

The <u>2011 Kuala Lumpur Design Week</u> will gather students, professional, and the general public around a series of events such as <u>educational symposia</u> and <u>numerous free exhibitions</u> across the city. It is aimed at creative entrepreneurs, communities, and individuals who are looking to engage in design conversations and exchanges. Around the topic of *creative economy*, the design week will discuss and identify the underlying connections between innovation, production, and creativity. Creative industries disciplines related to the event include: architecture, advertising, art, cultural industries, design, education, film, gaming, historic preservation, museum, music, new media, performing arts, publishing, radio & television, software, tourism, web development, amongst others. "KLDW Festival is more than just a festival. It is about cultivating a new generation. For Malaysia, for Vision 2020. And as the KLDW Festival becomes more cohesive, we will see the emergence of a freshly shaped community; whose energy, passion and optimism diffuse throughout the globe and the minds of a new generation that powers the new economy. In the interim, it will encourage and provide creative individuals and entrepreneurs a run for their talents, knowledge, experiences and investments - for their personal benefits and for the country's new creative economy to grow." - Kuala Lumpur Design Week



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interview with Sze Ying

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