W



Skill Resource Limitation, Complex Programming, Risk of Commercialization

O



Cultural Preservation, Multi-generational Engagement, Educational Value, Community Empowerment

T



Cultural erosion, Urban development, Political or social changes