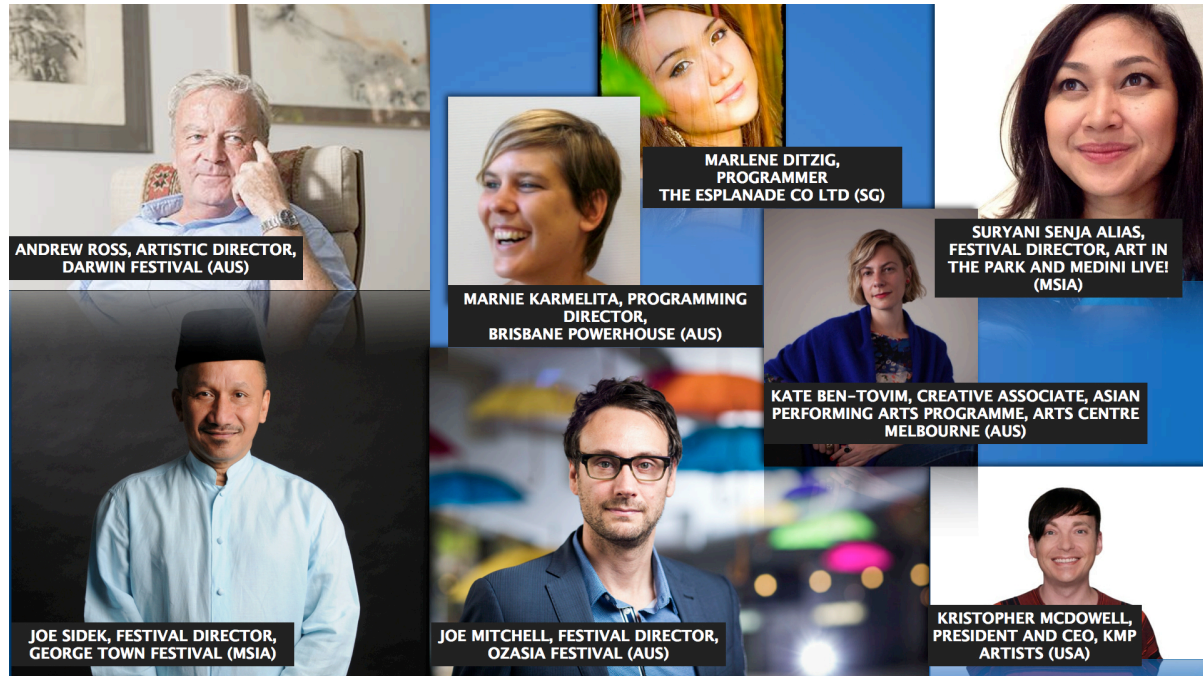


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*Pitchpad ASEAN Makes 10 Performing Arts Showcases A Reality At Borak Arts Series*



KUALA LUMPUR, 1 July 2015 – Market access, visibility and funding seem to be common feedback from artistes and producers when it comes to presenting their cultural or contemporary works. The third regional **Borak Arts Series** - An Arts Conference for Creative Practitioners and Business Leaders, hopes to address this by providing a stimulating platform that provides opportunities connecting artistes and producers with funders, intermediaries, festival directors and venue programmers via its roundtable sessions, One on One meetings, Pitchpad ASEAN, panel discussions, and country highlights amongst others. Malaysian and regional artistes and producers need no longer travel too far to attend arts markets and platforms to build their networks, start meaningful conversations and present their works with hope of additional/international opportunities - this beneficial platform is now available a stone's throw away... as a matter of fact just up North of Peninsular Malaysia.

**Pitchpad ASEAN at Borak Arts Series**

**Pitchpad ASEAN** is part of **Borak Arts Series**, the arts conference that will be taking place this **29 - 30 August 2015** from 9:00am to 5:30pm daily, at the internationally acclaimed George Town Festival, Penang, Malaysia. Annually held in Kuala Lumpur, Malaysia, this year's Borak Arts Series finds a new home in George Town Festival to enable participants to immerse in the glocal's best arts and culture. Pitchpad ASEAN creates a forum for all involved in the arts to present or discover new performing arts projects. As Malaysia plays host to the ASEAN Summit this year, **Borak Arts Series** has also embraced the ASEAN theme and this year's Pitchpad will introduce up to 10 ASEAN submissions to pitch their works to more than 170 performing arts professionals including presenters, festival directors and venue programmers. Selected applicants have seven minutes to pitch their work and three minutes following their pitch to answer questions. Confirmed distinguished festival directors and venue programmers making their way to Borak Arts Series, Malaysia include:

- ✓ The Esplanade Co Ltd - Marlene Ditzig | Programmer (Singapore)
- ✓ Georgetown Festival - Joe Sidek | Festival Director (Malaysia) *(continued)*



- ✓ KMPArtists - Kristopher McDowell | President and CEO (USA)
- ✓ Darwin Festival - Andrew Ross | Artistic Director (Australia)
- ✓ Brisbane Powerhouse - Marnie Karmelita | Programming Director (Australia)
- ✓ Arts Centre Melbourne - Kate Ben-Tovim | Creative Associate, Asian Performing Arts Program (Australia)
- ✓ OzAsia Festival, Adelaide Festival Centre - Joe Mitchell | Festival Director (Australia)
- ✓ Art in the Park and Medini Live! - Suryani Senja Alias | Festival Director (Malaysia)
- ✓ Festival Tokyo - tba (Japan)

Through the presentations or networks established, participants may potentially secure additional project support, representation, touring opportunities, performance engagements, international exposure, premiere locations, and more.

To be eligible to pitch at Pitchpad ASEAN, prospective projects must meet one of the two criteria:

- The work is still in developmental stage with plans to premiere within the next two years OR
- Works already premiered but has not yet toured outside its country of origin

Eligibility Criteria For All Artists:

- Applicants must be a professional performing artist(s) or company originating from an ASEAN member country
- Applicants are available to present at Borak Arts Series on Sunday, 30 August 2015 at 10:00 am.
- Applicants are able to attend a technical rehearsal on the evening of 28 August 2015
- An allowance will be provided which may be used to partially offset transportation or accommodation costs

*“Pitchpad ASEAN is a great platform for artistes and arts organisations from Southeast Asia to try and secure an international placement. Where in this region will you have the opportunity to present your ideas to some of the most prominent festival directors and venue programmers in the world. Many of them, especially those from Australia, have a huge appetite for Asian works, and best of all, there are funds allocated to incubate or import works from abroad. Not only that, one of the 10 pitches will be selected to perform at George Town Festival in 2016!”* remarked **Izan Satrina Mohd. Sallehuddin**, Founder and Director of MyPAA.

To apply for Pitchpad ASEAN, interested artistes or arts groups should email [azirah@mypaa.com.my](mailto:azirah@mypaa.com.my) to request for an application form or visit [www.mypaa.com.my/borakarts](http://www.mypaa.com.my/borakarts) to download the application form under the Pitchpad ASEAN tab. Applications must be submitted by **31 July 2015 at 17:00** (UTC/GMT +8 hours). Successful candidates will be notified of their application status by 8 August 2015.

Visit [www.mypaaa.com.my/borakarts](http://www.mypaaa.com.my/borakarts) for more information and to purchase tickets.

Borak Arts Series is a regional arts conference collaboration between My Performing Arts Agency and George Town Festival, together with Asia Centre. Borak Arts Series is supported by Goethe-Institut Malaysia, Australia-Malaysia Institute MyCreative Ventures National Department of Culture and Arts, ASEAN, together with ASEF Culture360 and Daily Seni Online.

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**About My Performing Arts Agency (MyPAA)**

MyPAA is a privately owned arts agency with the express goal of supporting the continuing development of artistic and cultural efforts in Malaysia by bridging the gap between the public, private and performing arts.

Mahatma Gandhi's "Be the Change That We Want to See" sets out very simply the mission statement of this agency. MyPAA aims to create an ecosystem that supports an environment for creative entrepreneurs, nurture a diverse and highly skilled arts workforce and increase the number of people experiencing the arts. For more information about MyPAA, visit [mypaa.com.my](http://mypaa.com.my) or like us at [facebook.com/MyPerformingArtsAgency](https://facebook.com/MyPerformingArtsAgency).

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