

LIFE DISRUPTED AND REGENERATED: COPING WITH THE ‘NEW NORMAL’ CREATIVE ARTS IN THE TIME OF CORONAVIRUS

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ABSTRACT

A global pandemic caused by COVID-19 virus since December 2019 has developed into a fearsome situation more than any common global contagion. In combating COVID-19 worldwide, governments instigated a precautionary *cordon sanitaire* in various degrees. Live music, cinema and film festivals were inevitably cancelled, causing artists to become alienated from their audience. This paper aims to illuminate how practitioners of the creative industry cope with the drastic disruption due to the COVID-19 outbreak as well as the means of regenerating ‘life’, which refers to that of a creative artist in a narrower sense, and to that of the industry in a broader sense. Adopting a combined methodology of autoethnography and virtual ethnography, the authors explore their encounters with the informants and the development of the creative arts scene. The subject of disruption and regeneration in the creative arts industry is approached through feasible methods and tools they could render in this unique lived experience. They hope to construct a view containing some perspectives on the transcendence of creative practitioners from the disruption to the survival of the pandemic’s impact, as well as the regeneration of how creative arts would persevere in the ‘new normal’ of the post-COVID-19 era.

Keywords: COVID-19, Cordon Sanitaire, Creative Arts, Disruption, Regeneration.

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1. INTRODUCTION

As of May 18, 2021, there has been an accumulative infected global population of over 163.6 million with a terrifying mortality of nearly 3.4 million (Johns Hopkins University & Medicine, n.d.). While billions of people mourn for the loss of family, relatives and friends and mentally suffer when coping with the outbreak, the reality has subsequently showed that this pandemic has not just posed a mortal threat to public well-being but also an indicator of imminent devastation to

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