CROSSING FRONTIERS

BOLD BRAVE& BEYOND

13.12.23 - 12.01.24 CMTHub, SHAH ALAM

Organised by

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UNIVERSITI TEKNOLOGI MARA Sponsored by



exhibition of creativity, innovation, technology and research in the arts

eCITRA

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DEPUTY PRIME MINISTER'S FOREWORD

DATO' SRI FADILLAH YUSOF

Deputy Prime Minister

Bismillahirrahmanirrahim, Assalamualaikum Warahmatullahi Wabarakatuh.

Malaysia has long prioritised its rich arts scene thus our support for this annual showcase stands as a testament to the nation's commitment to fostering creativity and pushing the boundaries of self-expression among our local artists. We find ourselves at the intersection of endless empowerment and collaborations in the pursuit of a vibrant and distinct national identity. This marks the beginning of a journey towards not only preserving but also enhancing the rich tapestry of our nation's heritage and cultural expression. Crossing Frontier: Brave, Bold, and Beyond encapsulates the spirit of collaboration and the convergence of diverse artistic disciplines.

Our commitment to empower tourism and cultural products and programs is a cornerstone in fortifying the very essence of our national identity through art exhibitions such as in the case of eCITRA. In weaving the threads of tradition with the fabric of modernity, we seek to create an immersive experience that resonates with both our citizens and those who venture to explore the diverse landscapes of Malaysia. I would like to extend my heartfelt congratulations and deep appreciation to the Faculty of Applied and Creative Arts (FACA), Universiti Malaysia Sarawak (UNIMAS) and the diligent eCITRA 2023 Committee for organising this valuable arts exhibition as such exhibition blends the expression of arts with the world of academia. My utmost gratitude also goes to the Creative Media & Technology Hub (CMTHub) from Universiti Teknologi MARA (UITM), Shah Alam and PETRONAS, who have played pivotal roles in making eCITRA 2023 a resounding success for your commitment in facilitating the collaborative spirit that fuels the growth of the arts scene in our nation.

As we immerse ourselves in the diverse and groundbreaking artworks within these exhibition walls, we not only celebrate the artistic prowess on display but also awarding our blessings to the continuous efforts of elevating the creative industry consequently paving ways to a broader socio-economic growth. Let us embark on this journey to experience the uniqueness of Malaysian arts, culture and heritage.



UNIMAS VC's FOREWORD

PROFESSOR DATUK DR MOHAMAD KADIM BIN SUAIDI

Vice Chancellor, Universiti Malaysia Sarawak

Bismillahirrahmanirahim. Assalamualaikum and Warm Greetings everyone,

Dasar Industri Kreatif Negara (DIKN) or the National Creative Industry Policy (NCIP) is a monumental programme introduced by the Malaysian government in continuous commitment to develop and support the creative arts industry throughout the nation. It is greatly believed that the local creative industry has the utmost potential to further contributing to the socio-economic growth of the country. The skills and professionalism of practitioners in the creative industry need to be continuously improved in line with the aspiration towards achieving high-income status for the country.

Here at Universiti Malaysia Sarawak (UNIMAS), we have long recognised the significance of the creative with the establishment of one of the first art faculties, Faculty of Applied and Creative Arts (FACA) back in the year 1994. We have instituted the space and opportunities not just for the younger generations but also for their dedicated and esteemed mentors – the FACA lecturers and art practitioners all over Malaysia. Hence the decision to patronise the formation of the Exhibition of Creativity, Innovation, Technology and Research in Arts (eCITRA).

eCITRA is an intellectual exhibition and discourses on various artistic aspects in the hope to stimulate the minds and interests of artists and art enthusiasts thereby positively impacting the perception of arts and cultures of Sarawak and Malaysia as a whole. It is also a solid proof of the unceasing efforts and devoted commitment of FACA to enhance the legacy of arts and culture in the field of education.

Congratulations and well done to FACA and all parties involved in ensuring the continuous success of eCITRA. I believe that the dedicated eCITRA 2023 Committee and the people of FACA will continue to boost the confidence, quality and value of local arts on the global stage. Lastly, my most sincere appreciation to our main patrons this year, the Creative Media & Technology Hub (CMTHub), UiTM Shah Alam and PETRONAS. Your contributions to eCITRA will be remembered in all respects and I hope cooperation between our institutions will never end. Thank you.

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UiTM VC'S FOREWORD

PROFESSOR DATUK DR SHAHRIN BIN SAHIB@SAHIBUDDIN

Vice Chancellor, Universiti Teknologi MARA (UiTM)

When it comes to writing, it's important to strike a balance between brevity and detail. You want to provide enough information to be helpful, but not so much that you overwhelm your reader. One way to achieve this balance is to focus on clarity and simplicity. Use short sentences and paragraphs, and make sure your language is easy to understand. Remember, your goal is to communicate your ideas effectively, not to impress your reader with your vocabulary. So, take the time to craft your message carefully, and always keep your audience in mind.

Another important aspect of writing is to ensure inclusivity and diversity. It's crucial to be mindful of the language you use and to avoid any derogatory or discriminatory terms. Instead, try to use neutral and respectful language that is inclusive of all individuals and communities. Additionally, it's essential to consider the cultural backgrounds and experiences of your readers and to avoid making assumptions or generalizations. By doing so, you can create a welcoming and inclusive environment that is accessible to all. Finally, don't forget to proofread your work carefully and to seek feedback from others. This can help you to identify any areas that need improvement and to refine your message for maximum impact.

Writing is an art that requires a careful balance between being concise and being descriptive. To achieve this balance, it's important to focus on clarity and simplicity. Short sentences and paragraphs with easy-to-understand language can help you communicate your ideas effectively. However, it's also crucial to be mindful of inclusivity and diversity in your writing. This means avoiding derogatory or discriminatory terms and using language that is respectful and inclusive of all individuals and communities. Additionally, it's essential to consider your readers' cultural backgrounds and experiences to avoid making any assumptions or generalizations. Finally, always proofread your work and seek feedback from others to refine your message for maximum impact. With these tips in mind, you can create writing that is both informative and welcoming to all.



FACA DEAN'S eCITRA FOREWORD

PROFESSOR DR MUSDI BIN HJ. SHANAT

Dean, Faculty of Applied & Creative Arts, UNIMAS

Exhibition of Creativity, Innovation, Technology and Research in Arts (eCITRA) is a flagship event of the Faculty of Applied and Creative Arts (FACA), UNIMAS in showcasing state-of-the-art creations and innovative artworks from academicians across 7 faculty programs. eCITRA has been established since 2005 and this year we are presenting the 7th edition with the theme "Crossing Frontiers: Brave, Bold, and Beyond" - and for the first time ever, we are joining hand-in-hand with fellow art enthusiasts from the Creative Media & Technology Hub (CMTHub), UiTM Shah Alam.

The theme "Crossing Frontiers: Brave, Bold, and Beyond" is adapted from UNIMAS's 30th Anniversary tagline emphasising the ethos of collaborations, connections and bringing people together from all walks of life. Crossing Frontiers symbolises the aspect of embracing challenges and stepping out of our comfort zone. It is one of the ways to highlight elements of creativity, technology and Artificial Intelligence in two concurrent spaces namely virtual and reality in the hope to spark insightful debates in today's world.

The exhibition features a massive collection of distinctive artworks from two respectable institutions in Malaysia – UNIMAS and UiTM Shah Alam. Many of the artworks presented in the exhibition are influenced by digital technologies, yet these masterpieces transcend boundaries between media in the final forms and are created from academic perspectives.

I would like to take this opportunity to express my highest gratitude to the co-organiser of this exhibition, led by YBhg. Professor Datuk Dr Shahrin Bin Sahib @ Sahibuddin, the Vice Chancellor of Universiti Teknologi MARA (UiTM) for supporting our academicians and artists in hosting eCITRA at the CMTHub, Shah Alam. Similarly, thank you and congratulations to the eCITRA 2023 committees for their excellent commitment and support which has resulted in a successful and highly stimulating exhibition. I would also like to express my heartiest gratitude for the continuous support from PETRONAS and never-ending encouragement from UNIMAS for granting permission to us at FACA to venture beyond our comfort zone manifested through this exhibition. I am truly inspired by all the support shown by everyone in helping for the smooth organisation of eCITRA 2023. Thank you.



ASSISTANT VICE CHANCELLOR'S FOREWORD

PROF. DR. SHAHANUM MD. SHAH Assistant Vice Chancellor College of Creative Arts, Universiti Teknologi MARA

CMTHub was founded in response to the government's vision of propelling Malaysia into a high-income advanced nation and a key player in the global economy. Our mission is to actively embrace the potential, skills, and talents of every Malaysian. In line with the Malaysian National Creative Industry Policy (DIKN), the CMTHub has strengthened tailored programmes in creative and visual arts, catering to the vibrant community of art enthusiasts across society, the industry, and UiTM itself.

Since February 1, 2022, CMTHub has been put under the nurturing umbrella of the College of Creative Arts, a newly formed entity bringing together three faculties: the Faculty of Film, Theatre and Animation; the Faculty of Art & Design; and the Faculty of Music. CMTHub remains vibrant in its activities, participating in exhibitions, scientific forums, knowledge exchange, and collaborations.

We believe in fostering a deep appreciation for the arts within industries and society, ensuring that our creations not only convey educational and enriching content, such as beauty, finesse, and virtue, but also serve as a form of accessible art therapy for people from all walks of life as they navigate their daily challenges.

On behalf of CMTHub and the College of Creative Arts, we are thrilled and humbled to be part of this wonderful journey, co-hosting eCITRA 2023. Our heartfelt congratulations to all the artists who participated. Your trust in us means the world, and we're excited about the artistic adventures that lie ahead.



eCITRA CHAIRMAN'S FOREWORD

DR. HAKIMI HALIM Chairman, eCITRA 2023

It is with great pleasure and anticipation that I extend my warmest welcome to you, the esteemed patrons, artists, scholars, and enthusiasts of the arts, to eCITRA 2023. As the Chairman of this significant national-level event, I am honoured to be a part of a collaborative effort between the Faculty of Applied and Creative Art at UNIMAS and the CMThub at UiTM.

The theme for this year's eCITRA, "Crossing Frontier: Bold, Brave, and Beyond," encapsulates a powerful exploration at the intersection of creative expression, technological innovation, and artistic research. This theme possesses inherent strength, challenging the boundaries and comfort zones within the realms of artistic practice and inquiry. It beckons us to venture beyond the familiar, compelling researchers and practitioners alike to step out of the confines of comfort zones, to seek impactful discoveries within the framework of the human experience, and to contribute to humanity through the artistic, aesthetic, and academic dimensions of these revelations.

"Crossing Frontier" emphasises the aspects of creativity and technology in challenging the ordinary realities of human existence. Through the intersection of the traditional and the avant-garde, eCITRA serves as a platform for artists and researchers to engage with and push against the boundaries of artistic expression. The works featured in this exhibition are not only a testament to the talents and innovations of the contributors but also a collective endeavour to navigate the complex interplay between art, technology, and the human experience.

All of these cannot be realised without the supports of many. I, therefore, extend my heartfelt gratitude to all those who have played a role in making eCITRA a reality, from the organising committee to the dedicated artists and researchers who have contributed their exceptional works. May this exhibition serve as an enriching and thought-provoking experience for all. Thank you for being a part of eCITRA 2023!

CURATOR FOREWORD

HISHAMUDDIN SIRI

eCITRA Curator

It is widely believed that the confluence of tradition and modernity will propel neverending evolution of the visual arts. As a testament to this dynamic convergence, the UNIMAS' Exhibition of Creativity, Innovation, and Technology in the Arts (eCITRA) presents its latest theme of *Crossing Frontiers: Bold, Brave, and Beyond*. This art exhibition is envisioned as a narrative that delves into the centre of conversation where visual arts and contemporary conditions are fused together to act as a platform for artists in academia to showcase their masterpiece.

Contemporary art was once regarded as a frontier but has now been transformed into fertile ground where the seeds of creativity can grow into expressions as diverse human creativity allows it. The brushstroke, the canvas, and the immersive installations are identified as companions in an artist's mission to explore the unknown, to narrate the untold and to question the status quo.

Crossing Frontiers is envisioned a dialogue and a journey to reflect the current zeitgeist - a response to worldwide discussions that inspire and revolutionise the sphere of the visual arts. The artists of eCITRA 2023 investigate the critical concerns of the current time using a variety of mediums where cultural discourses, social justice conversations and identity narratives can be found in the sphere of modern art.

This frontier is also viewed as a horizon where the Bolds venture, the Braves thrive and the story transcends into the Beyond. We believe eCITRA allows conversations about contemporary art to develop thus proving the dialogues are more relevant than ever. Crossing Frontier should be celebrated as a tribute to symbiotic relationships reflecting the narrative as ancient as the basic drive to express oneself in the present moment.

Welcome to *Crossing Frontier: Bold, Brave, and Beyond* an initiative carefully designed by the eCITRA 2023 Committee from both UNIMAS and UiTM. We welcome you to witness the narrative as boundless and perpetual as the spirit of expression from our perspective.

CURATOR FOREWORD

DR. ZURIATI MOHAMED SHAARI

CMTHub Curator

As a collaborative partner, the College of Creative Art, Universiti Teknologi Mara (CCA, UiTM) is pleased to extend wholehearted support for the eCITRA Exhibition. This event draws inspiration from profound contemplation and replication of contemporary issues, showcasing the artists' finesse and sophistication as both creators and academicians. Ten artists from CCA, UiTM have contributed constructive and reflective works, representing their unique styles, life journeys, choice of media, and beliefs, all in line with the exhibition's theme, "Crossing Frontiers: Bold, Brave, and Beyond".

We express our sincere gratitude for the opportunity to collaborate with the organising committee and artists from UNIMAS to ensure the success of this prestigious exhibition. The selection of our venue to host the exhibition is another indicator of great distinction for us. This event is a result of a boundless collaboration between two prominent organisations located on opposite sides of the South China Sea. It signifies the recent establishment and ongoing development of partnerships, friendships, and associations that will extremely impact the direction of visual arts at the university, national, and potentially international levels.

It is anticipated that eCITRA will introduce an exciting new phase of contemporary art, serving as a source of inspiration for art enthusiasts within and outside of UNIMAS and UiTM. This meaningful initiative could possibly raise the prominence of art as an academic discipline, thereby enhancing the prestige of the nation's visual arts.

THEME

The selected theme for eCITRA this year is "Crossing Frontiers: Brave, Bold, and Beyond." This theme emphasises the power of art and research that transcends conventional boundaries and comfort zones, aiming to uncover impactful discoveries. With this year's theme, we explore the inseparable connection between arts and human experiences, aspiring to enrich humanity through artistic quality, aesthetic experiences, and academic values. We wish to explore the inextricable relationship of contemporary arts with digital art and Al in this exhibition by featuring two spaces that are currently debated: the physical world we inhabit and the virtual space which has subconsciously become the new reality in today's world. In short, "Crossing Frontiers" emphasises the aspect of creativity, technology, and research, which challenges and enriches the common realities of human beings.

BOLD BRAVE& BEYOND

BOSSING EBONTIEBS

BOLD BRAVE& BEYÇARTISTS/ UNIMAS + UITM

Still image from artwork 'Traditional Brass Ornaments of the Ring Ladies of Semban', 2023, by Sylvester Wielding Jussem ROSSING FRONTIERS

BOLD BRAVE& BEYQHQS/ UNIMAS

Traditional Brass Ornaments of The Ring Ladies of Semban

Sylvester Wielding Jussem

The Bin Projects

Mohamad Faizuan Mat

Seruran

Doris Maying

Lingieh Butah Series

Awangko' Hamdan Pgn Arshad

River Life of Ukit People at Sungai Koyan

Mohamad Zamhari Abol Hassan

Extinction

Muhammad Jameel Mohamed Kamil Louis Ringah Kanyan

Willingness to Contribute

Shaik Azahar Shaik Hussain Faridah Sahari Fatimah Subet Adibah Yusof Mohd Kamal Othman

The Colour of Ra'ung

Musdi Shanat

Penjan 4: Penyan

Hakimi Halim

Dayung Dayung

Hakimi Halim

Creative Collision: Artist versus Ai

Noorhaslina Senin Azwan Abidin Siti Shahida Kamel Chuah Kee Man Salmiah Abdul Hamid

The Jungle Beats I The Jungle Beats II

Emmanuel Osakue

Reimagined Realism Stage Design

Azri Ali Qawiem Hamizan Jalwaanizami Abdullah RaihanSyah Satri Alfidzi Juma'at

Menembus Batas

Awangko' Hamdan Pgn Arshad Jessica Gadung Egan

Light

Auzani Zeda Mohamed Kassim

Galoh Ajang

Asrul Asshadi B Mohamad Morni Alexander Chelum

Iconic Proton Saga

Amir Hassan bin Mohd Shah

The Shattered Dream of the Depressed Children

Mohd Najib Abdullah Sani

Memories of Meriyu

Yow Chong Lee
Phang Jing Xian
Masriyani binti Ahmad
Tony Sigan Anak Lapok
Lukhmal Haqim bin Hamka
Elestin Edwin
Muhammad Danial Adli bin Rosli
lerham bin Mohd Suhaimi
Aliffazraie Jali

Abstract Echoes of Conflict: A Mother and Son's Dialogue on WWII

Candida Jau Emang Nathaniel Aayden Hardy

The Hidden Nature

Hakimi Halim Piriyatarshiny Thuraisamy

The Oyen Series

Natasha Rusdy Wong Loh Ngiik Hoon Marzie Hatef Jalil Ezra Alfandy M Duin

Soul of Mato!

Hishamuddin Siri Hafizan Mohd Naim Abdul Walid Ali

Visual Culture of Iban Pua Kumbu

Noria Tugang Ringah Kanyan Alexander Chelum Mawar Suhaila Ab Razak

Ngebetee: A Tribute to Penan Hunters

Noorhaslina Senin Sylvester Wielding Jussem Doris Maying Hishamuddin Siri Ezra Alfandy M Duin Narayanan A/L N. Kulathu Ramaiyer Gayut Lim

"A work of art which isn't based on feeling isn't art at all."

Paul Cézanne

ROSSING FRONTIERS

BOLD BRAVE& BEYQND, UITM

Motion in Stillness - Twist & Turn

Ramlan Abdullah

Shelter for the Mind

Sharmiza Abu Hassan

In The Heat Of A Moment

Khairul Nizan Mohd Aris

Amazing O

Mastura Binti Haji Mohd Jarit

Rezeki Lepas Hujan

Hidawati Amin

Dark

Zuriati Mohamed Shaari

Soul of Texture

Noriza Arzain

Aviary23

Verly Veto Vermol

Blanket of Void II

Rozarina Johari

Blooming Lily

Elliza Hashim

I Listen Really Carefully with My Eyes

Siti Hajar Abd Rahman

"Art is not about itself but the attention we bring to it."

Marcel Duchamp

BOLD BRAVE& BEYCHEROGRAMME

Still image from artwork 'Traditional Brass Ornaments of the Ring Ladies of Semban', 2023, by Sylvester Wielding Jussem

ROSSING FRONTIERS

BOLDAY 01 BRAVE&/LAUNCHING BEYOND WED,13.12.23 /CMTHUB

EXHIBITION OF CREATIVITY, INNOVATION, TECHNOLOGY AND RESEARCH IN ARTS (eCITRA) 2023

CREATIVE MEDIA TECHNOLOGY HUB (CMTHUB), UITM SHAH ALAM

2.00pm	Arrival of Guests and Delegates
2.30pm	Arrival of Honorary Guests
2.45pm	National Anthem Negaraku, UNIMAS Gemilang, Doa Recital
3.00pm	Welcoming Remarks YBhg Prof Datuk Dr Mohamad Kadim bin Suaidi Vice Chancellor Universiti Malaysia Sarawak (UNIMAS) Welcoming Remarks YBhg Prof Datuk Dr Shahrin bin Sahib @ Sahibuddin Vice Chancellor Universiti Teknologi MARA (UiTM)
3.30pm	Launching Speech YAB Dato' Sri Haji Fadillah bin Haji Yusof Deputy Prime Minister of Malaysia
4.00pm	Souvenir Giving Ceremony Visit to Exhibition Area High Tea & Ceremony Ends

BOLD BRAVE& /ART DISCOURSE BEYOND PRESENTERS /PANELISTS





Moderator Dr Hakimi Halim



Mohamad Zamhari bin Abol Hassan



Hishamuddin Siri



Professor Dr. Noria Tugang



Awangko' Hamdan Pgn Arshad



Professor Dr. Musdi Hj. Shanat







Emcee Dr Noor Hidawati Mohamed Amin



Dr. Zuriati binti Mohamed Shaari



Assoc. Prof. Ramlan bin Abdullah



Dr. Mohd Fuad bin Md Arif



Assoc. Prof. Dr. Jailani bin Abu Hassan

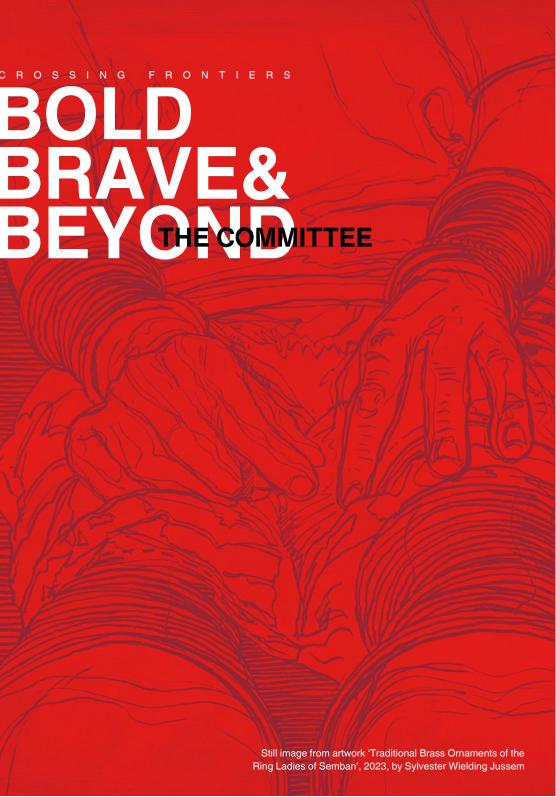




BOLDAY 02/ART BRAVE& DISCOURSE BEYOND THUR,14.12.23 //CMTHUB

SHARING SESSION Emcee: Dr Noor Hidawati Mohamed Amin (UiTM)			
Time	Title	Presenters	
9:00 – 9:40 am	eCITRA23: Crossing Frontiers: Brave, Bold and Beyond	Mohamad Zamhari bin Abol Hassan, Hishamuddin Siri (UNIMAS)	
9:50 – 10:30 am	Bungai Jarau as an Art Tool for Communication among the Iban Sarawak	Professor Dr. Noria Tugang (UNIMAS)	
10:40 – 11:20 am	Symbiosis of Malay Folktales and Visual Art in Practical Studies	Dr. Zuriati binti Mohamed Shaari (UiTM)	
11:30 am – 12:10 pm	A Study of Artistic Movements & Developments through Different Periods	Assoc. Prof. Ramlan bin Abdullah (UiTM)	

ART FORUM Moderator: Dr Hakimi Halim (UNIMAS)			
Time	Title	Panelists	
2:30 – 4:00 pm	Art Forum The Challenges of Arts Education and Practice Today	Awangko' Hamdan Pgn Arshad (UNIMAS), Professor Dr. Musdi Hj. Shanat (UNIMAS), Dr. Mohd Fuad bin Md Arif (UiTM), Assoc. Prof. Dr. Jailani bin Abu Hassan (UiTM)	



BOSSING FRONTIFRS

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Discourse Management Committee	Mr. Mohamad Faizuan Mat

"Great things in business are never done by one person; they're done by a team of people."

Steve Jobs

ROSSING FRONTIERS

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Banquet Committee	Ms. Nurul Anis Ezzah Abdul Jalin Mr. Muhammad Hafidz Zainuddin

"Coming together is a beginning. Keeping together is progress. Working together is success."

Henry Ford

ACKNOWLEDGEMENT

Faculty of Applied & Creative Arts (FACA)
Universiti Malaysia Sarawak (UNIMAS)
Creative Media & Technology Hub (CMTHub)
Universiti Teknologi MARA (UiTM)
PETRONAS
National Art Gallery

National Art Gallery
Galeri Shah Alam, Yayasan Seni Selangor
and

Special thanks to everyone who contributed, both visibly and behind the scenes, for their dedication and hard work in making this exhibition a resounding success.

