



MINISTRY OF TOURISM, MALAYSIA

MEDIA RELEASE

MINISTRY OF TOURISM MALAYSIA REVEALS ANOTHER ART WAVE TO ATTRACT HIGH-YIELD TOURISTS

KUALA LUMPUR, 30 June 2011 - The Minister of Tourism Malaysia, YB Dato' Sri Dr. Ng Yen Yen, is unveiling yet another exciting and innovative tourism product today, the "1Malaysia Contemporary Art Tourism 2011" (MCAT 2011) Festival at the Kuala Lumpur Convention Centre. Organised for the second consecutive year, the festival will see many art-related events being held from July to September 2011 with the support of private organisations including shopping malls, hotels, art galleries and cultural and convention centres.

A total of 17 events have been identified this year, doubled as compared to the previous year. For the first time, eight shopping complexes are participating, namely Pavilion Kuala Lumpur, Fahrenheit 88, Starhill Gallery, Publika Shopping Mall, Sungai Wang, Plaza Low Yatt, KL City Walk, and Sunway Pyramid. An exhibition by the society of people with learning disabilities will be held at the Malaysia Tourism Information Center (MaTIC) in Jalan Ampang, Kuala Lumpur beginning July.

This year sees several state-level participation as well, i.e. Johor, Kedah, Melaka, Pahang, Penang, Sabah, Sarawak and the Federal Territory of Kuala Lumpur. Activities being organised include the MCAT exhibition during the World Rainforest Music Festival in July in Sarawak and exhibitions at the Sabah Terminal Airport, the

Monsopiad Cultural Village, Artists Corner and many other galleries in Kota Kinabalu, Sabah.

Over 100 galleries nationwide will be participating in the MCAT 2011 supported by more than 300 artists nationwide. Some of the artists to be featured are Yusuf Ghani, Raduan Man, Fauzul Yusri, Gan Chin Lee, Ting Cho Chien, Eston Tan, (Starhill Gallery) Adrian Ho (Sabah Art Hunt), Juhari Said, Stephen Menon, Chin Kong Yee, Ivan Lam, Choy Chun Wei Yau Bee Ling, Hamidi Hadi, Nor Azizan Paiman, Bayu Utomo, Clement Ooi, Nadiyah Abdul Jalil (United Voices Kuala Lumpur), and Hasnul Jamal Saidon (Penang). Emerging artists include Haslin Ismail, Samsuddin, Dhavinder Singh, Cheng Yen Pheng and Yim Yen Sum.

The northern region too will boast a strong representation especially from Penang with the support of both Tuanku Fauziah Museum and Gallery and art galleries in Penang. Langkawi will hold several art exhibitions organised by the Langkawi Art and Visual Association (LAVAA) with Tanjung Rhu Hotel, Sri Perdana Galleria and Underwater World participation. Both Alor Star and Kulim will also organise a Saturday Art Market to showcase MCAT activities.

Meanwhile, Resorts World Genting will have a month-long art festival in August to attract art collectors and enthusiasts to the resort. There will also be an art contest and a two-day festival to be held at the Taman Tasek Raub, Pahang.

At Kuala Lumpur Convention Centre (KLCC), the 1Malaysia Artists, represented by the major races in Malaysia, will create a large canvas mural (3ft x 30ft). KLCC will also exhibit the works of the 1Malaysia Plate Project whereby 80 artists will paint and display their artwork at the main foyer (piece is to fit a wall of 8ft x48ft).

An idea mooted by YB Dato' Sri Dr. Ng, the MCAT Festival hopes to position Malaysia as a reputable destination for art enthusiasts in the region to enjoy and

acquire contemporary art, with museum-quality pieces, in line with the theme "Malaysia, Your New Art Tourism Destination." It is also a platform for art enthusiasts, gallery owners, artists as well as the new generation of collectors to forge business alliances, acquire new contemporary art works, share ideas and exchange information about the new contemporary art of Malaysia. The festival is expected to attract more high-yield tourists which in turn will increase the tourism industry's contribution towards the economy.

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