

# Demand for artists, designers will rise

Creative industries growing, offer lucrative opportunities: Deputy dean

By Vijaya Menon

**KUCHING:** The demand for artists and designers in Malaysia will rise as the creative industries in this region are growing.

Universiti Malaysia Sarawak (Unimas) Faculty of Applied Science and Creative Arts Postgraduate and Research deputy dean Associate Professor Dr Khairul Aidil Azlin Abdul Rahman said creative industries offered lucrative business opportunities.

"As some First World countries struggle to compete in traditional markets such as manufacturing, many now see the creative industries as a key component in a new knowledge-economy," he said.

He was speaking at the second International Conference on Applied and Creative Arts (ICACA) 2008 launching ceremony at Unimas here yesterday.

He said a report from the DCMS Creative Industries Mapping Document in year 2001 said the creative industries had created over a million jobs and brought in £112.5 billion to the economy of United Kingdom.

Khairul said today's artists and designers had also taken the role of researchers as many were interested in applying technological tools to create art.

"They become hybrid artists, technologists or collaborators in scientific research items, and collaboration of various experts with their own specialisations creates new art forms leading to new knowledge," he said.

He believed that hybrid arts created possibilities for experimentation and innovation through expansion of media, process and appearance.

He said: "Arts was no more

subjective but objective, and the process is a novel idea of innovation."

Eighty participants, including 10 from abroad, attended ICACA 2008, which aims to provide a forum to highlight topics on creative arts from a global perspective and emphasise the emergence of creative paradigms in all area of applied and creative arts.

Associate Professor Dr Sadhana, a lecturer from the College of Rural Home Science University of Agricultural Science Dharwad, Karnataka, India said she was motivated to join the conference after coming to know the news through a colleague.

"My friend read about the conference in the Internet and told me about this conference, and finally we decided to take part in ICACA 2008," she said.

She said her doctorate studies was on designing fabrics with naturally coloured cotton and she felt that the topic was suitable to be shared at the conference.

"I wrote a theses on the topic, contacted the conference secretariat and received acceptance to the conference.

"After presenting my talk, I hope everyone can look into using cotton as their design fabrics, and also they will enjoy the whole course of the conference," she said.

Associate Professor Dr Spahic Omer, a lecturer from the Faculty of Architecture and Environmental Design of International Islamic University said he and his three friends participated in the conference because they would like to share their ideas with other experts from Malaysia and overseas.

"Our expectation is very high and I believe a sense of new designs in the field of aesthetics in general is needed, and through this conference, I hope it will be a step in that direction," he said.



**SADHANA:** Hopes her innovation would encourage others to use natural coloured cottons in their fabrics.



**OMER:** The conference to be a step in creating new designs in the field of general aesthetics.