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Tajuk : Unimas To Hold Arts, Culture, Heritage Week.

Unimas to hold Arts, Culture, Heritage Week

KOTA SAMARAHAN: Universiti Malaysia Sarawak (Unimas) will be holding its 9th edition of Week of Arts, Culture and Heritage (MSBW) for the 2013/2014 session from Oct 9 to 12.

The event is jointly organised by its Department of Liberal Arts, Arts Management Programme as well as the Faculty of Applied and Creative Arts.

The annual art event by the Faculty of Applied and Creative Arts is themed 'Cultural Roots in the Passion of Art'.

The four-day event will be held at the Home of Art and Experimental Theatre in the Faculty of Applied and Creative Arts, Unimas. It will involve all students including freshmen and final year students in the Arts Management Programme of the Department of Liberal Arts.

The main objective of this event, said a press release issued yesterday, is to expose students to be creative and innovative in managing arts-related events by adopting the art of management knowledge.

It is also aimed at fostering good relations between communities in Unimas and the arts and culture industry through collaboration and communication network.

In addition, through their involvement in MSBW, Unimas believes that it will improve the quality of leadership in arts events management organisation as well as promote, introduce and present the art and culture of Sarawak in conjunction with the state's 50th anniversary of independence this year. With the concept of 'Appreciation for Cultural Value of Art', it emphasises appreciation for traditions in cultural arts inherited from generation to generation, which is also applied to contemporary and modern arts produced through the passage of time.

Several major programmes will be carried out throughout the four-day event. These include Creative Ethnic Dance Competition on Oct 9, Acoustic Band Competition on Oct 10 and Kumang Keling Competition on Oct 11.

All competitions will start at 8pm.

During the daytime, there will be an Art Bazaar, art exhibitions, demonstrations of traditional games and many more which will take place at the Home Art and Experimental Theatre of the Faculty of Applied and Creative Arts. For further information, the public can contact Dr Noria Tugang at 082-581343/019-857 9895 or email tnoria@faca.unimas.my.