



USM

UNIVERSITI SAINS MALAYSIA

APEX

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seni

school of the arts USM

Trending
Research
RINTIS
Activities
Community
Engagement
Alumni
Awards

2nd
Edition

ARTS

BULLETIN

2024



Dear Students, Stakeholders, and Alumni of SOTA,

This year's Arts Bulletin highlights several exciting events and achievements from 2024! First and foremost, the School of the Arts (SOTA) has reached a significant milestone—its 25th anniversary. This is not merely a passage of time but a testament to the dedication, resilience, and excellence of our institution. As we celebrate this 25th anniversary, the Arts Bulletin acknowledges the positive growth SOTA has experienced in navigating the challenges of the rapidly changing landscape of higher education. We are confident that SOTA will continue to grow, becoming even bigger and better in the years ahead!

In this edition, we feature several key highlights, including the Reka Summit held in January 2024, RINTIS, various research initiatives, and class activities such as Shelter Night, the UEH Students Summer Camp at SOTA, and community engagement programs like the Community-Driven Transformation project at Pulau and the dance workshop AM I LOST?. We also have updates on our alumni in this issue.

We would love to stay connected with you! Please FOLLOW, LIKE, and SHARE our social media content, and don't forget to tag @ArtsUSM during your special moments, whether as a student or beyond. We consistently update our Facebook, Instagram, Telegram, and TikTok accounts!

For any inquiries or to share updates and opportunities with our students, feel free to email me at dean_arts@usm.my. I look forward to connecting with you and discovering how we can collaborate to further elevate Malaysia's art and design scene to new heights!

Warm regards,

Assoc. Prof. Dr. Sarena Abdullah
Dean, School of the Arts, USM



Welcome to this year's edition of the Arts Bulletin, where we proudly showcase the remarkable achievements and vibrant activities of students and dedicated lecturers from the School of the Arts at Universiti Sains Malaysia.

Over the past year, students and faculty at the School of the Arts, Universiti Sains Malaysia, have brought forth an inspiring array of projects that highlight the depth of talent and creativity within our community. Our students and faculty members have shown exceptional dedication and artistry, through both national and international collaborations. From captivating visual arts exhibitions to breathtaking performances in theater, dance, and music, their contributions have left an indelible mark on the cultural landscape of our university.

We also have a section dedicated to our beloved alumni, as we are always keen to highlight the achievements of our past students. Be sure FOLLOW, LIKE, and SHARE our posts, and remember to tag @ArtsUSM in your special moments—whether you're a student or an alumni. Stay tuned for regular updates on Facebook, Instagram, Telegram, and TikTok! We welcome you to explore this Arts Bulletin and celebrate with us the vibrant, ever-growing arts community that lies at the core of our university.

Warm regards,

Dr. Pravina Manoharan
Chief Editor, Arts Bulletin

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TRENDING

REKA SUMMIT 2024:

A Convergence of Creativity and Innovation in Design & Technology

By: Gurvinderjit Singh Sidhu Sarjit Singh

The 5th REKA Summit 2024, a premier international conference on creative media, design, and technology, successfully concluded on January 11th. Held at the renowned Borneo Cultures Museum, the summit brought together a diverse group of experts, professionals, and enthusiasts from around the world.

Organized by the New Media Design & Technology Department at Universiti Sains Malaysia (USM), REKA 2024 offered a platform for creative minds to explore the latest trends and innovations in design and technology. Building upon the success of previous editions, the summit expanded its format to include a variety of engaging activities, such as the International Design Forum, Photo Camp Workshop, Drawing Marathon, and a Conference Exhibition.

One of the key objectives of REKA 2024 was to elevate paper submission standards to meet the requirements of Scopus-indexed journals. The summit aimed to highlight the significance of design research within the international academic community. Additionally, the event fostered a strong network of academics, researchers, and industry professionals, encouraging collaboration and knowledge exchange for future growth.

The summit commenced with a keynote address by Nik Radzi, who emphasized the crucial role of strategic thinking and creativity in fostering innovation. His insightful presentation showcased how the intersection of these two elements can lead to groundbreaking ideas with lasting impact.

REKA 2024 was a collaborative effort between USM, Universiti Teknologi Mara (UiTM) Kuching, Universiti Malaysia Sarawak (UNIMAS), and the Sarawak Museum Department. The event provided participants with a unique opportunity to learn from diverse perspectives, network with like-minded individuals, and be inspired by the creative challenges presented throughout the four-day program.



TRENDING

SENI YANG MENGINJAK USIA 25

Oleh: Yusof Bakar

Kalau manusia, 25 tahun itu usia yang sudah boleh berkerjaya, berumah tangga dan semakin matang dalam membuat keputusan. Tapi tidak bagi Pusat Pengajian Seni. Kerana Pusat Pengajian Seni bukan bermula dari kosong dan bangun menjadi sebuah pusat pengajian, tetapi pada asalnya merupakan sebahagian daripada Pusat Pengajian Ilmu Kemanusiaan. Di naik taraf menjadi Pusat Seni sebelum dimartabatkan sebagai pusat pengajian.

Idea untuk mewujudkan Pusat Pengajian Seni itu bermula apabila tokoh-tokoh Pusat Seni dan Pensyarah Seni Kreatif yang berada di Pusat Pengajian Ilmu Kemanusiaan pada masa itu menyedari bahawa falsafah dan praktikum seni kreatif merangkumi seni visual, muzik dan persembahan telah menjadi begitu dinamik dan harus ditransformasikan setaraf dengan kehendak seni bersifat profesionalisme dan industri.

Maka pada 1 Mei 1999, Pusat Pengajian Seni telah mengorak langkah menjadi pusat pengajian berteraskan seni di universiti, juga terawal menawarkan program pengajian seni visual, seni persembahan dan seni muzik yang bersifat praktikum studio atau profesionalisme di Malaysia.

Bermula dengan Ijazah Sarjana Muda Seni Halus dalam bidang lakonan dan seni halus dan Ijazah Sarjana Muda Muzik, kini Pusat Pengajian Seni mempunyai 6 kursus termasuk rekabentuk dan teknologi media baru, grafik komunikasi dan rekabentuk produk.

Pada 30 April 2024, Pusat Pengajian Seni telah mengadakan sambutan ulang tahun Jubli Perak. Dihadiri oleh para alumni, mantan dekan, mantan pensyarah serta rakan-rakan industri, komuniti dan kerajaan yang lain, sambutan disambut meriah dengan upacara perasmian, hari terbuka serta jamuan makan malam bagi mengimbuai kenangan selama 25 tahun bersama Pusat Pengajian Seni.

Semoga Pusat Pengajian Seni akan terus rancang membangunkan modal insan dan budaya seni di Malaysia pada masa akan datang.

RESEARCH

ACTING & DIRECTING

Perubahan persembahan boria: Perbandingan tukang karang dahulu dan kini

Oleh: Noor Rafizal Paharul Rozi

Boria, seni tradisional dari Pulau Pinang, terkenal dengan peranan tukang karang sebagai penyanyi utama yang menghidupkan persembahan melalui rangkap-rangkap berima yang kreatif. Tukang karang dulu diakui kerana kemampuan mereka berimprovisasi di pentas. Tanpa skrip tetap, mereka mencipta rangkap berdasarkan situasi sketsa, menunjukkan kreativiti dan kefasihan dalam menyampaikan mesej dengan gaya santai dan menghiburkan. Spontan ini menjadikan persembahan Boria unik dan mencuit hati penonton, malah tukang karang dahulu sering dilihat sebagai tokoh yang berani dan mahir berinteraksi dengan penonton.

Namun, peranan tukang karang kini telah berubah mengikut perkembangan zaman. Pendekatan spontani dalam persembahan berkurang, kerana kebanyakan rangkap kini disediakan lebih awal oleh ketua kumpulan. Tukang karang moden menghafal rangkap-rangkap yang berstruktur sebelum

persembahan, membolehkan mereka fokus kepada penghayatan, intonasi, dan ekspresi. Pendekatan ini memastikan persembahan lebih tersusun dan mesej yang disampaikan lebih jelas dan mudah difahami. Walaupun spontan semakin berkurangan, struktur baharu ini memudahkan persembahan dan tetap memberi impak emosi kepada penonton.

Perbandingan tukang karang dahulu dan kini menunjukkan perbezaan dalam cara penyampaian mesej, improvisasi, dan penghayatan. Jika dahulu tukang karang lebih bebas dalam mencipta rangkap, kini mereka lebih terikat dengan teks yang disediakan. Namun, peranan mereka tetap penting sebagai penggerak utama yang membawa mesej sosial dan nasihat kepada masyarakat. Seni persembahan Boria telah menyesuaikan diri dengan perubahan zaman, dan tukang karang masih menjadi nadi yang menghidupkan persembahan dengan nilai budaya dan hiburan yang kekal relevan.





NEW MEDIA

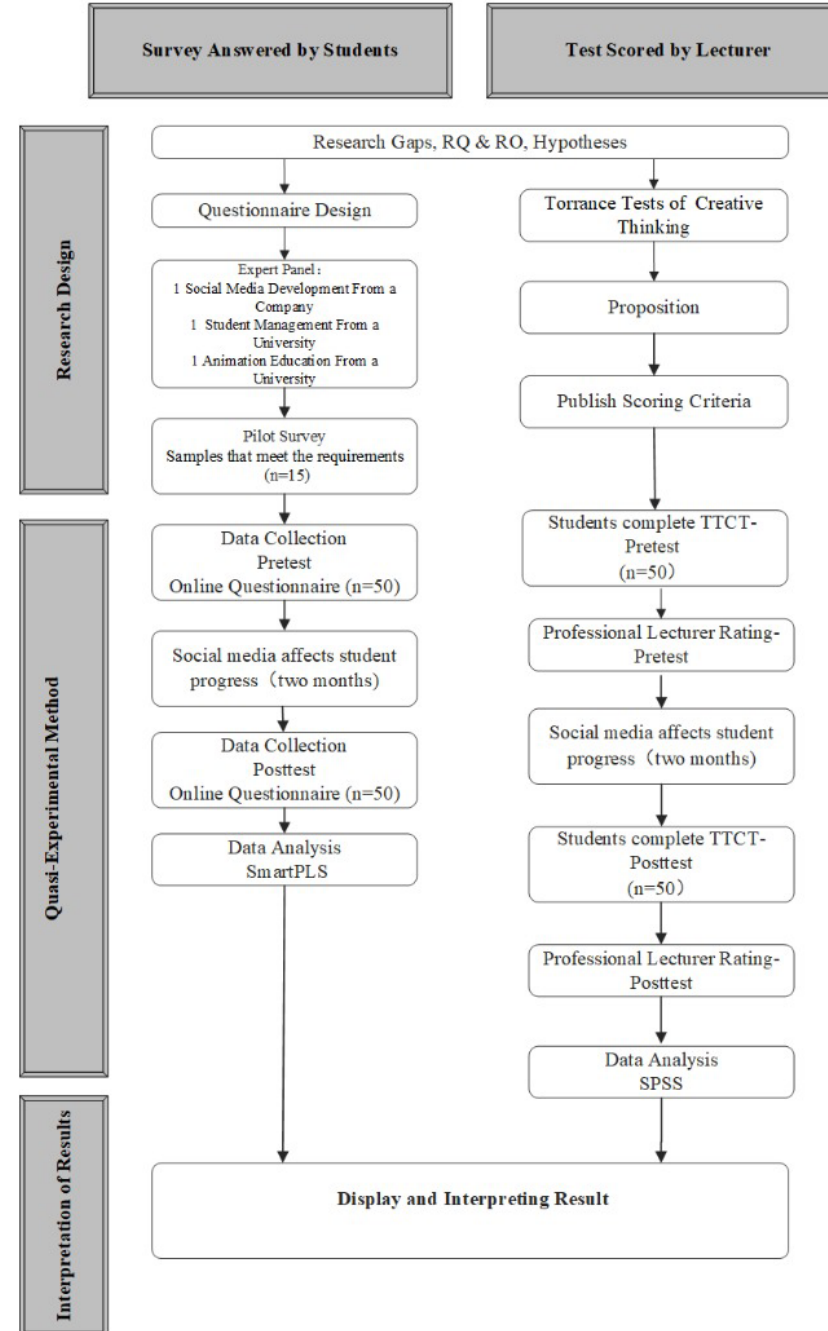
The impact of social media on animation creativity through intrinsic motivation among university students in Jiangsu Province, China.

By: Wang Lei

Social media has emerged as a powerful medium of communication across the globe, and its extensive use has changed the way people communicate and interact online. We have reached the point where these tools are no longer optional but instead integral components of effective 21st-century school leadership. In recent years, interest in creativity has grown as the field of education has placed greater emphasis on the expression of creativity. Meanwhile, studies have shown that the creative thinking skills required by animation students are declining. It can be seen that attention on social media has increased while students' creativity has decreased. Preliminary research has shown that social media has an impact on students' creativity, and intrinsic motivation plays an important role in it. The study combines the theory of stimulus-organization-response (S-O-R). Students receive stimulation (S) in the form of exposure to social media, and as organisms (O), this stimulation affects their creative motivation, resulting in responses (R) that affect students' creativity. In the study, a theoretical framework for the impact of social media on students' creativity under the influence of intrinsic motivation was established, and the development of hypotheses was completed. The study also measures the relationship among social media, intrinsic motivation, and students' creativity,

as well as influence effects. The research used quantitative research measured by survey research and quasi-experimental methods. Research has found that social media has a positive impact on intrinsic motivation, and intrinsic motivation has a positive impact on student creativity, while social media cannot have a direct impact on student creativity. Intrinsic motivation plays a full mediating role in the impact of social media on student creativity. Meanwhile, the study verified the measuring role of the Torrance Test of Creative Thinking in improving the creativity of university students majoring in animation. Through the analysis and display of the results, the research can promote the creation of college students and improve their creative abilities. The conclusion of this study shows that social media improves students' creativity under the influence of intrinsic motivation. Intrinsic motivation is the full mediation between social media and students' creativity.

STUDY FLOWCHAT - QUANTITATIVE METHOD



RESEARCH

GRAPHIC
COMM.

Leveraging Narrative Images through environmental degradation messages for environmental awareness in Kafanchan City, Nigeria

By: Timothy Titus

The environment in Kafanchan, Nigeria, is deteriorating daily due to human activities such as refuse dumping, bush burning, deforestation, and open grazing. Narrative images have been recognized as powerful tools for shaping perceptions, attitudes, and behaviours across various fields. This study aimed to raise environmental awareness in Kafanchan, Nigeria, by using narrative images. The article examines the potential of narrative images as effective means of raising environmental awareness. Visual narratives, particularly photographs, play a vital role in communicating and addressing environmental issues, engaging audiences, and inspiring positive action.

The study focused on capturing photographs that depict various environmental challenges in Kafanchan City, Nigeria, and evaluating the impact of these images in conveying messages about environmental degradation. Photography was employed as the method to capture images representing environmental concerns in Kafanchan City, analyzed using a visual narrative approach. The inclusion and exclusion criteria were used in selecting

the images; categorized into themes such as bush burning, deforestation, refuse dumping, erosion, open grazing, and poster pasting. An exploratory research design with a qualitative methodology was utilized.

The study's target population was Kafanchan City, Nigeria, with participants selected through stratified sampling to ensure a representative sample. Qualitative data were collected using photography (image-making) and interviews. The interview questions included 12 images, with 2 images representing each category of environmental degradation. The questions comprised both close-ended (Likert scale) and open-ended formats to evaluate respondents' opinions. Most participants rated the images as having a very strong or strong impact, though 14.3% believed that images 4, 9, and 11 had a weak impact, and 7.1% thought the same of images 6 and 7.

The study argues that using narrative images for environmental awareness is an effective form of visual communication. The images captured for the study highlighted significant environmental issues in specific areas of Kafanchan City, mainly driven by human activities. The findings underscore the urgent need for action from the government, NGOs, and the public to prevent further environmental deterioration.

The research generated significant interest in using narrative images to raise awareness about environmental degradation in communities. Therefore, this approach can be pursued as an effective medium for mitigating the effects of environmental degradation. Narrative images serve as a powerful form of visual communication that can positively influence audiences' attitudes. Finally, this study supports the argument that leveraging narrative images for environmental awareness is an effective strategy for promoting environmental consciousness in Nigeria and beyond.



RESEARCH

PRODUCT DESIGN

“Seni Keramik Raku Kontemporeri Gaya Barat: Gabungan Tradisi dan Inovasi”

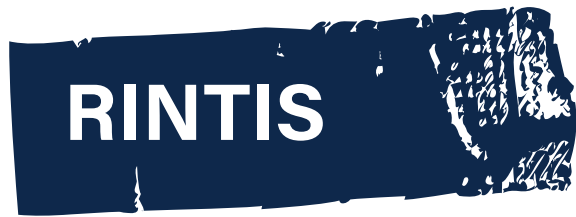
Oleh: Noor Mustaqim Mohamed

Seramik Raku merupakan salah satu bentuk seni yang telah pun berkembang dari tradisi asal Jepun ke dalam pelbagai variasi kontemporeri di seluruh dunia, terutamanya dalam seni seramik di Barat. Walaupun teknik ini mempunyai akar yang mendalam dalam upacara teh “Zen Jepun” pada abad ke-16, pengaruhnya telah melangkaui batas geografi dan budaya untuk menciptakan sebuah seni yang kaya dengan kreativiti, kebebasan, dan keindahan yang menawan. Raku gaya Barat mencerminkan evolusi seni seramik yang sangat unik, di mana tradisi dan inovasi bertemu lalu disatukan.

Raku, dalam tradisi asal Jepun, adalah teknik pembuatan seramik yang digunakan untuk menghasilkan mangkuk teh yang digunakan dalam upacara teh. Seni ini terkenal dengan sifatnya yang intuitif dan sering dikaitkan dengan falsafah Zen, yang menghargai kesederhanaan dan spontaniti. Istilah “Raku” sendiri bermaksud “keseronokan” atau “kebahagiaan,” mencerminkan pengalaman pencipta dan pengguna yang menghargai proses serta hasil akhir karya seni ini.

Dalam teknik tradisional Raku, seramik dibakar pada suhu yang rendah dan kemudian dikeluarkan dari tanur pembakaran dalam keadaan panas dan membara. Proses penyejukan seramik ini dilakukan dengan cepat, sama ada dengan mendedahkan objek kepada udara terbuka atau memasukkannya ke dalam bahan mudah terbakar, seperti serbuk kayu atau daun kering, yang akan menghasilkan reaksi kimia yang memberi kesan pada warna dan tekstur permukaan seramik.





DESIGN COMM.

RINTIS Design Graduation Showcase 2024

By:Dr. Jazmin Mohamad Jaafar



RINTIS '24 Design Graduation Showcase held from the 27th - 30th February 2024. RINTIS is an annual event showcasing various artworks by young designers. The showcase involves design students from the Design Department of the School of the Arts, including Graphic Communication, New Media Design and Technology, and Product Design. It showcases projects by the final-year students with 94 design students, presenting their final-year projects by 94 designs (34 designs from the Graphic Communication Design Department, 39 designs from New Media Design and Technology Department, and 21 designs from Product Design Department). This event was held to showcase the skills and knowledge gained by students throughout their four years of learning, challenges, and determination.

RINTIS Design Graduation Showcase 2024 theme is "CreativityxPracticality". The theme draws inspiration from the Bauhaus movement which is Symbolic from the drawing inspiration from the timeless ethos of Bauhaus, renowned for its unwavering commitment to 'Form and Functionality,' our revival pays homage to this influential movement. We've meticulously crafted a design that seamlessly integrates practicality with a touch of playfulness. Infused with the iconic Bauhaus palette, our creation not only exudes a sense of nostalgia but also stands as a testament to enduring, timeless design principles. In this homage to Bauhaus greatness, RINTIS'24 presents a visual narrative that captures the essence of the past while embracing the spirit of innovation for the present and future.

However, this event is not the epilogue following their completion of studies, but a brand-new commencement of their life as professional designers in the work field or other industries that they will engage with in the future. Furthermore, this event also serves as a platform for the students to gain experience while introducing and exhibiting their projects to the community and art practitioners.

The Opening Ceremony was officiated by Assoc. Associate Dr. Sarena Abdullah, (Dean, School of Art (SOTA), accompanied by Dr Khizal Mohamed Saat, Dr Jazmin Mohamad Jaafar (Pilot Advisor), Mr Bryan Tan Ming (Pilot Director) and Mr. Nazar Yamat (Kax Printing as Sponsor Partner) The event was successfully conducted by the final year students pursuing Bachelor of Fine Arts (Honours) and several institutional partners who were present during the event which are; Penang Art District, KDU Penang University College, BEUKITCH CABINET SDN.BHD, Tech Dome Penang, The One Academy Penang, Universiti Teknologi MARA (Cawangan Perak) and National Craft Institute.

This showcase also includes a Design Talk program, Career Talk, food truck sales, busking performances, a student art market, and an Experimental Musician Performance (Bunyi Bingit).

Festival Step 2024: Penghujung Pengajian, Permulaan Perjalanan Seni Persembahan

Oleh: Dr. Azrul Azizi Amirrul

Festival Teater STEP 2024, yang berlangsung dari 24 Mei hingga 7 Julai 2024 di Panggung Sasaran, Universiti Sains Malaysia, bukan sekadar acara tahunan tetapi juga platform penting untuk penilaian tahun akhir pelajar jurusan lakonan dan pengarah. Festival ini melibatkan 22 pelajar yang diuji dalam tiga bidang utama teater iaitu pengarah, lakonan, dan sinografi. Sepanjang festival ini, sebanyak enam produksi teater telah dipersembahkan, antaranya *Beruang Menagih Hutang* adaptasi karya Anton Pavlovich Chekov, *Night Mother* karya Marsha Norman, *Biarku Dukung* karya Yusof Bakar, *Bulan Belum Kelam* karya Roziah Adama, *Friday The 13th* karya Jean Pierre Martinez dan *Misi* karya Faisal Tehrani. Persembahan-persembahan ini mencerminkan kemampuan kreatif dan teknikal pelajar, sambil memperkenalkan penonton kepada pelbagai genre dan isu dalam teater.

Selain berfungsi sebagai penilaian akademik, Festival STEP juga memupuk jaringan kerjasama antara pelajar, alumni, dan penggiat seni tempatan. Kehadiran alumni dan penggiat seni dari seluruh Pulau Pinang membawa dimensi baru kepada pengalaman pelajar, membolehkan pertukaran ilmu dan pengalaman yang memperkaya proses pembelajaran. Ini melambangkan prinsip pembelajaran sepanjang hayat, di mana hubungan yang terjalin dalam bidang seni ini bukan sahaja memperkembangkan kemahiran teknikal, tetapi juga membina jaringan profesional yang berterusan selepas tamat pengajian. Kolaborasi dan sokongan komuniti seni, festival

ini berjaya memperkasa para pelajar untuk terus berkarya dalam dunia seni teater. Alumni yang kembali menyumbang ilmu dan pengalaman mereka menjadi inspirasi kepada pelajar, memperlihatkan bagaimana pembelajaran tidak berhenti. Festival STEP 2024 bukan sahaja merangsang perkembangan bakat, tetapi turut memberikan impak yang berpanjangan kepada ekosistem seni tempatan terutama seni persembahan, memastikan kesinambungan dan kemajuan seni teater di Malaysia.





RINTIS

FINE ARTS

RINTIS Fine Art Showcase Sets Sail on a Creative Odyssey

By: Gurvinderjit Singh Sidhu Sarjit Singh

The RINTIS Fine Art Showcase at Universiti Sains Malaysia (USM) recently concluded its successful run, leaving a lasting impression on visitors. The event, held at the Muzium & Galeri Tuanku Fauziah, celebrated creativity and artistic discovery under the theme "Voyage of Discovery."

The showcase kicked off with a captivating opening ceremony, featuring speeches from distinguished guests including Prof. Dato' Dr. Aileen Tan Shau Hwai, Director of CEMACS, Assoc. Prof. Dr. Sarena Abdullah, Dean of the School of the Arts, and Dr. Tetriana Ahmed Fauzi, the Fine Art Showcase Advisor. Their words of encouragement set the stage for an exploration of artistic expression.

The exhibition featured a diverse range of artworks, from intricate paintings and sculptures to immersive installations. Each piece told a unique story, reflecting both the artists' personal journeys and the broader landscape of contemporary art. The showcase offered visitors a chance to delve into the world of creativity and discover new perspectives.

Beyond the gallery, the event also featured a vibrant Art Market, where local artists showcased their handcrafted treasures. The market provided a lively and colorful atmosphere, offering visitors the opportunity to purchase unique art pieces, stylish fashion items, beautiful plants, and more. Engaging directly with the artists added a personal touch to the experience, making it more than just a shopping trip. The RINTIS Fine Art Showcase was more than just an

exhibition; it was a celebration of artistic expression and community. By offering free admission and a welcoming atmosphere, the event succeeded in making art accessible to everyone. The showcase, which ran until August 16, 2024, invited visitors to embark on a journey filled with inspiration, exploration, and discovery.



Lean Jia Ying's Senior Recital: A Showcase of Student Achievement

By: Dr. Yumi Yoshioka

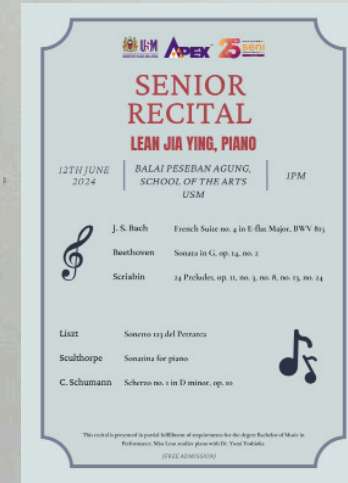
On June 12, 2024, Lean Jia Ying delivered a captivating solo piano performance as part of her senior recital for the Projek Seni concert. This recital is a significant milestone for music students, where those in the recital track must demonstrate their mastery of their major instrument, fulfilling a key requirement for the completion of their undergraduate degree. The performance not only highlights technical proficiency but also reflects the student's deep understanding of solo performance artistry.

To qualify for this prestigious recital, students are required to perform as a soloist each semester. These performances must be approved by a jury of music faculty members, ensuring that the student continues to meet the rigorous standards of the solo performance track. Lean successfully passed all jury evaluations throughout her studies and, in her final semester, delivered a stunning one-hour solo performance.

The program featured a rich repertoire, including, J.S. Bach: French Suite No. 4 in E-flat, BWV 815, Beethoven: Sonata in G, Op. 14, No. 2, Scriabin: Preludes, Op. 11, Nos. 3, 8, 13, and 24, Liszt: Sonetto 123 del Petrarca, Sculthorpe: Sonatina for Piano, and C. Schumann: Scherzo No. 1 in D minor, Op. 10. This selection showcased a well-balanced range of musical styles from different periods, with a variety of technical demands. Notably, Lean performed the entire program from memory, adding additional challenge to the presentation.

The recital was made even more special by the presence of a supportive audience, including many fellow music students and her parents, who were there to celebrate her achievement. Her performance was well executed and fulfilled the standards expected of an undergraduate performance student in USM's music department.

This Projek Seni concert also marks the end of an era. Since its inception in 1997, Projek Seni has been a cornerstone of the music department, producing many accomplished performers over the years. With the program scheduled to be phased out in 2024, it's important to recognize the significant role it has played in shaping disciplined, determined musicians. The journey for performance track students is one of immense challenges—requiring countless hours of dedicated practice—but it's a path that is ultimately fulfilling. Graduates of the program often reflect fondly on their experiences and look forward to continuing their musical journeys in the future.



ACTIVITIES

ACTING & DIRECTING

Dari Halaman Buku ke Pentas USM: "Aci Patmabi" Hidupkan Kisah Pengorbanan di USM!

Oleh: Gurvinderjit Singh Sidhu Sarjit Singh

Teater "Aci Patmabi," karya arahan Dr. Azrul Azzi Amirul dari Pusat Pengajian Seni, Universiti Sains Malaysia (USM), mengangkat kisah seorang wanita dengan pengorbanan yang mendalam demi masyarakatnya. Berdasarkan novel terbitan Dewan Bahasa dan Pustaka (DBP), pentas ini mengajak penonton menyelami perjalanan hidup Aci Patmabi yang penuh liku dan nilai budaya.

Dr. Azrul berkongsi cabaran membawa novel ke pentas, terutama dalam menyusun rentetan kisah hidup yang panjang agar penonton kekal fokus dan terhubung secara emosi. Beliau juga menerapkan elemen visual yang kaya, memanfaatkan latar pemandangan Pulau Pinang, muzik Boria, serta pakaian tradisional untuk memperkuat suasana.

Adaptasi ini melibatkan penyesuaian karakter dan interaksi agar sesuai dengan medium teater, tanpa mengabaikan jiwa asli novel. Setiap babak disusun dengan penuh simbolik, menggambarkan ketabahan Aci Patmabi dalam mengharungi kehidupan yang menuntut pengorbanan dan pilihan berat demi kebaikan bersama.

Pementasan "Aci Patmabi," yang berlangsung dari 24 hingga 26 Oktober 2024 bersempena Sambutan 25 Tahun DBP Wilayah Utara dan Pusat Pengajian Seni USM, telah dirasmikan oleh TYT Tun Dato' Seri Utama Ahmad Fuzi Haji Abdul Razak dan dihadiri tokoh-tokoh ternama seperti Sasterawan Negara, Dato' Dr. Mohd. Anuar Haji Rethwan (Anwar Ridhwan) dan Tan Sri Dr. Koh Tsu Koon.

Menghidupkan warisan budaya, teater ini bukan hanya mengangkat karya sastera tempatan, tetapi mengajak penonton untuk menghayati kehidupan dan pengorbanan demi tujuan yang lebih besar – sebuah perjalanan hati yang mengingatkan kita pada nilai dan makna setiap pilihan yang kita ambil.



ACTIVITIES

FINE
ARTSPengalaman Seni di CHEKA+ISM International
Art Camp Jilid V 2024

Oleh: Dr. Shahrul Anuar Shaari

Menitip pengalaman seni perlu melampaui batas ruang studio atau bengkel; harus digali, diteroka dalam pelbagai dimensi persekitaran yang lebih luas, waima di daerah terpencil sekalipun tetap menjadi sumber inspirasi luar biasa. Seni dan unsur alam semula jadi tidak sekadar saling melengkapi, tetapi bersatu dalam medan pendidikan yang alami, memupuk kesungguhan, jati diri, dan minat yang perlu dibangkitkan agar kekal segar. Melalui perjalanan penuh ketekunan ini, setiap langkah diwarnai keunikan alam yang tidak ternilai, akal dilenjan dengan pelbagai unsur seni yang mungkin tidak ditemukan di tempat lain dapat dirasai.

Setiap elemen alam, aroma udara hutan yang segar, warna dedaun tak tercemar, gemuruh sungai yang deras, desir serangga di hening malam, hingga menapakkan kaki di permukaan tanah yang kasar dan berpasir telah membuka dimensi baharu dalam pemahaman dan pengalaman seni kepada para pelajar. Pengalaman ini tidak hanya memperkaya interpretasi seni, tetapi juga menyalakan semangat, akal budi dan bermanfaat sebagai refleksi hidup dari keagungan alam yang abadi.

Belajar mengenal “sekepal menjadi gunung, setitik menjadi laut”, alam adalah guru yang diam, mengajarkan nilai harmoni, kehalusan dan kekuatan kepada pengkarya, selain mendidik tentang keindahan, keseimbangan serta ketahanan. Malahan dalam banyak budaya, seni telah berkembang seiring dengan penghormatan terhadap alam, hubungan lestari kedua-duanya merentasi batasan fizikal dan mencakupi dimensi rohani.

Justeru itu, empat pelajar tahun tiga dari Bahagian Seni Halus, Pusat Pengajian Seni, Universiti Sains Malaysia, dengan penuh nekad mengambil peluang dan cabaran untuk menyertai Cheka+Ism International Art Camp Jilid V 2024 di Lang Buana Eco Park, Jerantut, Pahang, pada 15 hingga 18 Oktober yang lalu. Program selama empat hari ini dianjurkan oleh Kelab Katarsis Seni dengan kerjasama penuh Balai Seni Lukis Negara, Kementerian Pelancongan, Seni dan Budaya (MOTAC), +ISM Pahang, Kraftangan Pahang, serta Kerajaan Negeri Pahang.

Program ini bertujuan menyediakan platform pendedahan dan libatsama pengkarya muda dalam meneroka dan mengembangkan kreativiti mereka melalui pelbagai aktiviti seni, sambil meningkatkan kesedaran tentang kepentingan alam semula jadi dalam proses berkarya. Di samping itu, program ini menggalakkan pertukaran idea dan kolaborasi antara pelajar seni dari pelbagai institusi serta memperkukuhkan hubungan antara seni dan budaya dalam masyarakat setempat.

Selain wakil dari Universiti Sains Malaysia (USM), program ini juga disertai oleh pelajar dan pensyarah seni dari Universiti Pendidikan Sultan Idris (UPSI), Universiti Malaya (UM), Universiti Teknologi MARA (UiTM), pelajar dari tingkatan lima dan enam serta Institut Kraf Negara. Tidak ketinggalan, penglibatan penggiat seni lukis, kumpulan muzik irama asli, drama, dan pengkarya antarabangsa turut menambah citra kemeriahan acara hingga malam hari. Program ini telah sempurna dirasmikan oleh YBhg. Prof. Dato’ Dr. Mohamed Najib Ahmad Dawa, Pengerusi Majlis Kebudayaan Negara (MAKEN) dan mantan Dekan kedua Pusat Pengajian Seni, Universiti Sains Malaysia (USM).



ACTIVITIES

GRAPHIC
COMM.

Exploring Material Functions in Packaging Design: The Shelter Project

By: Assoc. Prof. Dr. Muhizam Mustafa

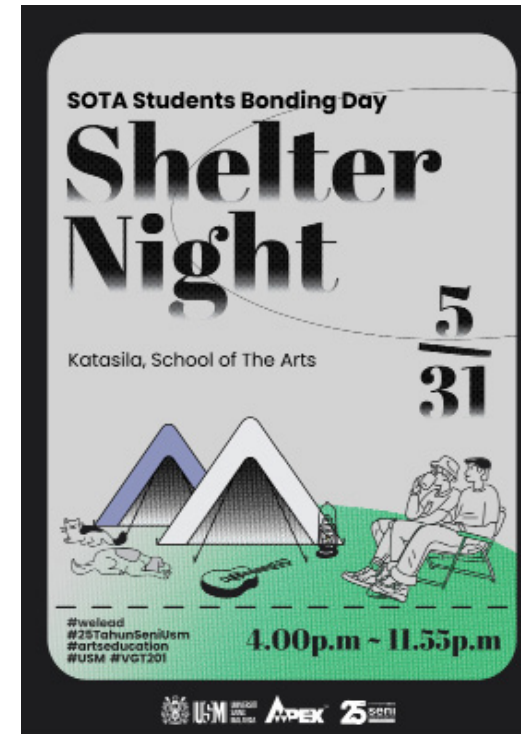
The VGT201 Packaging Design class, attended by 90 students from diverse backgrounds in both art and science, embarked on an innovative study to explore material functions in packaging design. This study, known as the Shelter Project, aimed to address the pressing needs of homeless individuals and those in disaster-prone areas by experimenting with material behaviour on both macro and micro levels.

The primary objective of the Shelter Project was to understand how different materials can be utilized effectively in packaging design to create durable, sustainable, and functional shelters. Students were tasked with designing and constructing shelters using only recycled materials, emphasizing the importance of sustainability and environmental responsibility. The project encouraged the use of joinery techniques, which not only enhanced the structural integrity of the shelters but also minimized the need for additional fasteners and adhesives.

Throughout the five-week minor project assessment, the shelters underwent rigorous testing to evaluate their strength and resilience against various elements. This included exposure to wind, rain, and temperature fluctuations, simulating real-world conditions that the shelters might face. The testing phase was crucial in identifying the most effective materials and construction methods, providing valuable insights into the practical applications of packaging design principles.

The Shelter Project also had a significant impact on the student's personal and professional development. By working collaboratively in a diverse group, students were able to share their unique perspectives and expertise, fostering a rich learning environment. The project culminated in a picnic dinner and movie night, which served as a celebration of their hard work and achievements. This event was designed to strengthen the students' H.E.B.A.T. attributes—Holistic, Entrepreneurial, Balanced, Articulate, and Thinking attributes—and to build lasting relationships among the participants.

In conclusion, the Shelter Project not only advanced the understanding of material functions in packaging design but also highlighted the importance of sustainability and collaboration. The innovative solutions developed by the VGT201 class have the potential to make a meaningful difference in the lives of those in need, demonstrating the power of design to address real-world challenges.



ACTIVITIES MUSIC

Swinging Through the Weekend: Penang Jazz Camp Concert Nights Lit Up Penang!

By: Gurvinderjit Singh Sidhu Sarjit Singh

Penang's jazz scene was ignited over the May 24-26 weekend, thanks to the exhilarating Penang Jazz Camp Concert Nights. The event showcased a diverse lineup of talented musicians, both established and emerging, delivering unforgettable performances that left audiences captivated.

The weekend kicked off with a bang at the Pese'ban Agung, where The Jazz Coalition, BBOP, The Snazzy Jazzy Ensemble, and more took to the stage. Their energetic performances set the tone for the subsequent nights, creating a vibrant atmosphere that had the crowd dancing and swaying.

On Saturday, the legendary Michael Veerapen Quartet, accompanied by the soulful Dasha Logan, treated the audience to a mesmerizing performance. Their masterful musicianship and impeccable timing left a lasting impression.

The jazz festivities continued on Sunday at The Canteen at China House. The PJC 2024 Gala Performance provided a relaxed and intimate setting for attendees to enjoy free-flowing jazz music. The evening culminated in a spectacular showcase, once again featuring the Michael Veerapen Quartet as the headliner.

Overall, the Penang Jazz Camp Concert Nights was a resounding success, celebrating the rich heritage and vibrant future of jazz music in the region.



Kreatif dan Inovatif! Bengkel Visual Display Design Tingkatkan Pengalaman Seni dan Teknologi untuk Belia Pulau Pinang

Oleh: Dr. Mohd Asyiek Mat Desa

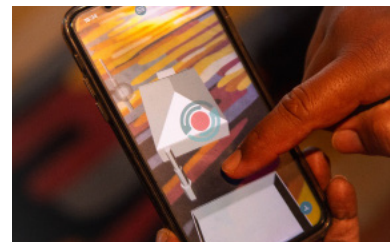
Bengkel Visual Display Design berlangsung di JAZZ Hotel Pulau Pinang pada 19-20 Oktober 2024, menarik penyertaan belia dari pelbagai institusi seperti Kolej Komuniti Kepala Batas, Politeknik Balik Pulau, Politeknik Metro Tasek Gelugor, dan Politeknik Tuanku Syed Sirajuddin. Bengkel dua hari ini bertujuan memperkasa pengalaman pembelajaran belia Bumiputera dalam seni visual, teknologi, dan pelancongan pendidikan.

Bengkel dimulakan dengan ucapan alu-aluan oleh Prof. Madya Dr. Sarena Abdullah, Dekan Pusat Pengajian Seni, Universiti Sains Malaysia, yang menekankan pentingnya kreativiti untuk meningkatkan daya saing belia. Seterusnya, bengkel dirasmikan oleh YBhg. Tan Sri Khalid Bin Ramli, Pengerusi Majlis Pembangunan Bumiputera Pulau Pinang, yang berkongsi wawasan beliau tentang pentingnya pembelajaran berterusan bagi belia.

Bengkel ini menampilkan tiga pakar, iaitu Dr. Mohd Asyiek Mat Desa, Dr. Zuriawati Ahmad Zahari, dan En. Mohd Hisyamuddin Bin Kassim, yang berkongsi panduan dalam enam modul utama: asas paparan visual, teknik suntingan, prinsip reka bentuk, pengenalan kepada Augmented Reality (AR), alat pembangunan AR, dan pemahaman interaksi pengguna dalam AR. Modul-modul ini memberi asas dalam reka bentuk visual dan memperkenalkan teknologi AR, yang membuka peluang baharu kepada peserta untuk meneroka dunia visual interaktif.

Dengan pendekatan praktikal, peserta belajar bukan sahaja asas paparan visual, tetapi juga teknik penyuntingan dan penggunaan AR yang mampu meningkatkan daya tarikan visual dan pengalaman pengguna. Pengenalan kepada alat AR memperkenalkan dimensi baharu dalam industri seni dan kreatif, memberikan kelebihan teknologi yang relevan untuk diaplikasikan dalam kerjaya masa depan.

Bengkel Visual Display Design ini berjaya memberikan peserta pemahaman yang menyeluruh mengenai aplikasi praktikal teknologi dalam seni visual. Diharapkan belia yang menyertai bengkel ini akan memanfaatkan kemahiran baharu mereka untuk berkarya dengan lebih inovatif, membantu memperkukuh masa depan industri seni dan budaya Pulau Pinang.



“USM - HCU Exchange Program 2024”

By: Pang Wan Ting, Noor Azlina Mohamed Khalid

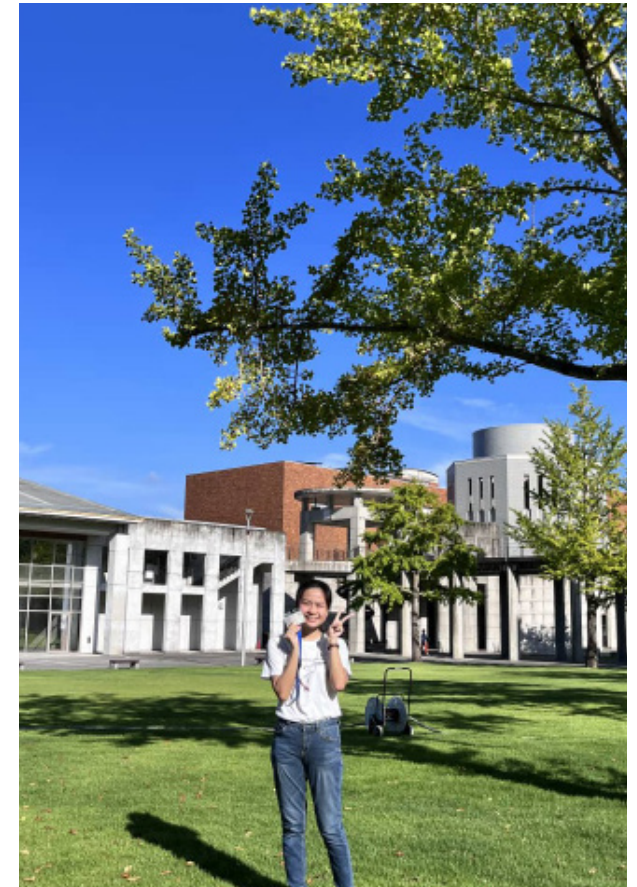
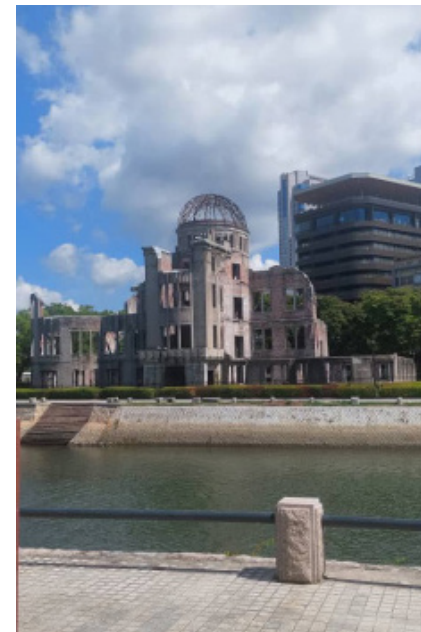
This year, 2024, is the eighth year of the student exchange program between Universiti Sains Malaysia (USM) and Hiroshima City University (HCU). The annual program promotes an understanding of diversity around the globe and a spirit of openness. Through direct exposure to the sociocultural peculiarities of the local people, students can gain valuable insight from this international network between the two universities from different nations.

Twenty students and two USM staff members participated in the nine-day USM-HCU Outbound Program 2024, which was held in Hiroshima, Japan, from 10 to 18 September 2024. A wide range of activities were included in this program with the goal of enhancing participants' learning experiences. Malaysian students who participated in this program got the opportunity to live with a host family and experience Japanese community life first hand. Additionally, students also were able to gain additional knowledge about the cultural, traditional, linguistic, and lifestyle customs of Japan.

This program offered a diverse range of activities, including lectures, narrative exchanges, and site

visits that provided unique perspectives into various fields of study. Visits to significant sites such as the Hiroshima Peace Memorial Museum, Miyajima Island, and the Mazda Museum improved knowledge of Japan's rich cultural past, architectural styles, and technological advancements. Students gained an authentic understanding of daily Japanese life through living with foster families and participating in cultural exchanges, which fostered a deeper appreciation of the culture. By listening to the stories and experiences of individuals such as atomic bomb survivors, senior citizens, and foster families, they broadened their perspectives and discovered valuable new insights.

Overall, this exchange program offered an invaluable tool and resource that benefited students across different fields of study; regardless of a student's background in the sciences, arts and humanities. In addition to offering academic experiences, cultural diversity, and practical skills for obtaining a global perspective, the program enhanced the learning process by focussing primarily on universal peace studies that promotes global peace, human rights, and sustainability.



COMMUNITY ENGAGEMENT

ACTING & DIRECTING

Dance | Am I Lost? | Aida Redza & Dancers | Pentas Studio Dance

“where am I?” “eh...tak ingatlah” “saya kat mana ni?” “eh eh sorry” “I’m sorry, it’s ok , tak pe... it’s ok” AM I LOST? is a narrative dance that explores the profound psyche of a human being -the mind, feelings and attitudes which affects our personality. Imagine the fear of waking up one day and not knowing who you are or where you are! - This is the fear that a person with dementia faces daily, shifting between moments of awareness and the inability to recall even the simplest things—like her own name.

Performed at COEX-Hin Bus Depot, in conjunction with Penang Dementia Awareness and Ageing Creatively programme (21st April 2024), AM I LOST? is a work in process, choreographed by Aida Redza in collaboration with School of the Arts. It takes the audience into the world of the people struggling with dementia, their daily challenges, their fears of not being able to remember, their frustrations of feeling helpless and fully dependent on families and care providers. The dance takes us through collected narratives from various perspectives—the communities, patients, care providers, families, and the dancers’ personal experiences in dealing with family members with dementia. Dancing contemporaneously, the ladies unravel stories that were so closely held to their hearts, expressing joy during happy moments, especially when life took them down memory lane to their childhood days of cotton candies, playgrounds and a care-free world. The dance shifts into darker memories of frustration

and fear as the individual struggles to remember who they are and why they feel so helpless. Using structured movements inspired by Tari Saman and Tari Endang, the upper torso, arms, and hands express these hidden emotions, bringing them to the surface. Just like their uncertain mood swings, their stories too shift landscapes quickly, allowing the audience to switch channels and this time to a scene of serenity and calmness, reminiscing from their youthfulness to their prime—a journey in life that is fulfilling for some and leaving others wanting or wondering for more. “AM I LOST?” is an artistic exploration, shedding light on the silent struggles of souls who wander endlessly, entangled in a web of illusion and confusion.

By Mumtaz Begum Aboo Backer
One of the dancers.



COMMUNITY ENGAGEMENT FINE ARTS

A Community-Driven Transformation at Pulau Aman

By: Norshahidan Mohamad

Around a year ago, a collaborative project was initiated between the Implementation Coordination Unit of the Prime Minister's Department (ICU-JPM) and Universiti Sains Malaysia, to revitalise Pulau Aman and transform it into a vibrant tourism destination. Spearheaded by the School of The Arts, the initiative aims to unlock the island's potential as a prominent tourist attraction while enhancing the local community's well-being. This two-year project is structured in multiple phases, combining artistic and practical interventions to boost tourism and create lasting positive impacts for the island.

In the initial phase, a team of artists, lecturers, and students collaborated to create large-scale murals, sculptures, and installations across the island. These artistic works are not merely decorative; they convey deep meaning, narrating Pulau Aman's rich cultural heritage and depicting the everyday lives of its residents. By reflecting the island's unique identity, the artwork fosters a greater sense of pride and belonging within the community.

However, Pulau Aman's transformation goes beyond art. Practical improvements have been made to enhance the visitor experience and make it easier for tourists to explore the island. This includes a rebranding initiative and improved wayfinding systems, which help visitors navigate and discover the island's hidden gems. These efforts are designed to increase the island's attractiveness to tourists,

ultimately driving economic growth and supporting the livelihoods of local residents.

The success of this project is mainly due to the strong collaboration between various stakeholders. It has been a genuine community effort, involving local authorities, residents, lecturers, students, and sponsors. The ICU-JPM's support has been instrumental in driving the initiative forward.

As the project enters its second year, more exciting developments are on the horizon. With ongoing efforts, Pulau Aman is poised to become a thriving tourist destination in southern Penang, benefiting the local community while preserving its cultural heritage.



COMMUNITY ENGAGEMENT

GRAPHIC COMM.

Empowering Communities Through Art: USM and UEH's Innovative Design Solutions

By: Ts. Dr. Nurul Hanim Romainoor

The School of The Arts at Universiti Sains Malaysia (USM) was abuzz with excitement as we welcomed students and lecturers from the University of Economics Ho Chi Minh City (UEH) for our 2024 Summer Camp. This vibrant cultural exchange was part of the "Apply Art and Culture to Improve Quality of Life" program, a collaboration with co-associate School of Media Design UEH Vietnam.

The Summer Camp concluded with a showcase of design presentations by Art USM and SMD UEH students. Clad in their traditional attire, the group captivated everyone with their impressive work, which was based on field research of George Town's rich cultural and historical buildings. Their designs beautifully reflected the essence of Penang's multicultural heritage, focusing on how art and design can unite communities.

Throughout the summer camp, students and lecturers from both institutions collaborated closely, driven by a common goal: exploring how art and culture can positively impact communities. The collaboration sought to uncover and celebrate George Town's "Multicultural Visual Identity." Participants delved into the city's architecture, monuments, museums, street art, and religious structures to understand the visual narratives that have shaped George Town over the years.

This exchange wasn't just about aesthetics; it was about making meaningful connections between people and place. By integrating design thinking into their approach, the participants sought to develop culturally appropriate solutions that cater to the unique needs and aspirations of the local community. Young designers from both UEH and USM were encouraged to use art and technology to inspire human-centered design initiatives, aiming to enhance the city's character and foster a sense of pride and belonging among its residents.

The project exemplifies how international collaboration can enrich cultural appreciation and spark creativity. By blending art, culture, and technology, this exchange has empowered both USM and UEH students to see design as a tool for social good.

As we wrap up Summer Camp 2024, we're excited about the potential for future collaborations. Together, we can continue to use the power of art and design to create positive change in our communities!



COMMUNITY ENGAGEMENT MUSIC

USM SOTA Chamber Choir Shines at RondoFest 2024 in a Journey of Collaboration and Musical Growth

By: Ms. Tan Jin Yin

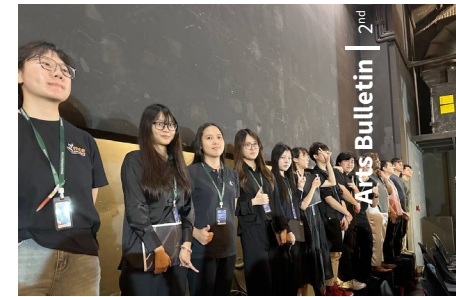
Universiti Sains Malaysia (USM) SOTA Chamber Choir from the Music department has been invited to collaborate with Rondo Production for RondoFest 2024, taking place from June 12 to June 15, 2024 in Penang. Renowned for its commitment to classical music education and cultural exchange, RondoFest offers a unique opportunity for musicians throughout Southeast Asia to connect, learn, and develop. The festival, taking place at SENTRAL College and culminating in a grand finale at the Majestic Theatre, united emerging artists, encouraging cross-cultural dialogue and artistic collaboration. This invitation allowed USM students to connect and network with fellow students from various music programs across Malaysia, such as Universiti Malaya (UM), the Malaysian Institute of Art (MIA), Young Choral Academy (YCA), and Universiti Putra Malaysia (UPM). These vocalists contributed a diverse range of experiences and backgrounds, enhancing the collaborative atmosphere.

At RondoFest 2024, our students participated in an intensive choral program led by Susanna Saw, Director of the YCA, with guidance from four skilled YCA sectional leaders to perfect five pieces. Before the festival, Ms. Tan Jin Yin, conductor of the USM SOTA Chamber Choir, ensured that students were well-prepared, enabling them to actively participate and immerse themselves in the program. This preparation laid the foundation for their culminating experience with the orchestra, where, Under the baton of Juilliard graduate Tengku Irfan, a renowned

Malaysian conductor, pianist, composer, and a graduate of the Juilliard School, students experienced his dynamic conducting style and interpretive insight firsthand.

The festival's program highlighted notable premieres, including *Un beau baiser* by Louis Andriessen (Southeast Asian premiere) and *Welcome to Malaysia* by Tan Zhi Yong for SATB (world premiere), commissioned by Rondo Production and supported by ABRSM. The choir also joined the orchestra for a performance of Brahms' Academic Festival Overture, Op. 80, featuring a choral finale arranged by Sir Malcolm Sargent, along with Beethoven's Symphony No. 9, Op. 125 "Choral" (IV. Finale). The finale's encore, *Getaran Jiwa* arranged by Elson Kwong Zhen Wei, featured the iconic melody by Tan Sri P. Ramlee, honoured Malaysia's rich musical heritage by uniting choir and orchestra in an unforgettable tribute.

RondoFest 2024 provided the USM SOTA Chamber Choir with invaluable opportunities for growth, connection, and cultural exchange. Working with esteemed faculty, performing Southeast Asian premieres, and collaborating with peers, our students enhanced their musical skills and deepened their comprehension of choral and orchestral performance. The festival's focus on artistic growth and community engagement aligns closely with USM's values, reinforcing our dedication to nurturing talent and fostering a vibrant music culture in Malaysia and beyond.



COMMUNITY ENGAGEMENT

PRODUCT DESIGN

"Art Students in Riyadh: MENA Climate Week and Historical Treasures"

By: Nuha Annisa Mohamed Nazmi, Noor Azlina Mohamed Khalid

Middle East and North Africa Climate Week 2023 (MENACW) is a significant annual event that unites leaders from various industries to address concerns related to greenhouse gas emissions issues and devise strategies for mitigating the effects of climate change.

MENACW 2023 took place in Riyadh, Saudi Arabia from October 8–12, 2023. My friends and I had the wonderful opportunity to represent the School of Art (SOTA) in this renowned event, which involved 47 students and 2 lecturers as a delegate from Universiti Sains Malaysia (USM). This was made possible by the support from the government of Saudi Arabia and the International Mobility & Collaboration Centre (IMCC), USM.

Even though our main goal was to attend MENACW, we had the opportunity to visit a few significant historical sites. We visited Diriyah, the original seat of the Saudi royal family and the capital (from 1727 to 1818). We also had a tour of Masmak Fortress, which was the site of Saudi Arabia's reunification after the Battle of Riyadh, one of the important historical landmarks too. On top of that, we witnessed The Line Exhibition in Neom, a pioneering smart city project aimed at eliminating cars, streets, and carbon emissions.

- "I enjoyed listening to Mr. Saleh O. Alabdullatif from the Oil and Sustainability Program discuss innovative waste management solutions, such as creating high-demand products from plastic

waste. As a product design student, I found his insights on sustainable design and cross-disciplinary collaboration particularly inspiring."
-Nuha Annisa Bt Mohd Nazmi (Product Design)

- "For me the highlight of the trip was The Line Exhibition, showcasing a futuristic, eco-friendly city design. This 170-kilometre-long city plan, aimed at reducing space and pollution, inspired me to think about how art and design can contribute to sustainability. The ideas from The Line, such as vertical living, could address urban overcrowding in Malaysian cities and enhance public transport and renewable energy use."
-Izzati Alia Bt Aziz (New Media Design and Technology)
- "Witnessing the restoration of Diriyah was awe-inspiring, reflecting a commitment to preserving history. This dedication sparked a vision of rebuilding historical sites in Malaysia in the future, such as ancient Malacca castles, to honour our heritage."
-Amerul Shah Bin Osman Shah (Acting and Directing)

Overall, being a part of MENACW 2023 enhanced our understanding of the ways art and design engage with global issues and it has been a rewarding experience to us. Exploring historic sites and innovative projects broadened our viewpoints and emphasised the important to incorporate sustainability and cultural preservation into our project.



COMMUNITY ENGAGEMENT

NEW MEDIA

Pelancaran Aplikasi Pelancongan Mesra Muslim Pulau Pinang: Ke Arah Pengalaman Pelancongan Berkualiti

Oleh: Dr. Zuriawati Binti Ahmad Zahari

Pulau Pinang memperkukuh kedudukan sebagai destinasi pelancongan berkualiti melalui pelancaran Aplikasi Pelancongan Mesra Muslim, di bawah Program Promosi dan Penjenamaan Pelancongan Mesra Muslim. Program ini diketuai oleh Dr. Zuriawati Ahmad Zahari dari Universiti Sains Malaysia (USM), dengan sokongan ICU JPM Pulau Pinang. Matlamat utama adalah untuk menarik pelancong, terutamanya dari kalangan Muslim, dengan menyediakan perkhidmatan yang menepati nilai Islam.

Fasa pertama melibatkan Bengkel Pembangunan Visual dan Pemasaran Kandungan Digital yang diadakan pada April 2024. Seramai 20 peserta dari industri pelancongan bumiputera Pulau Pinang dilatih dalam penghasilan kandungan digital kreatif. Fasa kedua pula memfokuskan kepada penjenamaan Pelancongan Mesra Muslim dengan slogan "Connecting Souls Bridging Cultures," di mana elemen tempatan seperti kubah masjid dan jambatan Pulau Pinang diintegrasikan ke dalam logo program.

Aplikasi dan laman sesawang yang bakal dilancarkan akan memudahkan pelancong Muslim mencari maklumat seperti restoran halal, tempat ibadah, dan destinasi yang sesuai. Ini dijangka meningkatkan pengalaman pelancong Muslim, sekaligus memperkukuh imej Pulau Pinang sebagai destinasi mesra Muslim.

Program ini turut memberi impak positif kepada industri pelancongan tempatan, memperkasakan pemain industri bumiputera dalam menawarkan pakej pelancongan. Majlis pelancaran aplikasi disirikan oleh tokoh-tokoh penting seperti Tan Sri Khalid bin Ramli, YBhg. Dato' Zulkifli bin Long, dan Naib Canselor USM, Prof. Dato' Seri Ir. Dr. Abdul Rahman bin Mohamed. Inisiatif ini membuka ruang pertumbuhan ekonomi yang lebih luas bagi Pulau Pinang.

Fasa pertama adalah Bengkel Pembangunan Visual dan Strategi Pemasaran Kandungan Digital yang dibentangi seramai 20 orang peserta. Mendaftar terdiri daripada pemilik industri pelancongan seperti pemandu dan ejen pelancongan, pengasas rumah niaga, serta jurai bebas.

Fasa kedua pula adalah melibatkan proses membina templat penjenamaan branding Pelancongan Mesra Muslim. Proses ini memfokuskan kepada pembangunan aplikasi mobil dan laman sesawang yang akan memudahkan pengguna mengetahui tentang pelancongan mesra muslim di Pulau Pinang.

Program ini terdiri daripada dua fasa penjenamaan, satu fasa pertama iaitu bengkel pembangunan visual dan strategi Pemasaran Kandungan Digital yang dibentangi seramai 20 orang peserta, termasuk ejen pelancongan dan pemandu pelancongan, serta fasa kedua iaitu membina templat penjenamaan branding Pelancongan Mesra Muslim. Proses ini memfokuskan kepada pembangunan aplikasi mobil dan laman sesawang yang akan memudahkan pengguna mengetahui tentang pelancongan mesra muslim di Pulau Pinang.

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"Impak program ini sangat positif, di mana ia membuka peluang kepada pemain industri pelancongan dalam mempromosikan pakej mesra dan menjana pendapatan."

Majlis Pelancaran Aplikasi Mobile Pelancongan Mesra Muslim Pulau Pinang

Tan Sri Khalid bin Ramli, YBhg. Dato' Zulkifli bin Long, dan Naib Canselor USM, Prof. Dato' Seri Ir. Dr. Abdul Rahman bin Mohamed.

Majlis Pelancaran Aplikasi Mobile Pelancongan Mesra Muslim Pulau Pinang

YBhg. Tan Sri Khalid bin Ramli, Naib Canselor USM, Prof. Dato' Seri Ir. Dr. Abdul Rahman bin Mohamed.



Membina Nama dalam Dunia Lakonan: Rahsia Fahmi Zamari Kekal Relevan

Oleh: Gurvinderjit Singh dan Fahmi Zamari

1. Bolehkah anda dengan ringkas memperkenalkan diri anda, termasuk program yang anda telah tamatkan di Pusat Pengajian Seni USM dan tahun anda tamat pengajian?

Saya, Fahmi Zamari, merupakan alumni USM dalam jurusan Lakonan dan Pengarahan (2016-2020). Saya berasal dari Alor Star, Kedah, dan kini menetap di Kuala Lumpur. Menetap di Kuala Lumpur. Sekarang bergiat aktif sebagai pelakon (layar dan pentas) , pengarah , penolong pengarah, penari, dan koreografer

2. Bagaimana program Lakonan dan Pengarahan di USM telah menyediakan anda untuk kerjaya dalam bidang ini?

Jurusan Lakonan dan Pengarahan telah menyediakan saya dalam pelbagai aspek, antaranya persediaan seorang pelakon dalam mengambil tanggungjawab menggalas watak yang diberi. Selain itu, persediaan pengarah untuk membuat segala pilihan dalam pementasan. Bahkan mengendalikan segala tugas-tugas belakang tabir tidak kira pengurusan mahupun krew pentas

3. Apakah cabaran utama yang anda hadapi dalam industri seni persembahan selepas graduasi?

Cabaran utama selepas graduasi adalah sukar untuk mencari tapak permulaan kerana dunia dalam fasa pandemik yang sangat teruk pada ketika itu. Apa yang saya lakukan dengan menyertai beberapa pertandingan secara atas talian yang dianjurkan dari badan2 kerajaan dan juga swasta. Hal ini bertujuan memberi maklum

kepada penggiat diluar sana akan kewujudan dan keberadaan saya didalam industri seni kini walaupun dalam keadaan yang masih terikat dengan pandemik. Seterusnya, apabila dunia kembali pulih seperti sediakala, saya terus menceburi dalam dunia penggambaran dan melebarkan lagi hubungan dengan penggiat2 seni tanah air. Malah saya juga turut bersama rakan lain membuka sebuah Production House iaitu Acahart Studio.

4. Bagaimana anda melihat perubahan industri seni persembahan sejak anda memulakan kerjaya?

Industri persembahan kini semakin giat berkembang dari tahun ke tahun. Malah dana dari pihak kerajaan juga meningkat dari tahun ke tahun dan memberikan peluang besar buat semua penggiat untuk terus memajukan industri seni persembahan. Namun disini saya menekankan buat semua penggiat agar terus berusaha dan mementingkan kualiti produk yang dihasilkan agar lebih dipandang, malah memupuk kecenderungan masyarakat untuk meminati seni persembahan yang dihasilkan.

5. Apakah nasihat utama yang ingin anda berikan kepada pelajar-pelajar Lakonan dan Pengarahan yang sedang menuntut di USM?

Nasihat saya, jika ingin hidup senang, dunia seni bukan tempatnya. Jika ingin popular, buatlah nama dari sekarang, kerana seni dan populariti adalah dua perkara yang berbeza. Ikhlas dengan setiap perkara yang dilakukan kerana seni perlu ada jiwa yang bersih untuk kendaliknya.





FINE ARTS

Menghidupkan Seni: Pengalaman dan Inspirasi Fadillah Ghani Selepas Tamat Pengajian

Oleh: Gurvinderjit Singh Sidhu dan Fadillah Ghani

1. Bolehkah anda dengan ringkas memperkenalkan diri anda, termasuk program yang anda telah tamatkan di Pusat Pengajian Seni USM dan tahun anda tamat pengajian?

Saya Fadillah Ghani. Sekarang saya sedang giat berkarya di bawah Residensi Seni Iltizam Seni. Saya banyak melakukan eksperimentalis pelbagai bahan dari catan, arca, seni video dan elektronik. Kini satu pameran berkumpulan sedang berlangsung di KapalLorek, Seri Iskandar yang bertajuk NOMAD. Saya juga mempunyai satu Seni Persembahan (Live Cinema and Experimental Performance Art) pada bulan November di KDU Penang pada November akan datang yang bertajuk PULANG. Saya menamatkan pengajian Ijazah Sarjana Muda (Kepujian) Seni Halus pada tahun 2023 di Universiti Sains Malaysia.

2. Bagaimana pengalaman anda semasa mengikuti pengajian di Bahagian Seni Halus, USM membantu membentuk kerjaya seni anda sekarang?

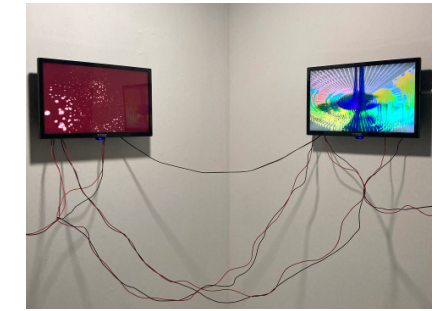
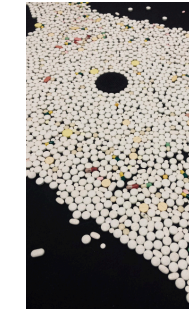
Mengikuti pengajian di USM banyak membantu mengasah kemahiran asas berkarya seperti pengolahan idea, lakaran, catan dan sebagainya. Selain daripada itu pensyarah di USM sangat menekankan kemahiran berfikir secara kritikal dalam berkarya dan kepentingan kajian literasi dan rujukan artis dalam memantapkan cara berfikir dan menghasilkan karya. Perkara seperti ini melatih saya untuk menghasilkan karya yang berkualiti dan mampu mencetus perbincangan dalam kalangan penggemar seni dan para artis juga.

3. Apakah cabaran terbesar yang anda hadapi sebagai seorang artis selepas tamat pengajian, dan bagaimana anda mengatasinya?

Antara cabaran terbesar sebagai artis muda adalah menguruskan kewangan dan masa. Sebagai artis muda yang baru hendak mencipta nama adalah sangat penting untuk tahu cara menguruskan kewangan agar ia tidak menghalang saya daripada terus berkarya. Saya mengatasi masalah ini dengan melakukan kerja sambilan bagi menampung kos material dan menggunakan masa dengan baik untuk terus mencipta karya. Selain itu, oleh kerana saya tinggal di Pekan Pahang, tidak banyak peluang untuk saya membesarkan jaringan dan hubungan dengan galeri mahupun rakan artis. Oleh itu saya perlu lebih kerap merantau ke Kuala Lumpur untuk menghadiri lebih banyak acara seni yang boleh membantu proses ini.

4. Bagaimana jaringan atau hubungan yang anda bina semasa di USM membantu perkembangan kerjaya seni anda?

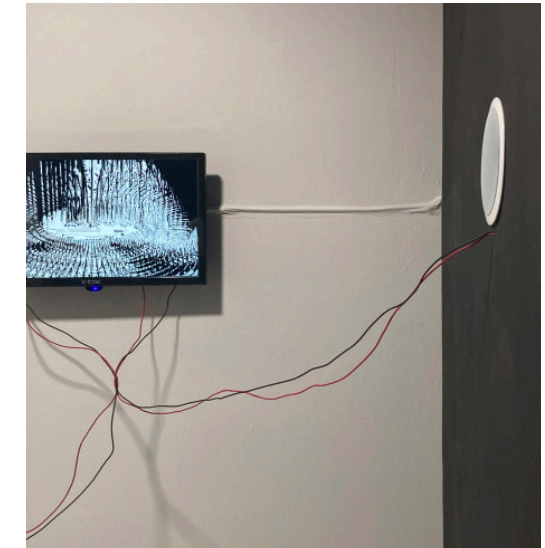
Sepanjang pengajian di USM pensyarah memainkan peranan yang penting dalam membantu melebarkan jaringan dan hubungan saya dengan orang lain. Oleh kerana saya bersikap proaktif ketika di dalam kuliah mahupun ketika melengkapkan tugas, pensyarah sering mengesyorkan saya melibatkan diri dalam acara luar daripada USM untuk membantu saya mengenali dan dikenali oleh orang lain. Ini adalah kerana pensyarah melihat bahawa saya mempunyai potensi dan mempercayai kredibiliti saya untuk mengendalikan perkara yang lebih



serius. Peluang ini saya ambil dan melakukan dengan terbaik dan Alhamdulillah sedikit sebanyak ia amat membantu saya mendapat peluang yang lebih luas selepas menamatkan pengajian dan meneruskan karier sebagai seorang artis.

5. Apakah nasihat yang anda boleh berikan kepada pelajar Seni Halus yang sedang menuntut untuk berjaya dalam dunia seni profesional?

Ilmu adalah sangat penting. Walaupun banyak perkara yang kita boleh pelajari dengan hanya melayari YouTube dan Internet tetapi pada saya menghadiri kuliah dan sering mengajukan soalan akan membantu anda untuk mendapat ilmu yang tidak dapat di Internet dan itu adalah satu kelebihan. Jaga hubungan anda dengan pensyarah, para staf dan rakan handai di pusat pengajian kerana mereka adalah lorong-lorong untuk anda lebih dekat dengan mencapai impian anda menjadi profesional artis. Selain itu, carilah peluang dan ruang untuk melibatkan diri dalam program yang relevan dengan impian anda kerana pengalaman membentuk diri menjadi lebih baik. Namun jangan abaikan tugas dan perkara asas dalam menjadi pelajar yang baik iaitu pencapaian akademik anda kerana ia juga mempunyai nilai tersendiri untuk memasuki dunia seni profesional.



Hitting the Right Notes: How the School of The Arts USM Shaped Gedeon Moses' Music Career

By: Gurvinderjit Singh Sidhu and Gedeon Moses

1. **Could you briefly introduce yourself, including the programme you graduated from at the School of The Arts at USM and the year you graduated?**

My name is Gedeon Moses, and I graduated in 2019 with a Bachelor in Music, majoring in Performance and Pedagogy, from the School of The Arts at Universiti Sains Malaysia (USM). My time at USM was transformative, allowing me to deepen my passion for music while honing my skills as both a performer and an educator. I'm excited to share my journey and the insights I've gained along the way.

2. **How has your experience at the Music Department, School of the Arts USM influenced your career path? Explain what you are working as? And where?**

My experience at the Music Department of the School of The Arts, USM, has been instrumental in shaping my career path. The rigorous training in performance and pedagogy not only enhanced my musical abilities but also equipped me with essential skills in teaching and arts management.

Currently, I serve as a Senior Operation Executive at Bentley Music Academy, one of the largest and most prestigious music academies in Malaysia. In this role, I oversee various operational aspects of the academy, ensuring a seamless experience for both students and staff. My background in music has been invaluable in understanding the unique needs of our community, and I'm passionate about fostering an environment where creativity and learning can thrive.

3. **What key skills or lessons from School of The Arts USM have been most valuable in your professional journey?**

The key skills and lessons I gained at the School of The Arts, USM, have been incredibly valuable in my professional journey. Firstly, the emphasis on both performance and pedagogy taught me the importance of adaptability and communication. Whether I'm collaborating with colleagues or engaging with students, these skills help me create a positive and productive environment.

Additionally, the curriculum fostered a strong sense of discipline and time management, essential for balancing various responsibilities in my current role at Bentley Music Academy. Finally, the supportive community at USM encouraged collaboration and creativity, which continue to inspire me as I work to enhance the educational experience for our students. These foundational lessons have shaped my approach to both my career and personal growth.

4. **Can you share a memorable experience from your time at USM that significantly impacted your musical journey?**

One of the most memorable experiences during my time at USM was participating in a collaborative concert with fellow students. We were tasked with putting together a diverse program that showcased not only our individual talents but also our ability to work as a cohesive ensemble.

The process was challenging, requiring us to navigate different musical styles and perspectives, but it ultimately deepened my appreciation for collaboration in music. The concert itself was exhilarating; performing alongside my peers created a sense of community and shared passion that I will never forget. This experience reinforced the idea that music is not just about individual achievement but about coming together to create something beautiful. It has had a lasting impact on how I approach my work at Bentley Music Academy and the importance I place on collaboration in my professional journey.

5. **How do you stay connected with the School of The Arts and its community after graduation?**

I make it a priority to stay connected with the School of The Arts and its community after graduation in several ways. I actively follow the school's social media pages, which provide valuable updates on events, alumni achievements, and opportunities to engage with current students and faculty.

Additionally, I maintain contact with my peers through group chats and social media platforms, allowing us to share experiences and support one another in our professional journeys. These connections not only keep me grounded in my musical roots but also foster a sense of community that continues to inspire me. I believe staying engaged with USM helps me contribute to the legacy of our vibrant arts community.

6. **What advice would you give to current music students at USM who are preparing to enter the industry?**

My advice to current music students at USM is to embrace every opportunity for growth and connection. The music industry can be challenging, but building a strong network is invaluable. Engage with your peers, professors, and industry professionals; these relationships can open doors and provide support throughout your career.

Additionally, don't be afraid to explore various aspects of music, whether it's performance, teaching, or arts management. The more diverse your skill set, the more adaptable you'll be in the industry. Finally, stay true to your passion and creativity. Your unique voice is what sets you apart, so continue to develop it and share it with the world. Remember, every experience, whether positive or negative, is a stepping stone on your journey.



Menguasai Dunia 3D: Langkah Muhammad Aiman ke Puncak Industri *Game*

Oleh: Gurvinderjit Singh Sidhu dan Muhammad Aiman Zubir

1. Bolehkah anda memperkenalkan diri dan program yang anda tamatkan di Pusat Pengajian Seni USM serta tahun tamat pengajian?

Nama saya Muhammad Aiman Zubir. Saya bekerja sebagai Character Artist di PlayStation Studio Malaysia. Saya menamatkan pengajian di Universiti Sains Malaysia (USM) pada tahun 2014 dalam bidang New Media Design.

2. Bagaimana pelajaran dalam bidang New Media dan Teknologi membantu anda dalam kerjaya sekarang?

Bidang New Media memperkenalkan saya kepada teknologi kreatif secara meluas seperti produksi video, animasi 3D, dan media interaktif. Pelajaran ini memberi saya asas yang kukuh dalam kemahiran yang diperlukan untuk menghadapi cabaran industri kreatif yang saya ceburi sekarang.

3. Adakah terdapat trend atau teknologi baru dalam bidang ini yang penting untuk mahasiswa beri tumpuan?

Ya, bergantung pada bidang masing-masing, teknologi seperti kecerdasan buatan (AI) dan metaverse adalah trend yang hangat kini. Namun, saya rasa mahasiswa harus fokus pada penguasaan asas kemahiran seni dan reka bentuk, serta seimbangkan kemahiran teknikal dan soft skills.

4. Apakah nasihat kepada pelajar yang berminat menceburi bidang media dan teknologi selepas tamat pengajian?

Bidang New Media sangat luas. Saya sarankan mereka mengenal pasti potensi dan minat masing-masing, serta sentiasa mengikuti perkembangan semasa dalam industri.

5. Bagaimana rangkaian (networking) dengan profesional dalam bidang ini membantu membina kerjaya?

Networking memberi peluang kepada saya untuk berkolaborasi dengan industri luar dalam pelbagai projek menarik. Ia juga menjadi platform penting untuk berkongsi pengalaman dengan pakar-pakar dalam industri ini.



ALUMNI

PRODUCT DESIGN

Curiosity and Craftsmanship: How Product Design Graduate Lim Yang Hock Pioneered Rekayu Penang

By: Gurvinderjit Singh Sidhu & Lim Yang Hock

1. Could you briefly introduce yourself, including the programme you graduated from at the School of The Arts at USM and the year you graduated?

I'm Lim Yang Hock, graduated from Product Design USM, in the year 2019.

2. How did your education in Product Design at School of The Arts USM influence your career path, and what key skills did you develop during your time at the university that have been most beneficial in your professional life?

My education in Product Design at the School of The Arts, USM, provided me with a holistic learning experience, from designing and producing my own creations to developing entrepreneurial skills. I was fortunate to be a key member of Enactus USM, where I gained valuable insights into business management and market needs. These cross-disciplinary skills—design, manufacturing, production, and entrepreneurship—gave me the confidence to establish my own woodworking & training business, Rekayu Penang.

3. What challenges did you face when transitioning from an academic environment to the professional world, and how did your education at USM prepare you to overcome these obstacles?

- a. Understanding consumer needs.

In school, designs were often more intricate than what the market demanded. While we created complex furniture, clients tended to prefer simpler, more practical designs. However, my education in design planning helped me focus on researching current design trends and market demands, enabling me to align my work with consumer expectations.

- b. Time management.

In the professional world, time equals cost, and I often spent too much time refining designs. Through project management skills, I learned to manage my time effectively and deliver tasks within deadlines.

- c. Issue of practicality.

Manufacturing a product in the real world can be a lengthy process. At USM, we were trained to refine our designs, ensuring feasibility and manufacturability while meeting tight project timelines. This skill has been invaluable in delivering work that satisfies both clients and budget constraints."

4. How do you stay updated with the latest trends and technologies in product design, and what advice would you give current students about keeping their skills relevant?

I stay updated by reading extensively online, exploring the latest developments across various

fields such as construction, interior design, furniture, and product design. Attending trade fairs is also a great way to stay informed. My advice to students is to keep learning continuously and expose themselves to a wide range of industries to stay relevant.

5. What advice would you give to current students or recent graduates who are just starting their careers in product design?

Remain curious and always seek new knowledge. Don't be afraid to explore different fields, as this can sharpen your thinking and broaden your perspective. Most importantly, focus on your strengths and continue to develop them.



AWARDS

ACTING &
DIRECTING

A Night of Triumph: USM's Own Stars Celebrate Big Wins at the 19th Cameronian Arts Awards!

By: Gurvinderjit Singh Sidhu

School of The Arts, Universiti Sains Malaysia (USM) has once again made its mark on the Malaysian arts scene, with its opera,

Malam Takdir, sweeping the 19th BOH Cameronian Arts Awards 2024. The production, a collaboration between USM, Five Arts Centre, and Reka Art Space, garnered eight nominations and won four prestigious awards.

The award-winning team, led by Dr Johan Othman, Ms Hilyati Ramli, and Ms Tan Jin Yin, showcased their exceptional talent and dedication to the performing arts. Malam Takdir is a contemporary a capella opera that reimagines a poignant episode from the Mahabharata, exploring themes of fate, destiny, and human choice. Set against a backdrop of a blind king and his sons, the opera is presented in Bahasa Malaysia and features stunning arias, captivating music, and powerful performances.

The opera's success at the Cameronian Arts Awards is a testament to the hard work and creativity of the entire team. The awards won include:

Best Music & Sound Design:
Dr. Johan Othman

Best of Nominees 2023:
Malam Takdir

Best Ensemble/Group Performance:
The cast of Malam Takdir

Best Lighting Design:
Joie Koo

The production also received nominations for Best Costume Design, Styling & Make-up, Best Original Script, Best Director, and Best Actor in a Leading Role.

This achievement highlights the growing prominence of USM's School of the Arts and its commitment to nurturing young talent. The university continues to produce exceptional artists who significantly contribute to the Malaysian arts scene.



AWARDS

NEW MEDIA

Honoring Heritage: New Media Students Awarded Silver for Toksu House Project!

Oleh: Dr. Nur Zaidi Azraai

Muhammad Aidil Irfan Bin Ahmad Azali and Siti Nur Mariah Bt Abdullah, final-year students of New Media Technology Design, achieved significant recognition at the International Invention, Innovation and Design Competition 2024, organized by Tanah Merah Kelantan Vocational College. Their research prototype, titled "Digitisation of Toksu House for Digital Education and Heritage Sustainability," was awarded a silver medal, underscoring their commitment to integrating technology with cultural heritage and educational sustainability.

The students conducted their research under the supervision of Dr. Nur Zaidi Azraai, who provided essential guidance throughout the project. Additionally, Mr. Norazam, the New Media Design and Technology Industrial Fellow, played a crucial role by offering invaluable support that contributed to the success of the prototype.

This accomplishment is noteworthy considering the strong competition faced at the event, which included 42 local and international participants from various vocational colleges, work agencies, and statutory bodies.

Moreover, Dr. Rasslenda Rass Rasalingam from the Graphic Communication Department and her team also distinguished themselves by winning a bronze medal in the Professional Online Category with their project, "Effectiveness of Game-based Learning on English Grammar for Secondary School Students." Their work emphasizes the importance of effective educational methodologies in enhancing student learning experiences.

These achievements reflect the dedication and innovation present within our academic community, highlighting the potential for technology to foster cultural preservation and educational advancement.



AWARDS

PRODUCT DESIGN

EDU@INNOVATE: INTERNATIONAL EDUCATION INNOVATION EXPO 2023

By: Chin Wern Jie Wong, Lee Yan Yun, Noor Azlina Mohamed Khalid

The International Education Innovation Expo (EDU@Innovate 2023) was held at Dewan Tuanku Canselor, Kampus Sultan Azlan Shah, Universiti Pendidikan Sultan Idris (UPSI) in Tanjong Malim, Perak from November 8th to 9th, 2023. The program was officiated by the Prof. Dr. Suriani Abu Bakar, UPSI's Deputy Vice-Chancellor for Research and Innovation, provided a platform for researchers from various universities, organisations, business executives, postgraduate students, and school students at the national and international levels to showcase their groundbreaking inventions.

Employing education as a platform, the program, "Synergising Translational Education 5.0 in Knowledge, Industries and Humanities," sought to develop a holistic and innovative approach. EDU@Innovate 2023 provided a valuable platform for showcasing diverse aspects of educational

advancement, encouraging educational innovations, and promoting collaboration across the educational landscape through 11 clusters: Pedagogy & Curriculum, Assessment & Evaluation, Educational Organization & Leadership, Early Childhood Learning, Learning in Higher Education, Adult, Community and Professional Learning, Learner Diversity and Identity, Technologies in Learning, Literacies Learning, Science, Mathematics and Technology Learning and Innovative Products.

Students from the Product Design Department at the School of The Arts (SOTA), Universiti Sains Malaysia (USM), have taken part in two clusters: Innovative Products and Early Childhood Learning. They were successful in returning with three medals. Their outstanding accomplishments ought to be acknowledged.



Lee Yan Yun, with her innovative "Batik Infusion-Travelling Bag" was guided by Puan Noor Azlina Mohamed Khalid (main supervisor) and Dr. Fadzilah Amzah (field supervisor). This innovative product emerged from a comprehensive design thinking process, blending traditional batik craftsmanship with modern functionality to create a unique and practical solution for travellers.



Silver Award: Alif Bahari Kabir, with his "D-star" project, overseen by Madam Noor Azlina Mohamed Khalid and Dr. Fadzilah Amzah. This project integrates the idea to sustain Sabah's textile heritage and commercialisation through design thinking approach, highlighting the significance of culturally centric design.



Silver Award: Chin Wern Jie's 'Fun Math Educational Toys-Forest with Numbers' were supervised by Dr Jazmin Mohamad Jaafar. Designed to improve children's learning experiences with mathematics, this interactive educational tool blends entertaining features with instructive information for children, ages 3 to 5.



AWARDS

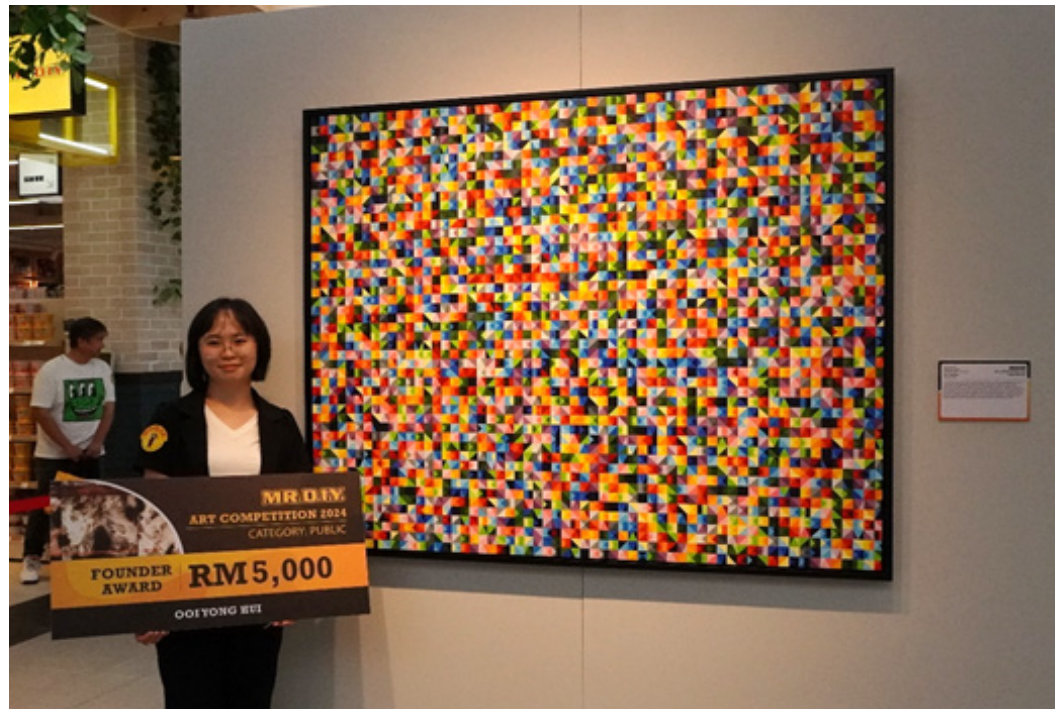
FINE
ARTS

Ooi Yong Hui winner of the founder award in the MR DIY 2024 art competition.

By: Assoc. Prof. Dr. Safrizal Shahir

A student in the Master of Arts program (fine arts) specializing in studio practice, Miss Ooi Yong Hui has won the founder award in an art competition organized by MR DIY in June 2024. Through the work titled Too Gather (2024), Hui has produced mixed media paintings that highlight ideas related to visual illusions played by geometric shapes composed in various colors. The visual illusion approach in the

optical game, through the creation of various small geometric shapes, gives a unique view and perception. Through the founder award, Hui took home a cash prize of RM5,000.00. The award ceremony was held at MR DIY PLUS, IPC Shopping Center, Mutiara Damansara on 21 June 2024. The awards for the winners were presented by Mr. Adrian Ong Chu Jin, chief executive officer of MR DIY Malaysia.



STAFF

AWARDS

Advancing Malaysian Art History: Dr. Sarena Abdullah Awarded for Scholarly Excellence

By: Gurvinderjit Singh Sidhu and Assoc. Prof. Dr. Sarena Abdullah

The local academic community is celebrating the remarkable achievement of Dr. Sarena Abdullah, who has been awarded the prestigious Academic Book Award at the 8th Hadaiah Sastera Darul Ridzuan. Her groundbreaking work,

Seni Lukis di Malaysia sejak Tahun 1990-an (Malaysian Fine Arts since the 1990s), has been recognized for its significant contributions to the field of social science.

Dr. Sarena's book offers a comprehensive exploration of the evolution of Malaysian fine arts over the past

three decades. Her meticulous research and insightful analysis shed light on the key trends, influences, and challenges that have shaped the nation's artistic landscape.






This well-deserved recognition is a testament to Dr. Sarena's dedication to scholarly excellence and her passion for promoting Malaysian art. Her work has not only enriched our understanding of the country's artistic heritage but has also inspired countless individuals to appreciate and support the arts.



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