



FOR IMMEDIATE RELEASE

MEDIA RELEASE

KUALA LUMPUR CELEBRATES MASK ARTS THIS AUGUST

KUALA LUMPUR, July 28 – Mask has been used by man for protection, subterfuge, performance and entertainment for the last few millennia. It is an item that exists in many cultures of the world, each with its own identity and function. As an instance, in Malaysia, the Orang Asli Mah Meri tribe from Carey Island, Selangor, is well-known for its mask art.

Thus, Ministry of Tourism and Culture (Motac) via the National Department for Culture and Arts (JKKN) will be organising the Malaysia International Mask Festival (MIMAF) 2015 from August 13-16 at Esplanade, Kuala Lumpur City Centre (KLCC) Park.

This programme is going to be held for the first time in Malaysia as a signature event that is deemed able to attract tourists from all over the world to come to Malaysia.

This festival also aims to instill understanding on the local and international community socioculture in relation with the mask culture by featuring the uniqueness of masks according to their motif and creation.

It also exposes the characteristics, universality and variations of shape and design of mask in accordance with its function and role.

Therefore, KLCC as a landmark of Malaysia has been selected as the location for this event, as it is a base for Malaysia's most iconic shopping

mall, hosting a series of prominent and unique international brands. Its location in the centre of the city makes it a popular tourism destination, ideal for a large scale prestigious international event such as MIMAF.

The four-day festival involves 379 (please refer to the attachment) participants:

Malaysia	: 287 participants
Foreign countries	: 92 participants
Sum	: 379 participants

MIMAF consists of five main components: performance, exhibition, demonstration, competition and parade. The performance component consists of gala, country and pocket showcases. Exhibition will feature mask and costume, demonstration will emphasise on mask-painting and carving, along with face and helmet-painting.

The competition aspect of MIMAF will highlight mask-painting and coloring, while the parade will spotlight the use of masks and costume—accompanied by grandiose music.

The main showcase will feature performances from all participating countries, while the showcases will be held in various tourist-attractive places such as the Central Market, Sungei Wang Plaza and Nu Sentral.

A one-kilometre mask parade will be held in the tourist-friendly roads such as Jalan Ampang (in front of MaTiC), Jalan Sultan Ismail, Jalan P.Ramlee and Suria KLCC.

Full schedule of activities under MIMAF is attached in the appendix section of this document.

JKKN is an agency under Motac that organises culture and arts activities in Malaysia.

MIMAF is expected to achieve its goal in promoting Malaysia as an international culture-tourism destination through the highlight of its strong mask culture amongst the local and international community.

OFFICIAL FACEBOOK FAN PAGE

Members of the public can browse MIMAF official Facebook fanpage, **Malaysia International Mask Festival** for many interesting and up-to-date information on MIMAF. Out visitors can also upload 'selfie' and 'wefie' pictures with the hashtag **#mymask2015** or **#mysenibudaya** to social media accounts during and after festival.

###

Prepared by:

Ezlina Alias
Director
Corporate Communication Unit
National Department for Culture and Arts (JKKN)
Ministry of Tourism and Culture
03-2614 8200 / 012-2873461

APPENDIX

MIMAF THEME 2015

'Throughout time... Every face tells a story'

DETAILS

DATE : 13, 14, 15 & 16th of August 2015 (Sunday-Thursday)
TIME : 9.00 AM– 11.00 PM
VENUE : ESPLANADE, KLCC PARK

PARTICIPATION

NO	GROUP NAME	COUNTRY	PARTICIPANTS
1.	Gang Ryeong, Ohngjin Province (15 participants)	Korea	15 participants
2.	Sining Bulakenyo (Sibul), Bulacan	Filipina	16 participants
3.	Sanggar Seni Citra Budaya, Bogor, West Java	Indonesia	16 participants
4.	Ranranga Dance Academy, Ambalangoda	Sri Lanka	20 participants
5.	Sala Chaleemkrung Royal Theatre, Bangkok.	Thailand	15 participants
6.	Shufengya Yun Opera House, Sichuan	China	3 participants
7.	The Gold Onion Era Company, Rome	Italy	7 participants
8.	Cina Kim Giak Low Choong, Pulau Pinang Opera Group	Malaysia	287 participants
9.	Awang Batil, Perlis		
10.	Orang Asli Carey Island, Selangor		
11.	AKRAB, Kedah Mek Mulung Group		
12.	ASWARA		
13.	Multimedia Arts School		
14.	Johor Arts School		

15.	National Art Gallery		
16.	Palace of Culture		
17.	Museum Department of Malaysia		
18.	JKKN Arts Group		
19.	PERMATA Seni Tari		
20.	Universiti Tun Abdul Razak (UNIRAZAK)		
21.	Genji Buskers		
22.	Pokok Ceri Buskers		
23.	Alun Tradisi group		
24.	Nuril Percussions		
OVERALL CONTINGENT:		379 PARTICIPANTS	

MIMAF 2015 ACTIVITIES

MIMAF 2015				
NO	PROGRAMME	DATE	TIME	VENUE
1.	Performance :			
1.1	Gala Performance	13 August	8.30 PM – 10.30 PM	Esplanade, KLCC
1.2	Country Performance			
	Country Performance I Filipina, Thailand, Sri Lanka, Republic of China & Malaysia (Mah Meri, Romli Mahmud – Awang Batil)	15 August	8.30 PM – 10.30 PM	Esplanade, KLCC
	Country Performance II Indonesia, Italy, Republic of Korea & Malaysia (Mek Mulung AKRAB Mek Mulung group and Kim Giak Low Choong chinese opera group)	16 August	8.30 PM – 10.30 PM	Esplanade, KLCC

1.3	Showcase			
	Participation : <ul style="list-style-type: none"> • Republic of Korea • Italy • Thailand • Republic of China Malaysia (Mah Meri) 	12 August	12.30 PM – 2.00 PM	NU Sentral
	Participation : <ul style="list-style-type: none"> • Filipina • Sri Lanka • Thailand • Italy • Malaysia : Kim Giak Low Choong Chinese Opera Group 	13 August	12.30 PM – 2.00 PM	Plaza Sungei Wang
	Participation : <ul style="list-style-type: none"> • Republic of Korea • Republic of China • Indonesia • Malaysia (Awang Batil) 	14 August	3.00 PM – 4.00 PM	Plaza Sungei Wang
	Participation : <ul style="list-style-type: none"> • Filipina • Italy Malaysia (Kim Giak Low Choong Chinese Opera Group) 	14 August	3.00 PM – 4.00 PM	Central Market
	Participation : <ul style="list-style-type: none"> • Indonesia • Thailand • Sri Lanka • Malaysia (AKRAB and Mah Meri) 	15 August	2.00 PM – 4.00 PM	Sungei Wang Plaza
2.	Exhibition (Mask & Costume)	14 – 16 August	10.00 AM – 10.30 PM	Esplanade, KLCC

	<p>Participating agencies :</p> <ul style="list-style-type: none"> • Museum Department of Malaysia • Multimedia University • Johor Arts School • National Art Gallery 			
3.	<p>Demonstration</p> <ul style="list-style-type: none"> • Face-painting • Mask-painting • Mask-carving • Helmet-painting <p>Participating agencies :</p> <ul style="list-style-type: none"> • Museum Department of Malaysia • Multimedia University • Johor Arts School • National Art Gallery • Mah Meri 	14 – 16 August	10.00 AM – 10.30 PM	Esplanade, KLCC
4.	Competition			
4.1	Creative Mask-painting & Coloring Competition (Online)	10 – 13 August 2015		Fanpage : Malaysia International Mask Festival
	Description :	Creative Mask Coloring/Painting Competition: Participants will take a 'selfie' or 'wefie' with the mask they have colored or painted and upload it to social media accounts. Pictures with the most 'likes' will be selected as winners. Prizes are RM 5,000 for the champion, RM 3,000 for second place and RM 2,000 for the third place. Participants need to use the hashtags		

		#mymask2015 and #mysenibudaya with the uploaded pictures.		
4.2	Children Mask-Coloring Competition (Below 12)	15 August	5.00 PM 6.30 PM	Esplanade, KLCC
		16 August	5.00 PM 6.30 PM	Esplanade, KLCC
5.	<p>Mask Parade</p> <p>Participation :</p> <ul style="list-style-type: none"> • Thailand • Republic of Korea • Filipina • Indonesia • Republic of China • Sri Lanka • Italy • <u>Malaysia :</u> • Orang Asli Pulau Carey • Chinese Opera • AKRAB ASWARA Mek Mulung • JKKN WPKL and Selangor Arts Group • PERMATA Seni Tari • UniRazak • Multimedia University • Johor Arts School • Genji Buskers • Pokok Ceri group • Alun Tradisi group • Nuril Percussion 	14 August	8.30 PM – 10.30 PM	Starts at Malaysia Tourism Centre (MaTiC) Jln Ampang – Jln Sultan Ismail – Jln. P.Ramlee – Suria KLCC (1 KM)

Motac would like to honor its partners :

MIMAF 2015 PARTNERS

SECRETARIAT

The National Department for Culture and Arts (JKKN)

JOINT ORGANISERS

Visit Malaysia Secretariat

Tourism Malaysia

PARTNERS

- **International Council of Organizations for Folklore Festivals and Folk Arts (CIOFF)**
- **Kuala Lumpur City Hall (DBKL)**
- **Malaysia Royal Customs Department**
- **Malaysia Immigration Department**
- **Royal Malaysia Police**
- **Palace of Culture**
- **Malaysia Tourism Centre (MATiC)**
- **National Art Gallery**
- **National Cultural Arts and Heritage Acedemy (ASWARA)**
- **Johor Baru Arts School**
- **Universiti Tun Abdul Razak (UNITAR)**
- **Multimedia University**
- **KLCC Property Holdings Berhad**
- **NU Sentral**
- **Central Market**
- **Sungei Wang Plaza**