



MEDIA RELEASE

MINISTER OF TOURISM LAUNCHES ART FESTIVAL IN PENANG

The 1Malaysia Contemporary Art Tourism 2011 Festival continues to bring more talented Malaysian artists to the forefront with the launch of a series of art events in Penang from 1 to 30 September. The Penang state's participation in the 1MCAT Festival will be launched by the Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen, on 8 September at the G Hotel in Gurney Drive. The event will be marked by the unveiling of a specially-designed sculpture by Ch'ng Huck Theng titled "Together, a Better Malaysia" to symbolise a united Malaysia.

Themed "In-Sight Penang," the festival sees the collaboration of the Ministry of Tourism, Tourism Malaysia, Muzium dan Galeri Tuanku Fauziah and the Penang State Museum and Art Gallery in bringing together 30 art galleries and six boutique hotels for a month of art activities and public programmes that show Penang as an art, cultural and tourism destination.

The highlight of the festival is the 1MCAT Carnival held at No. 57, Macalister Building from 16 to 18 September where a whole range of art-related activities have been lined up for the public, i.e. gallery-hopping treasure hunt, art talks and workshops by artists. Free shuttle will be provided to tourists, art enthusiasts and the general public to visit selected art galleries within the heritage core zone during the carnival.

Besides that, a total of 30 art exhibitions will be organised throughout the festival month at various participating galleries where more than 90 artists will display their works; the artists include Hasnul J. Saidon, Dr. Yuen Chee Ling, Dato' Tang Hon Yin, Liew Ting Chuang, Chong Hip Seng, Sharifah Mazwari, Fauzan Omar, Lim Chun Woei, Pheh It Hao, Shaparel, Koay Soo Kau, Chew Win Win, Alfred Yeoh and Drew Harris, just to name a few.

The unique heritage of George Town will also take centre-stage during the festival as the six heritage hotels and 17 of the participating art galleries are located within the core zone. The heritage hotels are Muntri Mews, Ryo Kan 62, Yeng Keng, Eastern & Oriental, Penaga and Campbell House. A special George Town Art Trail pamphlet created by the Ministry of Tourism and Tourism Malaysia together with award-winning hotelier Christopher Ong and art promoter Lee Khai identifies

the art galleries within the zone as well as highlights the beautiful architecture within the UNESCO World Heritage Site.

Tourism Malaysia has also been working with local travel agents to develop packages specifically for the festival month, namely the half-day 1MCAT Tour by bicycle at RM88, the full-day 1MCAT Tour at RM98 and the 2-days-1-night 1MCAT Tour at RM188.

The 1MCAT 2011 Festival, launched on 30 June 2011 at the Kuala Lumpur Convention Centre, is the brainchild of Dato' Sri Dr. Ng Yen Yen, Minister of Tourism Malaysia. Organised for the second year in a row, the festival brings together various art activities throughout Malaysia with the aim of positioning Malaysia as a reputable destination for art enthusiasts in the region to enjoy and acquire contemporary art, 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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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 8 September 2011

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