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**CENDANA'S ART IN THE CITY TAKES OVER KUALA LUMPUR & CREATIVE HUBS NATIONWIDE TO  
CREATE AN ADDITIONAL 2,000 EMPLOYMENT OPPORTUNITIES**

Kuala Lumpur, 30 September 2021 – Pursuant to the announcement of the reopening of the creative industries by the Honourable Prime Minister, Dato' Sri Ismail Sabri Yaakob, the Cultural Economy Development Agency (CENDANA) brings back the third edition of Art In The City (AITC) with a slew of exciting programmes and activities with a focus on artists, artisans, and cultural workers. AITC 2021 will take place from October to December 2021 in conjunction with the International Year of Creative Economy for Sustainable Development, offering curated activities aimed at promoting the diverse artistic, creativity, compassion, and imagination of Malaysians. Minister of Communications and Multimedia YB Tan Sri Datuk Seri Panglima TPr Annuar Haji Musa, today launched the AITC 2021 which would create an additional 2,000 employment opportunities.

There will be exciting and engaging activities for the public, especially for Arts and Culture enthusiasts throughout its 3-month period. Part of Art In The City includes the KLWKND Festival which tells a strong narrative of Kuala Lumpur through its multi-faceted dimensions in history, arts, design, culture, and heritage. The curatorial direction for KLWKND's programmes will encompass several key highlight clusters at The Godown KL; Panggung Bandaraya DBKL; Pasar Seni; and REXKL; each paired with its own "festival village", and all within walking distance in downtown Kuala Lumpur. This event, which takes over Kuala Lumpur from 25<sup>th</sup> to 28<sup>th</sup> November 2021 is curated by renowned festival director Joe Sidek.

The AITC 2021 will kick off with the KUL.CEF Forum on 14th October 2021. This forum would feature renowned local and international experts to share their views on the best practices in various aspects of the Arts and Culture scene. Key speakers include Jason Bevan, Former Head of Creative Development & VP Marketing EMEA Warner Bros Studio who worked on the Harry Potter and Fantastic Beasts films, DC movies like Joker, The Dark Knight and Aquaman films, the Lego movies, the Conjuring and IT horrorverse and the Christopher Nolan movies, and continues to do so as co-founder of Content Creator Studios; Ed Vaisey, Former UK Government Culture and Digital Minister; Honourable Ridwan Kamil Governor of West Java, Indonesia; Suk Young Kim, Professor of Theater and Performance Studies at UCLA School of Theatre and KPOP Industry Expert from South Korea; and many more.

To add excitement and first-hand experience on various aspects of the arts, the AITC 2021 will be hosting online weekend 'Open Art Classes' for the public, to be conducted by established Malaysian artists, Adigurus, and cultural workers across the Nation. They include actor, director Adlin Aman Ramli, singer Datuk Syafinaz Selamat, craft Adiguru Norhaiza Noordin, contemporary artist Jailani Abu Hassan, writer, journalist Eddin Khoo and many more. These classes will take place every Friday to Sunday throughout the AITC 2021 from 29th October to 21st November 2021.

Other activities to look forward to are the Panggung Rakyat traditional performances in collaboration with Kuala Lumpur City and local traditional arts communities nationwide featuring Kompong Jidor, Zapin Melayu, Kuchipudi, Sounds of Sabah, Mah Meri, and Menora; which will be

broadcast online via CENDANA Malaysia Facebook page; the pilot rollout of Studio C aims to present a high quality selection of Malaysian craft products that reflect our craft heritage, commitment to social responsibility and focus on a more sustainable future. With the slogan *Our Kraf, Your World*, the exercise hopes to contribute to Malaysian artisans' financial independence and the preservation of their cultural heritage by bringing their stories, heritage, and craft traditions to a wider market via homegrown e-commerce platforms.

The Light Project, in collaboration with Think City and local municipalities, shines hope and light via curated light installations and performances across Kuala Lumpur (in collaboration with Interstellar Studio-Jun Ong and The Godown KL), Butterworth, Batu Pahat, Ipoh, Melaka, and Kuching and a symposium of Reflection and Reimagining: National Cultural Congress 1971-50 years on in December at University Malaya, as part of a collaboration with PUSAKA and Jurnal Svava, that will gather cultural practitioners and experts from the diverse communities and fields to critically appraise the development of culture in Malaysia. The 3 months activities will wrap up at REXKL with a media art exhibition – SENSORii a world of artworks without boundaries featuring Lim Kok Yoong in collaboration with KC Tan, Flux 28, Wee Jia Foong, Ashly Nandong, Azarikh Amran, made possible with Artistic Director Yap Sau Bin, Producer Melissa Teoh and Music by Ahmad Muriz Che Rose.

Launching the AITC 2021, YB Tan Sri Datuk Seri Panglima TPr Annuar Haji Musa commented, "Ministry of Communications and Multimedia Malaysia (KKMM) is committed to continuing to provide strong support to the arts and culture sector which plays an important role in the country's economic growth. Throughout 2021, KKMM has implemented various creative industry programmes through the PRISMA initiative with a total amount of RM89 million to elevate this sector and subsequently mobilising the PEMULIH Plan for the creative industries at an additional RM100 million."

The Minister added, "The Government recognises the importance of the role of Arts and Culture to revitalize the country, not only from the economic aspect but also from a humanity perspective. The recovery and rebuilding of Arts and Culture among the people of the Nation will help heal the soul of the Nation, our keluarga Malaysia. Therefore, KKMM invites the arts communities to work with the Ministry via our Creative Taskforce to create a systematic structure so that the country's creative industry can grow."

In echoing the Minister on the importance of Arts and Culture for the Nation, Chairman MyCreative Ventures, Noor Azmi bin Mat Said shared, "Art and Culture are a Nation's most precious heritage. It is through these that we reveal to ourselves and others the inner vision that guides us as a Nation. When there is no vision, our values perish and the Nation slowly withers and dissipates. Our culture, tradition, and language are the very foundation of our identity. As our Nation progresses, never allow this foundation to crumble. It is our hope that MyCreative Ventures Group, which includes CENDANA, will continue to play an effective and strong role holding this foundation together, and further strengthening it through the various programmes and initiatives that we introduce for the industry, from time to time."

CENDANA Founding Chief Executive Officer, Izan Satrina Mohd Sallehuddin shared, "We remain strongly committed to supporting the recovery of the arts and culture sector. We are on schedule

and have approved RM22 million in the past 14 months which will benefit more than 8,000 practitioners. In addition to the grants approved, we hope to transition our sector back into the shared creative economy via cultural platforms like Art In The City.”

“Art In The City is dedicated to art and performance, with more than 100 dynamic, colourful and optimistic programmes presented this year. The effort’s first iteration in 2018 has since then spanned to include an array of music, dance, craft, theatre, film dance, food, heritage, history, and more spread across three full months from October to December 2021. With the opening of the creative industries, in collaboration with the arts communities, and partnerships from business and government partners, CENDANA is committed to demonstrating the impact of the arts, capturing its strength, overcoming challenges, and nurture the soul of the nation for the future. We hope these aspirations are reflected in the 12th National Malaysian Plan and Budget 2022,” Izan adds.

The launch of AITC 2021 took place at KLPAC earlier today, organised by CENDANA. The event was graced by the presence of the Minister of Communications and Multimedia, YB Tan Sri Datuk Seri Panglima TPr Annuar Haji Musa, the Deputy Secretary General of the Ministry of Communications and Multimedia Malaysia, Puan Mastura Ahmad Mustafa and the Chairman of MyCreative Ventures Sdn. Bhd. Noor Azmi bin Mat Said.

Art In The City is one of CENDANA’s flagship programmes that serve as a strategic effort to promote the local arts community and engage the public via Malaysian arts. With a goal to celebrate the multitude of creativity, CENDANA invites Malaysians to see the Nation through the lens of arts and culture. For more information on AITC, please visit [www.baskl.com.my/aitc](http://www.baskl.com.my/aitc) .

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#### **About CENDANA**

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable, and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of the Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. Log on to [www.cendana.com.my](http://www.cendana.com.my) for details.

#### **About MyCreative**

MyCreative Ventures is a Government investment arm launched in September 2012 to spur the Malaysian creative industry via strategic and innovative funding. Find out more via [www.mycreative.com.my](http://www.mycreative.com.my) .