



MINISTRY OF TOURISM, MALAYSIA

MEDIA RELEASE

THE INAUGURAL 1MALAYSIA CONTEMPORARY ART TOURISM UNVEILED

A New Art Wave to Attract High-Yield Tourists by the Ministry of Tourism Malaysia

KUALA LUMPUR, 3 JULY 2010 – Deputy Prime Minister of Malaysia, YAB Tan Sri Muhyiddin Hj Mohd Yassin today officially launched the inaugural “1Malaysia Contemporary Art Tourism 2010” (or MCAAT 2010) at Galeria Seri Perdana here.

The MCAAT 2010 Festival - a new and innovative tourism product by the Ministry of Tourism Malaysia - is a three-month long event that will be held from July to September annually.

The Festival, a brainchild of the Minister of Tourism Dato' Seri Dr Ng Yen Yen, is aimed at attracting high-yield tourists to Malaysia. It is also a bold and innovative initiative to establish Malaysia as a hub for contemporary art in the region.

MCAAT 2010 will showcase the most explosive, dynamic and provocative art works by internationally-acclaimed Malaysian artists. It will also feature the Aliya & Farouk Khan collection of local contemporary arts as well as the works of other local artists.

Speaking at the launch, YB Dato' Sri Dr Ng Yen Yen said “The 1Malaysia Contemporary Art Tourism Festival (or MCAAT 2010) would be the platform for the entry of Malaysia as a serious player in the regional art scene. We hope MCAAT 2010 will place Malaysia in good stead as the Beijing Contemporary Art Fair, Dubai Contemporary Art Fair, Vienna Art Fair and Hong Kong Art and Antiques Fair.”

YB Dato' Sri Ng Yen Yen envisaged the MCAT 2010 festival, a long-term strategy by the Ministry to woo greater high-yield tourists, would churn out more economic spin-offs, in line with her vision of boosting the Malaysian tourism sector's contributions to the national coffers by 2.1 times or RM115 billion and providing two million job opportunities by 2015.

Sharing the Government's support for MCAT 2010, YAB Tan Sri Muhyiddin, who described the event as an innovative new tourism product, welcomed joint initiatives by the public and private sectors in creating new and creative tourism products.

The 1Malaysia Contemporary Art Tourism Festival, is one such innovative tourism product and I am confident it would further boost the nation's profile as a top tourist destination and simultaneously contribute towards greater economic growth for our country.

MCAT 2010 also augurs well with the Government's call for more new, dynamic and innovative strategies to cater to unique and distinctive travelers. In this case, high-yield tourists who prefer the finer things in life. he added.

The main highlights of the festival will be several exhibitions showcasing exciting and vibrant works by some of the best internationally-acclaimed Malaysian artists, both young and established personalities such as Abdul Multhalib Musa, who is regarded as one of Malaysia's leading contemporary sculptors; Fauzan Omar, Annuar Rashid; abstract expressionist Yusoff Ghani; Eng Hwee Chu; visual artist/writer A Jegadeva; Dhavinder Gill and many more.

Besides Galeria Seri Perdana, local and foreign visitors will have the opportunity to view their works at Starhill Art Gallery, the National Art Gallery, PETRONAS Gallery, Malaysia Tourism Centre (or MaTiC); Folk Art Gallery in Melaka and IMCAS 2010 Danga City Mall in Johor.

During the MCAT 2010 Festival, a series of seminars and talks on Malaysian contemporary art by internationally-acclaimed speakers such as Mika Kuraya from Japan and Russell Storer from Australia will also be held.

The Ministry of Tourism Malaysia has also produced "Tourism Art Trail" – a directory that lists contemporary art galleries as well as events, including those that our visitors can participate.

The directory will highlight public and private galleries, the 1Malaysia Contemporary Art Tourism Exhibition, seminars and talks on Malaysia's contemporary art scene.

For more information please visit: <http://www.tourism.gov.my/en/ContemporaryArts/>

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