

eCITRA

D i g i t a l



C u l t u r e

The Exhibition of Creativity,
Innovation, Technology and
Research in the Arts

eCITRA
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X
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eCITRA 2019

March 2019 - April 2019

Gallery 2B, National Art Gallery

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لہجاء قمبرا غون سنڤاڤ وڤيسوال زنگارا

Lembaga Pembangunan Seni Visual Negara
National Visual Arts Development Board
Balai Seni Negara | National Arts Gallery

No. Rujukan : LPSVN PS/600 - 1/4 2018 (113)
Tarikh : 12 Disember 2018

Mohamad Faizuan Bin Mat
Fakulti Seni Gunaan & Kreatif
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Sarawak.

Tuan,

Lantikkan Sebagai Ketua Kurator Pameran e-CITRA : Digital x Culture, Fakulti Seni Gunaan, UNIMAS

Perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa tuan adalah dilantik sebagai **Ketua Kurator Pameran** bagi pameran **e-CITRA : Digital x Culture** seperti ketetapan di bawah:

Pameran e-CITRA : Digital x Culture
Tarikh : 23 Mac – 23 April 2019
Tempat : Balai Seni Negara, Langkawi

Saya mengucapkan tahniah di atas perlantikan ini dan berkeyakinan bahawa tuan dapat melaksanakan tanggungjawab dengan baik dan seterusnya menjayakan pameran ini.

Kerjasama tuan amatlah dihargai dan didahului dengan ucapan terima kasih.

Yang benar,

YBhg Prof. Dato Dr Mohamed Najib bin Ahmad Dawa
Ketua Pengarah
Lembaga Pembangunan Seni Visual Negara

Images as a language to opens the possibilities for interaction and participation into unexpected visual attraction and surprises. The exhibition also aims to create the artistic possibilities in transforming the artworks into the visual form of communication; various ways, plays, and ideas of presenting and delivering cultural practices or local knowledge through digital media. The whole exhibition is suggested to readapt, reinvent, and capitalise digital media and materials to novelise our cultural practices or local knowledge and wisdom into the contemporary world.

Mohamad Faizuan bin Mat
Curator
eCITRA 2019: DigitalXCulture

Concept/Methodology

The DigitalXCulture is a proposal about bringing cultural practices into the digital world. It ventures to reinvent how the revolution of digital media or material or tools as a new element of presenting and defining cultural or local knowledge into a new method of design formation. Conceived to avoid the conventional definition in perceiving cultural or local knowledge into the effective methodology, where the revolution of digital media and digital era becomes a dialogue in re-understanding and re-processing the significances of cultures, local knowledge and approaches. Artists benefitted both directly and indirectly from the impact of the IR4.0. The availability of technological wares like drones, augmented reality gadgets, virtual reality devices, high-end smartphones, 3D printers, mobile printers, invincible action cameras, and smart tablets allow artists to be more mobile, flexible, and creative with their creations. The impact of technology and machines on daily life seems impossible to ignore. Life seems to be moving at a faster pace, and artists sought to catch the fleeting moments and changes. For example, the field of photography was drastically affected by the development of technology. Camera Obscura has become historical, and the emergence of drone and high-end DSLR making the field of photography became exciting and challenging. Hence, it would be a force if we can highlight our cultural or local knowledge through the latest technology and digital medium.