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## **Borak Arts Series strengthens its regional arts platform.**

*A convergence of ASEAN artistes with global leading experts in George Town.*

GEORGE TOWN, PENANG, 29 August 2015 – Two days, 14 countries, 30 crew and staff and over 200 delegates from around the globe have made for an invigorating and dynamic **Borak Arts Series** at George Town, Penang. **Borak Arts Series**, Malaysia's primary regional networking platform for creative practitioners and business leaders featured a rich and varied programme with 16 showcases. It is timed to coincide and link with the internationally acclaimed **George Town Festival** (GTF).

*"It was only a matter of time that an arts conference of this stature was made to be a part of the George Town Festival," says GTF director Joe Sidek. "I believe that the conference spurs intellectual discourses and complements well with all the performances and exhibitions that happen during this month-long festival, making the George Town Festival a celebration for the mind and senses."*

Celebrating Malaysia's chairmanship of ASEAN this year, the conference is themed "ASEAN and The Future", with the aims of breaking boundaries and strengthening relationships across ASEAN communities.

*"As the region aims to become an ASEAN Economic Community by the end of 2015," says MyPAA founder and director Izan Satrina, "we must not forget the importance of the arts in nurturing educational assets, providing a sense of place and desirable quality of life, and defining our cultural character, in addition to being an economic driver."*

For three years, **Borak Arts Series** has indeed strove to position the importance of the arts in ASEAN. It has provided a platform for arts practitioners from around the world to discover the best of ASEAN's creative works, find new collaborators, and meet key ecosystem players including funding and development agencies to build works and tours.

This year, the platform includes panel discussions, country and city highlights, networking platforms and performances. Living up to our aim of introducing local and ASEAN works across borders, MyPAA has initiated two brand new components this year: i) **One-on-One Meetings** with local and international presenters, programmers and festival directors, ii) **Pitchpad ASEAN**, a forum for ASEAN creators and arts professionals to share and discover new performing arts projects.

In fact, one of the highlights of the first day was the One-on-One Meetings with Malaysian and International festival directors and venue programmers, including Andrew Ross (Artistic Director of Darwin Festival (Australia), Kate Ben-Tovim (Creative Associate of Asian Performing Arts Program, OzAsia Festival, Australia), Sachio Ichimura & Hirotomo Kojima (Director & Vice Director of Festival Tokyo, Japan), and of course, Joe Sidek of George Town Festival himself.

*“The One-on-One Meetings with festival directors and venue programmers is a new component of Borak Arts Series,”* remarks Izan Satrina. *“After having attended a number of international performing arts markets and events, we realized that ASEAN works are much sought after. We also acknowledged that most of the artistes from our region do not have the luxury of time or resources to attend these events therefore we saw the importance of using the relationships that we’ve cultivated since MyPAA’s inception to develop the industry by making Borak Arts Series serve as a conduit for meaningful conversations.”*

Creating even more opportunities, Borak Arts Series was proud to introduce PitchPad ASEAN on the morning of the second day, when 10 local and regional artists have been selected to pitch their works before the stellar cast of international festival and venue directors. The artists or arts groups selected included Noor Effendy Ibrahim (Singapore), Sarah Salazar (The Philippines), Sipat Lawin (The Philippines), Amrita Performing Arts (Cambodia), as well as Pentas Project, Hands Percussion, Rhythm in Bronze, ASWARA, and Ombak-Ombak Art Studio from Malaysia.

Topics this year have been curated with the view of building knowledge capacity for the ASEAN performing arts industry, addressing issues such as funding, freedom of expression and more, including Keynote Address “Creating an ASEAN Community via Arts and Culture” by Fiki Satari, Chairman of Bandung Creative City Forum, Indonesia. (Please refer to the annex for a complete listing of the conference programme.)

Borak Arts Series could not have happened without the support from **George Town Festival** as co-organiser of Borak Arts Series, **Sime Darby Foundation, Asia Center, The Japan Foundation Kuala Lumpur**, the **National Department for Culture and Arts, ASEAN Foundation** as official partners, and **Think City, Goethe-Institut Malaysia, Australia-Malaysia Institute, Department of Foreign Affairs and Trade (Australian Government), MyCreative Ventures, Embassy of France in Kuala Lumpur, National Arts Council Singapore** and **ASEAN** as supporting partners.

*“We are very delighted to see Borak Arts Series grow from strength to strength,”* remarked **YBhg. Datuk Norliza Rofli**, Director General of the National Department for Culture and Arts. *“Borak Arts Series is a strategic platform created out of the public-private partnership under the National Creative Industry Policy (DIKN) effort. A local home grown brand that has gained much regional traction, Borak Arts Series has become the starting point for many conversations with partners outside Malaysia, initiated either by MyPAA or by the artistes and producers actively investing in their international relationships.”*

In the three years of Borak Arts Series, MyPAA is proud to have started many fruitful discussions. It has been a catalyst for Malaysian artists to pitch to 700 delegates in New York, sparked a collaboration between Korean and Malaysian dancers, in addition to seeding collaborations between New Zealand and Malaysian artistes. MyPAA believes that dialogues between artistes, creative workers and stakeholders of the arts should never cease. *“We need to work harder to continue these dialogues and relations with our neighbouring countries and place each other as a priority,”* says Izan Satrina.

~ END ~

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

Challenged by the adage that we must be the change we want to see, MyPAA is a private Malaysian company set up to cultivate an ecosystem in which creative workers are able to do what they do best: tell our stories, heal our heartbreaks, free our dreams.

We aim to promote entrepreneurship across multiple creative fields, nurture a skilled and empowered arts workforce, and multiply the number of people experiencing the arts. With a focus on the arts, our roles include arts management for arts organisations, strategic arts engagement and outreach planning.

For more information about MyPAA, visit [mypaa.com.my](http://mypaa.com.my) or like us at [facebook.com/MyPerformingArtsAgency](https://facebook.com/MyPerformingArtsAgency).

**For media enquiries:**

Azimy Wan Ahmad  
Programme Manager  
T: (603) 6207 9566  
E: [azimy@mypaa.com.my](mailto:azimy@mypaa.com.my)

Alvina Tai  
Priority Communications Sdn Bhd  
T: (603) 7954 5336  
E: [alvina@priority.net.my](mailto:alvina@priority.net.my)

Natasha Loo  
Priority Communications Sdn Bhd  
T: (603) 7954 5336  
E: [natasha@priority.net.my](mailto:natasha@priority.net.my)

## **ANNEX – CONFERENCE PROGRAMME**

### **BORAK ARTS SERIES** **29 – 30 AUGUST 2015** **ASEAN AND THE FUTURE**

#### **PROGRAMME schedule**

#### **DAY ONE: SATURDAY, 29 AUGUST 2015**

*Venue: Wembley Ballroom | Level 10 | St. Giles Wembley – Premier Hotel*

09:00

Registration & Info Desk

09:45

#### **Welcome Remarks**

- **Izan Satrina Mohd Sallehuddin** | Founder & Director @ Miracle Worker | My Performing Arts Agency
- **Joe Sidek** | Festival Director | George Town Festival

10:05

#### **Opening Performance**

##### **Wayang Koh Maak (Malaysia)**

*Wayang Koh Maak (the Penang Thai community's name for their home was Koh Maak - Number One Island) is a work-in-progress modern Wayang-Dance performance developed from the Ombak-Ombak ArtStudio Wayang Time Project. The intention of this Ombak-Ombak performance is to recognize the contribution of the Thai community to the cultural heritage of Penang, especially at a time when they are fighting and protesting against the demolition of their 200-year old village in Pulau Tikus.*

*Performed by Adam Tan, Michelle Tan, Foong Bao Hui, Hilyati Ramli, Clement Pau. Music by Sivasilan Avis, with voice of Kampung Siam Pulau Tikus community and music from Menora Siam Kampung Puyuh.*

##### **Salur Nadi Kita (Malaysia)**

*A short movement improvisation by Aida Redza to song/chant by Dr. Tan Sooi Beng to Cecil Rajendran's River poem from the RIVER MEETS LIGHT – River Art Project presented at Georgetown Festival 2011.*

10:25

#### **Opening Remarks:**

- **Rodzuan Ismail** | Director | Policy & Research Division | National Department for Culture & Arts (Malaysia)

10.40

#### **Keynote Address I:**

##### **CREATING THE ASEAN COMMUNITY VIA ARTS AND CULTURE**

- **Fiki Satari** | Chairman | Bandung Creative City Forum (Indonesia)

11:20

#### **Session I:**

##### **ASEAN TRADITION AND PUTTING A CONTEMPORARY SPIN ON IT**

*We have multiple stakeholders interested in ASEAN but need to continue to explore and invest in our front and backyards. To extend the ASEAN story, should we find a contemporary language for traditional art? How do we share these stories with the younger generation and today's communities?*

- **Moderator | Janet Pillai** | Founder | Arts Ed Penang (Malaysia)
- **Kristopher McDowell** | President and CEO | KMP Artists (USA)
- **Rithisal Kang** | Director | Amrita Performing Arts (Cambodia)
- **Pauline Fan** | Managing Director | PUSAKA (Malaysia)

12:30

Break | Lunch | Foyer | Level 10

14:00

### Performance 2

#### Rhythm in Bronze (Malaysia)

*KAMA was first performed at Rhythm In Bronze's 2014 Gamelan Theatre production, Arus Gangsa. An experimental piece, the performers were challenged to create a devised piece with minimal instrumentation and strong performance aesthetic. Co-written and developed by Teuku Umar Ilany, Adilah Junid and Jillian Ooi, Kama is indeed a unique style of performance, giving these musicians the opportunity to flex their gamelan skills and discover their new talent in dance.*

14:15

### Country Update

#### Indonesia

- **Amna Kusumo** | Director | Kelola Foundation (Indonesia)

14:25

### Session II:

#### GETTING TO KNOW OUR INTERNATIONAL FUND PARTNERS (WITH AN OUTLOOK ON ASEAN)

*We believe that encouraging cultural cooperation and fostering the mobility of artists are necessary, and the motivation for the support lies in the growing importance of culture and cultural mobility in international policies.*

*What kind of useful fund information is out there? Find out information about the funds related to the international market/ASEAN region, which can enable overseas and international co-operation/collaboration to take place.*

- **Moderator** | Dr Joseph Victor Gonzales | Dean Faculty of Dance | ASWARA (Malaysia)
- **Mio Yachita** | Assistant Director, Head of Cultural Affairs Department | The Japan Foundation, Kuala Lumpur (Malaysia)
- **Eliza Roberts** | Arts Residencies Manager | Asialink (Australia)
- **Elaine Tan** | Executive Director | ASEAN Foundation (Indonesia)
- **Teresa Rances** | Director | Asian Cultural Council (Philippines)
- **Pre-recording: Anupama Sekhar** | Director, Culture Department | ASEF Culture360 (Singapore)

15:55

### Documentary 1

**Asian Artist Interview** | Loo Zihan + Ellison Tan Yuyang (Singapore)

16:15

Tea Break | Foyer | Level 10

16:30

### Session III:

**Please proceed to either Cell A or Cell B for preferred discussions.**

#### CELL A |

#### PROTECTING FREEDOM OF EXPRESSION IN ASEAN | WORKSHOP

*As artists and storytellers champion the people's voices, we provide necessary counter-narratives to the official stories. Sometimes this challenges the state's narratives and opens us up to censorship, or even threats of imprisonment and violence. We often think of censorship as the state's means of managing its official narrative to its local citizenry. But let's not forget other audiences such as international media, investors and policymakers. In this session, we reflect on how international trade and policies affect the work of artists locally and how artists can network regionally to protect the work we do. If artistic work is as instrumental as trade and politics in imagining better international and local policies, how can we work together to ensure it is not undermined by those very forces to which we provide an alternative voice?*

Join the facilitators and speakers as we reflect on how best to protect freedom of expression in ASEAN.

- **Anna Har** | Director | Freedom Film Fest (Malaysia)
- **Sharaad Kuttan** | Journalist and Radio presenter (Malaysia)
- **Pang Khee Teik** | Arts-consultant and Organiser (Malaysia)

## CELL B |

### ONE TO ONE MEETINGS

A program for one-to-one meetings with local and international presenters including theatre programmers or festival directors. Participants can more directly and specifically communicate with the hosts in the 15-minute individual meetings.

Reservation for a meeting is essential.

- ❖ **Table 1: Arts in the Park and Medini Live! - Suryani Senja Alias** | Festival Director (Malaysia)
- ❖ **Table 2: George Town Festival - Joe Sidek** | Festival Director (Malaysia)
- ❖ **Table 3: KMP Artists - Kristopher McDowell** | President and CEO (USA)
- ❖ **Table 4: Esplanade Singapore - Marlene Margaret Ditzig Li-Mei** | Programmer (Singapore)
- ❖ **Table 5: Darwin Festival - Andrew Ross** | Artistic Director (Australia)
- ❖ **Table 6: Brisbane Powerhouse - Marnie Karmelita** | Programming Director (Australia)
- ❖ **Table 7: Arts Centre Melbourne - Kate Ben-Tovim** | Creative Associate, Asian Performing Arts Program (Australia)
- ❖ **Table 8: OzAsia Festival, Adelaide Festival Centre - Joseph Mitchell** | Festival Director (Australia)
- ❖ **Table 9: Festival Tokyo - Sachio Ichimura & Hiroto Kojima** | Director & Vice Director (Japan)

## **DAY 2: SUNDAY, 30 AUGUST 2015**

*Venue: Wembley 10 | Level 9 | St. Giles Wembley – Premier Hotel*

09:00

Info Desk

10:00

### **Session IV:**

#### **PITCHPAD ASEAN**

*Pitchpad ASEAN provides a forum for ASEAN creators and arts professionals to share and discover new performing arts projects. Ten submissions are selected to pitch their new works to a stellar line-up of international festival directors and venue presenters in the presence of more than 170 performing arts professionals. In addition to that, one pitch will also be presented in Georgetown Festival 2016.*

11:20

### **Performance 3**

#### **Pinang Keepers (Malaysia)**

*A contemporary dance ritual evoking the feminine warrior power within the masculine traditions and belief of keramat, presented by Aida Redza and Liu Yong Sean*

11:30

### **Country Update**

#### **Cambodia**

- **Seng Song** | Associate Country Manager | Cambodian Living Arts (Cambodia)

11:40

### **Session V:**

#### **INVESTING IN INTERNATIONAL EXCHANGE, DISTRIBUTION AND NETWORKING WITHIN ASEAN**

*Cultural exchange can have a positive impact on everything from foreign policy to commerce to building a regional audience base to our growth as individual participants in a global society—if there is more*



*innovative programming, better coordination and greater investment. How does one start to build sustainable and connective global structures?*

- **Moderator** | Andrew Ross | Darwin Festival (Australia)
- **Pichet Klunchun** | Founder | Pichet Klunchun Dance Company (Thailand)
- **Ening Nurjanah** | Program Manager | Komunitas Salihara (Indonesia)
- **Laurent Van Kote** | International advisor in performing arts policy | Ministère de la Culture et de la Communication (France)

12:50

Lunch Break | Foyer | Level 9

14:00

### Documentary 2

**Asian Artist Interview | Jecko Siompo** (Indonesia)

14:20

### Session VI:

#### ALIGNING ARTS WITH DIGITAL MARKETING

*Lots of engagement and no budget: smashing your way to the top of consumers' minds. Building social and online visibility is critical. How can we leverage on digital marketing in building an audience base and utilise it as a product-selling platform? How can we justify spending on digital in a way our group of artistes understand?*

- **Moderator** | Pang Khee Teik | Arts Consultant-Organiser (Malaysia)
- **Emmanuel Benbihy** | Founder and Producer | Cities of Love (France)
- **Grace Chin** | Publishing Lead | Viddsee (Malaysia)
- **David Ho** | Founder | Navigator Asia Business (Malaysia)

15:30

Tea Break | Foyer | Level 9

16:00

### Session VII | Round Table Sessions

Venue: Wembley 8 - 9 | Level 9 | St. Giles Wembley – Premier Hotel

#### QUICK SNAPSHOT ON FUNDERS/PARTNERS

*Get all the information you need about specific funders/partners at the Round Table Sessions.*

*Hosted by MyPAA Founders Izan Satrina and Brian Johnson Lowe, each round table session lasts 20 minutes and offers a great opportunity to find out all the nitty gritty about applying for these funds or collaborating with these partners. You'll get practical advice on those tricky things like applying for development grants, upgrading skills as well as have an opportunity to chat with other arts leaders from around the world. Booking for a table is essential.*

- ❖ **Table 1: Royal Arts Gala Fund** - My Performing Arts Agency (Malaysia)
- ❖ **Table 2: Social Enterprise Fund** - National Strategic Unit (NSU) / National Entrepreneur Development Office (NEDO), Ministry of Finance (Malaysia)
- ❖ **Table 3: Investing in creative companies/ Loans/ Revolving Credit** - MyCreative Ventures (Malaysia)
- ❖ **Table 4: Residencies** – Res Artis (Australia)
- ❖ **Table 5: Crowdfunding** - Pitch In (Malaysia)
- ❖ **Table 6: Collaborating with Cambodia**
- ❖ **Table 7: ASEAN Foundation** (Indonesia)
- ❖ **Table 8: Collaborating with Indonesia** - Kelola Foundation (Indonesia)
- ❖ **Table 9: Asian Cultural Council** (Philippines)
- ❖ **Table 10: Think City Grants** – Think City (Malaysia)
- ❖ **Table 11: Collaborating with Germany** – Goethe Institut (Germany)
- ❖ **Table 12: Collaborating with Japan** – Asia Center and Japan Foundation (Japan)





17:30 | *Wembley 10* | Level 9

**Closing Remarks**

- **Brian Johnson Lowe** | Co-Founder & Director @ Strategic Superhero | My Performing Arts Agency

**Closing Performance**

**The Borak Arts Series Improv Finale** - Directed by **Dr. Joseph Gonzales**

**Conclusion of Conference.**