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MyPAA announces new strategic initiatives for arts in Malaysia



 **mypaaborak**

The Power Of Small - My Performing Arts Agency's (MyPAA) Commitment In Building A Conducive Malaysian Arts Ecosystem. At a press conference in Kuala Lumpur, MyPAA announced three new initiatives aiming to build strategic platforms for the cultural and creative industries in Malaysia.

The economic climate of the world has been undoubtedly temperamental and this has resulted in many public and private organisations reducing their funding programmes that support the arts, thus affecting many artistes and arts organisations in Malaysia who may see their futures hanging in the balance. Amid the uncertainties, **My Performing Arts Agency (MyPAA)**, one of the leading cultural and creative industry partners in Malaysia, is no exception to this predicament but as the adage goes, “the show must go on!”

The press conference, held at the Auditorium of FINAS' Content Pitching Centre Malaysia on 15 June, was attended by Encik Mohamad Razy Mohamad Nor, Deputy Director General of the National Department for Culture and Arts - Policy and Planning (JKKN), Joe Sidek, Festival Director of George Town Festival (GTF), Izan Satrina Mohd Sallehuddin, Founder and Director of MyPAA, and Brian Johnson Lowe, Co-Founder and Director of MyPAA. Today's press conference announced a series of strategic platforms that aims to strengthen and contribute in building a conducive arts ecosystem for the country, in addition to positioning Malaysia as an emerging and serious arts player.

The announcement paved the way for work to begin on the following strategic platforms:

- **The Royal Arts Gala Fund** / crowdsourcing for corporate contribution to fund Malaysian arts community every 2 years / targeted call for applications December 2016 / nationwide
- **Research and Conference in Facilitating Corporate *Mécénat* Activities and Establishing a Network in ASEAN Countries** / a conference involving Japanese and ASEAN corporations for private and public stakeholders who are currently or considering supporting cultural economy / 24 August 2016 / Le Meridien Hotel Kuala Lumpur
- **Borak Arts Series** / a regional arts conference for performing arts practitioners and business leaders / 27-28 August 2016 / The Wembley, Penang

The efforts are yet another slate of strategic initiatives of MyPAA which aim to cultivate Malaysian sectors mainly the private, public and the arts community – artistes, organisations, NGOs amongst others to partner with multiple stakeholders - local and international partners to create more scale, more reach, more impact, more resource, more demand to scale up Malaysian arts locally and globally.

Download full press release: [PR - Borak Arts Series 2016](#)

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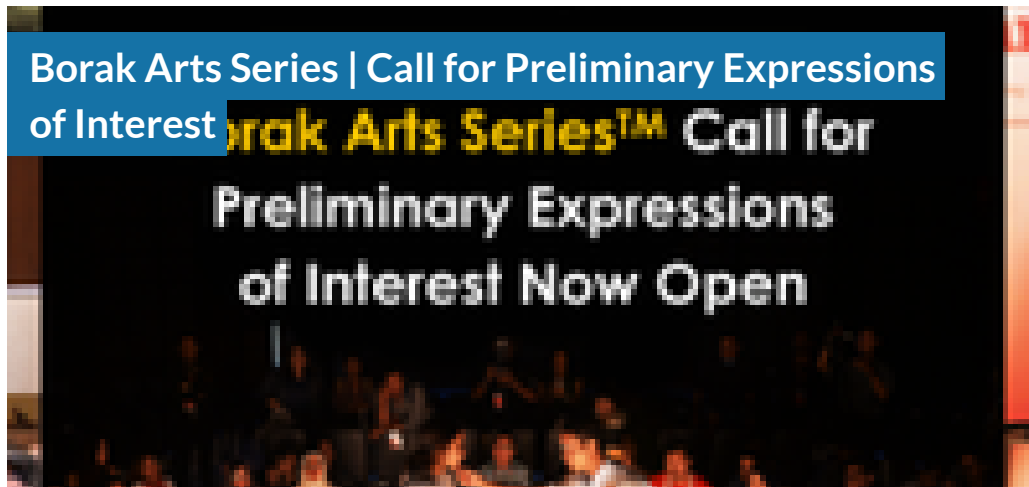


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