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MEDIA RELEASE

RAUB CELEBRATES 1MALAYSIA CONTEMPORARY ART TOURISM FESTIVAL

RAUB, PAHANG, 29 SEPTEMBER 2012: Raub will be a hive of creative activity this weekend with the state-level celebration of the 1Malaysia Contemporary Art Tourism Festival launched by the Minister of Tourism, YB Dato' Sri Dr. Ng Yen Yen, at the Stadium Bola Keranjang MCA, Raub today. It is organised by Gabungan Persatuan Pelukis SeMalaysia (GAP's) and Tourism Malaysia with the support of Jabatan Pelajaran Pahang.

The two-day event sees a total of 300 students from primary and secondary schools in Raub getting first-hand tips on art as they are mentored by 20 of Malaysia's talented artists, from the Gabungan Persatuan Pelukis SeMalaysia (GAP's) during an art competition.

The artists' mentorship is expected to provide the students with useful advice and tips to improve the quality of their submissions as well enhance their knowledge and appreciation of art in the long term.

The weekend's activities in Raub continue with an "action painting" session where a group of four artists (Suzlee Ibrahim, Mohd Faizal Md Suhif, Jamil Zakaria and Mohd Khairudin Zainudin) attempt to complete several paintings within an hour based on the theme *Ceria/Festival*, enabling the public to witness the artists' creative process live. The second day will have an art competition open to the public.

The "I Love Raub" graffiti art will also be demonstrated by a group of 20 artists on a wall outside the stadium. Meanwhile, members of Gabungan Persatuan Pelukis SeMalaysia (GAPS) will share their experiences as artists and explain about Malaysian art in a special presentation.

BACKGROUND ON 1MALAYSIA CONTEMPORARY ART TOURISM FESTIVAL

Held for the third consecutive year, the 1Malaysia Contemporary Art Tourism (1MCAT) Festival was initiated in 2010 to diversify Malaysia's tourism product offerings and establish Malaysia as a reputable destination for art aficionados in the region to enjoy and acquire contemporary art, with museum-quality pieces in line with the theme "Malaysia, Your New Art Tourism Destination."

The event, with a series of nationwide art-related events organized from July to September, serves as a platform to promote Malaysian artists and artworks to a global audience as well as groom and launch the careers of young Malaysian artists.

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The first 1Malaysia Contemporary Art Tourism Festival in 2010 recorded 42,000 visitors and about RM14 million in art sales throughout the three-month festival from July to September. One of the most significant turn of events during the festival was the success of the Henry Butcher Art Auction, a first in Malaysia, which recorded sales of RM1.7 million in a single afternoon with 90% of the works sold.


The following year, the Henry Butcher Art Auction registered total sales of over RM3 million, while in 2012, total sales was RM4.1 million, proving that apart from a growing interest in collecting Malaysian artworks, the secondary art market for Malaysian artworks is well and truly on the rise as well.

This year's festival saw art events being held in Langkawi, Pahang, Penang, Melaka, Sabah and Sarawak. A landmark event at this year's festival was the official launch of the Ministry of Tourism Art Gallery located at Precinct 5, Putrajaya, by Deputy Prime Minister YAB Tan Sri Dato' Muhyiddin Haji Mohd Yassin on 13 September.

For more information on 1MCAT, kindly contact Mr. Ramzi Abu Yazid, Senior Deputy Director, Advertising Division, Tourism Malaysia at 03 – 8891 8702 or email ramziabuyazid@tourism.gov.my

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