



Communications and Multimedia Minister Tan Sri Annuar Musa (centre) and representatives from the public and private sectors posing for a photograph at the Art in The City 2021 partnership announcement ceremony in Kuala Lumpur on Friday. PIC BY AIZUDDIN SAAD

(14 November 2021) New Straits Times, p-11

Art in The City bonanza for KL folk

FARAH SOLHI
KUALA LUMPUR
 news@nst.com.my

FIFTY-FOUR government and private entities, including Grab, CIMB Group Holdings Bhd and several universities, are collaborating to make this year's Art in The City (AITC) show a success.

AITC, with live music performances, operas and art installations in the federal capital, is open to the public throughout November and December.

Cultural Economic Development Agency chief executive officer Izan Satrina said entry to the AITC programmes is free to inculcate a love of arts and culture in the people.

"We are committed to exploring the impact of arts and cultures on our people, especially in highlighting the strengths and challenges underneath all the artworks produced.

"We aim to cultivate arts and culture in

their role as the soul of the nation, ahead of the reopening of the creative industry through collaborations with the arts communities and joint ventures with business partners and the government," she said at the AITC 2021 partnership announcement ceremony here on Friday.

Present were Communications and Multimedia Minister Tan Sri Annuar Musa, MyCreative Ventures Sdn Bhd chairman Noor Azmi Mat Said, KLWKND festival director Joe Sidek, Hasanah Foundation trustee and managing director Datuk Shahira Bazari, as well as representatives from government and private entities.

Annuar said the ministry was committed to contributing to the arts and cultures sector as it played a vital role in economic growth.

He said the AITC 2021 exhibition has revived Kuala Lumpur, which had become a 'ghost town' when the Covid-19 pandemic struck the nation last year.

For more information on AITC 2021, visit www.baskl.com.my/aitc.