

MEDIA RELEASE

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CENDANA'S ART IN THE CITY GROWS WITH STRONG PUBLIC-PRIVATE PARTNERSHIPS

Kuala Lumpur, 12 November 2021 – Pursuant to the launch of Art In The City (AITC) on 30th September 2021 by YB Tan Sri Datuk Seri Panglima TPr Annuar Haji Musa, Minister of Communications and Multimedia, CENDANA today announced AITC's 54 partners that are jointly organising the three-month festival from October until December 2021.

AITC 2021, held in conjunction with the International Year of Creative Economy for Sustainable Development, offers various activities aimed at promoting the diverse artistic, creativity, compassion, and imagination of Malaysians.

Throughout the Covid-19 pandemic, many art and culture organisations and practitioners have been forced to reduce and some had to cease activities while some others closed down altogether. The arts sector has been the hardest hit with local and international tourism coming to a standstill, with no audiences, and all activities were only available for online audiences and engagements.

As part of the Nation's recovery efforts, Tan Sri Annuar, through CENDANA will support collaboration with the private sector to build and revitalise the economy of the arts and culture sector so that more individuals will be interested in art and can together overcome this very challenging situation.

Tan Sri Annuar Haji reiterated the commitment of the Ministry towards the arts and culture sector as it plays an important role in the country's economic growth at the national and global levels.

The Chairman of MyCreative Ventures Group, Ts. Noor Azmi Mat Said emphasized the cooperation between the private and public sectors in strengthening the arts and culture sector which is the backbone of tradition, heritage, and national pride. This strategic collaboration can be used as benchmark for others to connect the Government, the private sector and industry players.

The synergy between the Government, private sector and industry players can contribute to the country's economic growth in line with the Sustainable Development Goals (SDGs) which are increasingly important for all stakeholders in any industry. This is especially so for the arts and culture sector which is one of the pillars of MyCreative Ventures Group.

After the recent Kuala Lumpur Creative Economy Forum (KULCEF), the introduction of Studio C at the CIMB Hotel Art Fair, Open Art Classes, Corporate Tax Deduction Workshops, the launch of the TripART collaboration; AITC 2021 will next present the KLWKND. The said event aims to bring "Keluarga Malaysia" closer by experiencing Kuala Lumpur through its multi-faceted dimensions in history, arts, design, culture, and heritage.

KLWKND's programmes encompasses several clusters of "festival village" at venues such as The Godown KL; Panggung Bandaraya DBKL; Central Market at Pasar Seni; and REXKL; GMBB; Muzium Telekom and more as several other locations in Kuala Lumpur City Centre starting from 25 to 28 November 2021, is curated by renowned festival director, Joe Sidek. KLWKND aims to bring the arts closer to people through the collaboration of various sectors.

Among other exciting programmes during AITC2021 is "The Light Project," which will witness the lighting up of various cities across Malaysia from November 2021 to March 2022. In collaboration with Think City and local municipalities, six participating cities, Kuala Lumpur (in collaboration with Interstellar Studio-Jun Ong), Batu Pahat, Kuching, Ipoh, Melaka, and Butterworth, will be lit up with public art and curated performances to inspire the Nation and the arts and culture sector at large with HOPE and LIGHT as we rise up above and beyond the pandemic.

Cultural organisations like PUSAKA and Svava will also collaborate to organise The Symposium of Reflection and Reimagining: National Cultural Congress 1971 - 50 years later, which will bring together practitioners and experts from various communities in the field of culture from 11 to 12 December 2021. The Symposium aims to assess cultural development in Malaysia and the implementation of the National Cultural Policy. The symposium was unveiled following an initial online discussion on 13 August 2021 on CENDANA Malaysia's Facebook and is scheduled to take place at Universiti Malaya (UM).

The three-month activities will conclude with a media art exhibition – SENSORii; which showcases the borderless world of light, colour, and sound featuring Lim Kok Yoong in collaboration with KC Tan, Flux 28, Wee Jia Foong, Ashly Nandong, Azarikh Amran. The showcase is made possible with Artistic Director Yap Sau Bin, Producer Melissa Teoh and Music by Ahmad Muriz Che Rose. Wander, explore and discover their stories, memories, and imaginations in this immersive setting from the 1 to 28 December 2021 at REXKL.

CEO of CENDANA, Izan Satrina shared that all programmes under AITC2021 are available to the public without any charges. CENDANA aims to bring art closer to "Keluarga Malaysia." In order to provide the opportunity for "Keluarga Malaysia" to travel to and enjoy the city of Kuala Lumpur during AITC2021, CENDANA has also collaborated with Grab to offer promotional code discounts for its users.

Meanwhile, Yoodo plays the role of promoting AITC programmes through their marketing services with selected influencers, Prasarana will be promoting AITC programmes at their stations and around the city on their buses. The collaboration with various parties, including the Creator Foundation, Think City, Facebook, Yayasan TM and others, is to have everyone come together to deliver the desired narratives and fuel the various creative levels for KLWKND.

Meanwhile, the collaboration between CIMB, Yayasan Hasanah, and CENDANA recently had a positive impact with more than 100 dynamic, colourful and optimistic programmes this year. CENDANA's efforts for this had started in 2018 covering various types of music, dance, craft, theatre, dance film, food, heritage, history and many more conducted over a period of three months from October to December 2021.

CENDANA is committed to determining the impact of the arts, capturing its strength in overcoming challenges, and aims to nurture its role as the 'soul of the nation' for the future with the reopening of the creative industry through collaboration with the arts community, joint ventures with business partners and the Government.

AITC 2021 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

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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 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 .

APPENDIX

KLWKND PROGRAMME HIGHLIGHTS **25 – 28 NOVEMBER 2021 | KUALA LUMPUR**

Opera Serikandi Nusantara

25 November 2021, 8:30pm - 10:00pm | Panggung Bandaraya DBKL

Opera Serikandi Nusantara brings to you a series of contemporary operatic musical performances that retell the classical tales of legendary Malay princesses such as Puteri Gunung Ledang, Puteri Cik Siti Wan Kembang, Puteri Saadong, Puteri Hang Li Po, Puteri Santubong, Puteri Sejinjang and more. Conceptualised by the critically-acclaimed composer Prof Madya Dr. Tazul Tajuddin, this preview opera will also feature some of the best of Malaysia's vocal and musical talents including Khairunnisa Diyana (soprano), Chaing Yi Ling (mezzo-soprano), Phang Kong Chien (tenor), Dr Bernard Tan (piano) and the award-winning UiTM Chamber Choir led by Dr Masashi Kishimoto. Fusing Malay traditional musical elements of Mak Yong, Menora, Wayang Kulit and the gamelan with modern compositions and digital visuals.

Art of Dance

26 November 2021, 8:30pm – 9.30pm | Panggung Bandaraya DBKL

Through the use of technology and creativity in new media, Art of Dance showcases the art of bodily movement surrounding the theme of nature and bamboo as seen through the eyes and minds of highly-renowned dancers-choreographers Raziman Sarbini, Aida Redza, Suhaili Micheline, Pexstret Liu and Lee Swee Keong. Each taking charge of a show segment, they seek to portray the narrative of nature and bamboo as a force of life.

Memperkenalkan Sasterawan Negara

28 November 2021, 2:00pm - 5:00pm | Panggung Bandaraya DBKL

KLWKND in collaboration with National Laureate Prof Dr Muhammad Haji Salleh will present a literary programme Memperkenalkan Sasterawan Negara. This programme will put on stage selected National Laureates (Sasterawan Negara) to discuss about the state of literature in Malaysia, and to recite excerpts of their body of work pertaining to city, country and nationality.

Intriguing Instruments

27 – 28 November 2021 | 3pm – 6pm | Bamboo House, KL

In Intriguing Instruments, KLWKND features unique performances made possible through musical instruments made out of bamboo. For one weekend only, we're thrilled to feature exciting and eclectic performers in Bamboo House at The Godown KL!

Forest In The City Programmes

25 – 28 November 2021 | 10.00am – 6.00pm | High Street Studio (Jalan Tun H.S. Lee), KL

Soon-to-be Think City office along Jalan Tun HS Lee will be converted into a pop-up cluster of spaces that fuse technology and nature to become special rooms for relaxation and appreciation of natural sounds and sights with technical advice integrating LED, VR and film screenings and design from Sabah Creative Economy and Innovation Centre (SCENIC).

BUKU2BOOKS

25 – 28 November 2021 | 10.00am – 6.00pm | RexKL, KL

Buku2Books is a pop-up digital library that allows the public to access rarely seen archive materials about Kuala Lumpur and Malaysia in various media including archival footage, sounds, digitized copies of rare books and more! These materials are sourced from archives across the country and with international partners.

Bamboo – Textile of the Future

26 November 2021 | 4.00pm – 5.00pm | The RuMa Hotel & Residences

A fashion show featuring bamboo-as-material and bamboo inspired fashion wares and fabric by some of Malaysia's best fashion designers.

LoveMYBatik

25 – 28 November 2021 | 10.00am – 8.00pm | GMBB, KL

Making public some of the best Batik art painting in private and public collection. The programme will also feature a public Batik-themed mural competition on portable surfaces with 4 selected visual artists and donated to schools after KLWKND.

Traverse: Motions Through Time

25 – 28 November 2021 | Muzium Telekom

'Traverse: Motions Through Time' is conceptualized and realized by artists embracing the new form of art-making to express their ideas through a new medium. 'Traverse' is proudly produced by students, faculty and alumni of MMU with additional showcases by TM R&D and TM ONE.

To find out more about KLWKND, visit: <https://baskl.com.my/aitc/klwknd-2/>

CENDANA Art In The City Partners 2021 Factsheet

	Partner	Commitment (brief description of commitment)	Category
ART IN THE CITY PROGRAMME PARTNERS			
1	Kuala Lumpur City Hall	Overall partner for AITC (providing venue Panggung Bandaraya for KLWKND, facilitating permits/licenses under MOU, programme partner)	Supporting Partner
2	Ministry of Transportation	Facilitating CENDANA with MRT Corp and Prasarana for AITC promotion on LRTs, MRTs, busses and stations	Transportation Partner
3	Prasarana	Providing 40 buses around KL to promote AITC programmes Providing spaces (physical & digital) on trains and stations to promote AITC programmes	Transportation Partner
4	Yoodo	Promo and marketing to their database, guerilla marketing in the city and contribution of prizes for KLWKND and SENSORii	Telco Partner
5	Grab	Promo and marketing to their database, ride subsidies via promo codes	Ride Hailing Partner
6	RTM	Providing airtime for AITC promo on their channels	Media Partner
7	CIMB	TripART Collaboration by jointly hosting the CIMB Artober Hotel Art Fair and programme partner Studio C soft launch	TripART Partner
8	Yayasan Hasanah	TripART Collaboration and programme partner for KLWKND (sponsor wayang kulit show at Central Market for KLWKND)	TripART Partner
ART IN THE CITY PROGRAMME PARTNERS - THE LIGHT PROJECT			
9	Majlis Perbandaran Seberang Perai	Facilitation of programmes in the cities with provision of guidance, support, facilitation of public space and other resources and permits.	The Light Project Partner
10	Majlis Perbandaran Batu Pahat		The Light Project Partner
11	Majlis Bandaraya Ipoh		The Light Project Partner
12	Majlis Perbandaran Kuching Selatan		The Light Project Partner
13	Majlis Bandaraya Melaka Bersejarah		The Light Project Partner

ART IN THE CITY PROGRAMME PARTNERS - KLWKND			
14	Think City	Programme partner for KLWKND (via sponsorship)	KLWKND Programme Partner
15	Facebook	Programme partner for KLWKND (via sponsorship and digitalisation workshop)	KLWKND Programme Partner
16	Creador Foundation	Programme partner for KLWKND (via sponsorship)	KLWKND Programme Partner
17	Yayasan TM	Programme partner for KLWKND (via in-kind venue and resources)	KLWKND Programme Partner
18	High Street Studio	Programme partner for KLWKND (venue sponsorship)	KLWKND Venue Partner
19	Central Market	Programme partner for KLWKND (venue sponsorship, advisory and facilitation)	KLWKND Venue Partner
20	GMBB	Programme partner for KLWKND (in-kind venue sponsorship)	KLWKND Venue Partner
21	The RuMa Hotel & Residences	Programme partner for KLWKND (venue partnership and in-kind sponsorship of media preview event for KLWKND)	KLWKND Venue Partner
22	Rotary Club	Programme partner for KLWKND (outreach engagement to youth and differently-abled communities)	KLWKND Programme Collaborator
23	Sabah Creative Economy & Innovation Centre (SCENIC)	Programme partner for KLWKND (support participation of Sabah musicians, creative products and multimedia talent)	KLWKND Programme Collaborator
24	Penang State Exco for Tourism and Creative Economy (PETACE)	Programme partner for KLWKND (in-kind sponsorship for participation of Penang vendors)	KLWKND Programme Collaborator
25	Japan Foundation KL	Programme partner for KLWKND (advice and facilitation for Japanese fine bamboo artwork and speaker)	KLWKND Programme Collaborator
26	National Craft Council	Programme partner for KLWKND (vendor coordination for marketplace event)	KLWKND Programme Collaborator
27	Universiti Teknologi Mara	Programme partner for KLWKND (content and programme)	KLWKND Programme Collaborator

28	Universiti Sains Malaysia		KLWKND Programme Collaborator
29	Universiti Malaysia Sabah		KLWKND Programme Collaborator
30	UCSI University		KLWKND Programme Collaborator
31	Universiti Tunku Abdul Rahman	Programme partner for KLWKND (providing student volunteers)	KLWKND Programme Collaborator
32	Majlis Kebudayaan Universiti-Universiti Malaysia	Programme partner for KLWKND (providing student apprentices)	KLWKND Programme Collaborator
33	Dewan Bahasa Pustaka	Programme partner for KLWKND (content provider and manpower for forum)	KLWKND Programme Collaborator
34	Selangor State Library	Programme partner for KLWKND (via sponsorship and content provider)	KLWKND Programme Collaborator
35	Library of Congress (US)	Programme partner for KLWKND (content provider and networking assistance)	KLWKND Programme Collaborator
36	Imperial War Museum (UK)		KLWKND Programme Collaborator
37	The British Library (UK)		KLWKND Programme Collaborator
38	Studio Karya	Programme partner for KLWKND (in-kind advisory bamboo programmes)	KLWKND Programme Collaborator
39	SEAD		KLWKND Programme Collaborator
40	CS Leong Sdn Bhd	Programme partner for KLWKND (in-kind advisory, technical support and production materials)	KLWKND Programme Collaborator
41	TenTen Design	Programme partner for KLWKND (advisory and coordination for bamboo talk)	KLWKND Programme Collaborator
42	HeloLED	Programme partner for KLWKND (partial support for production and set-up of LED display at venues for KLWKND)	KLWKND Programme Collaborator

43	KL Fashion Weekend	Programme partner for KLWKND (co-sharing content and co-producing and partial in-kind support of runway models)	KLWKND Programme Collaborator
44	Ministry XR	Programme partner for KLWKND (in-kind partial sponsorship VR programme for KLWKND)	KLWKND Programme Collaborator
45	Huawei	Programme partner for KLWKND (via small cash sponsorship and prizes)	KLWKND Programme Collaborator
46	The Habitat Penang	Programme partner for KLWKND (content provider of room for Forest in the City)	KLWKND Programme Collaborator
47	Malaysian Airlines	Programme partner for KWLKND (support participation of artisans from out of KL and prizes)	KLWKND Programme Collaborator
48	Yayasan Sime Darby	Programme partner for KLWKND (content provider of films for Forest in the City)	KLWKND Programme Collaborator
49	Segaris Art Center	Programme partner for KLWKND (co-curator of mural artists for LoveMYBatik exhibition)	KLWKND Programme Collaborator
50	The Majestic Hotel Kuala Lumpur	Programme partner for KLWKND (contribution of prizes for KLWKND)	KLWKND Programme Collaborator
51	Hotel Stripes Kuala Lumpur	Programme partner for KLWKND (contribution of prizes for KLWKND)	KLWKND Programme Collaborator
52	The Datai Langkawi	Programme partner for KLWKND (contribution of prizes for KLWKND)	KLWKND Programme Collaborator
53	Eastern & Oriental Hotel	Programme partner for KLWKND (contribution of prizes for KLWKND)	KLWKND Programme Collaborator
ART IN THE CITY PROGRAMME PARTNERS - SENSORIUM OF INVERSION/ IMMERSION (SENSORII)			
54	EPSON Malaysia Sdn Bhd	Sponsoring projectors for SENSORii	SENSORii Programme Partner