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THE Kreatif KL Festival 2024, ongoing until Nov 30, features over 100 programmes with the aim of transforming downtown Kuala Lumpur into an artistic and cultural hub.

Launching the event, Minister in the Prime Minister's Department (Federal Territories) Dr Zaliha Mustafa said the festival had the potential to turn Kuala Lumpur into an international cultural centre.

"Kreatif KL is one of the government's efforts to make Kuala Lumpur a city that prioritises the development of arts and culture.

"It can also increase Kuala Lumpur's competitiveness as well as enrich people's lives," she said during the launch at The Toffee on Jalan Raja Chulan, a new space for the arts in Kuala Lumpur.

Dr Zaliha said the inaugural festival provided a space for artists to gather and promote Kuala Lumpur as an international creative hub.

"The interaction between artists will trigger new ideas that can enrich the creative landscape in Kuala Lumpur," she said.

The three-month-long festival is jointly organised by Kuala Lumpur City Hall (DBKL) and Think City, with support from Finance Ministry.

Events will be held at several key precincts in Kuala Lumpur, including the Civic Precinct (Dataran Merdeka Heritage Area, Panggung Bandaraya), Traditional Shopping Precinct (Semua House), Heritage Triangle Precinct (Jalan Tun HS Lee, Jalan Tun Perak, Medan Pasar, Central Market), Petaling Street Area (Kwai Chai Hong) and Merdeka 118 Area (Kampung Attap), according to a media statement by Think City.

Also present at the launch were Kuala Lumpur mayor Datuk Seri Maimunah Mohd Sharif and Think City managing director Datuk Hamdan Abdul Majeed.

Impressed by the traction generated by the George Town Festival (GTF), which is held in

# Creative festival debuts to restore soul of KL city

## Three-month-long art-culture showcase features over 100 programmes



A dikir barat performance during the launch of Kreatif KL Festival 2024 in Kuala Lumpur. — Photos: RAJA FAISAL HISHAN/The Star

Penang every August, Maimunah hopes local and international visitors will also visit the capital through the Kreatif KL Festival 2024.

"I saw GTF being promoted on buses and public transport in Hong Kong.

"That is the kind of traction we want to see for this festival in Kuala Lumpur, which is known internationally for its skyscrapers.

"Our mission is to make it (the city) even more liveable and lovable," she said in her speech.

Maimunah said the festival was not just an event, but a movement to revitalise the capital city by providing space for people to appreciate its history and culture.

"This is a step forward for us to

restore Kuala Lumpur's glory.

"A city without activities is a city without soul.

"We need to bring back the soul of Kuala Lumpur," she added.

Hamdan noted that arts and culture were capable of strengthening the economy and identity of a city.

"This festival celebrates Kuala Lumpur's heritage through various inclusive and authentic creative and cultural activities," he said, adding more than 70,000 visitors were expected throughout the duration of Kreatif KL.

After the launch, the VIPs visited the Indian Ocean Triennial Australia art exhibition by Cult Gallery.

For more details, go to [www.kreatifkl.com](http://www.kreatifkl.com)



(From left) Maimunah, Dr Zaliha Mustafa and Think City's board member Suryani Senja Alias visiting the Indian Ocean Triennial Australia art exhibition after the launch.