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Tajuk : Arts No Longer Considered As Without Future Potential.

Arts no longer considered as without future potential

BY NG KIANG CHIEW

KUCHING: Universiti Malaysia Sarawak's (UNIMAS) Faculty of Applied and Creative Arts launched its annual arts exhibition, *CIPTA (Cetusan Inspirasi Pelajar Tahun Akhir)* at the faculty's Exhibition Hall in UNIMAS main campus yesterday.

The "2013 Final Year Students' Inspiration Sparks" exhibition will be held from 9.00am to 5.00pm daily until 29 May. Entrance is free of charge and members of the public are cordially invited to visit the exhibition.

Themed 'Republic Arts', the exhibition features works or masterpieces of the faculty's final year students, their creative and innovative products with the application of latest technology.

It is also a platform for the students to showcase their creativity and skills in organising an art exhibition and to network with relevant industries and personnel and to create greater awareness among the public of the development in the industry, said UNIMAS in a statement yesterday.

CIPTA 2013 is sponsored by Petronas. For more information, members of the public can visit their website: www.faca.unimas.my.

Meanwhile, at the opening ceremony in the faculty's Experimental Theater yesterday afternoon, Chairman of UNIMAS Board of Directors Datu Dr Hatta bin Solhi said the field of arts today was no longer considered as without a potential future.

"The Arts field has the ability to contribute to the development of the national economy and as such



PROF Dr Fatimah Abang (centre) inserts the cardboard to launch the exhibition video symbolizing the opening of CIPTA 2013 yesterday.

the government has identified creative industry as one of the key result areas with focus particularly on local content.

"This should be supported with the development of local talents in the various fields and the government will also promote the talents and products to international level.

"The support is important as with local creative and innovative talents and a harmonious ecosystem, Malaysia could become a creative hub in the region and the

world with good growth of the creative industry," pointed out Hatta whose text of speech was read out by Prof Dr Fatimah Abang, Deputy Vice Chancellor (Academic & International) of UNIMAS.

He commended the holding of the annual CIPTA exhibition saying it reflected a commitment on the part of the Faculty of Applied and Creative Arts to develop local talents. This resembled programme which would help in the development of the field and the creative industry, he added, at

the same time urging all players to double their effort for greater achievement.

Also present at the opening ceremony yesterday were Haji Rosli Bin Abdul Rahim, Gallery Director of Petronas, Kuala Lumpur, Shamsur Taha, General Manager of Petronas Sarawak, Prof Dr Peter Songan, Deputy Vice Chancellor (Research & Innovation), UNIMAS and Associate Prof Dr Hasnizam Abdul Wahid, Dean of the Faculty of Applied and Creative Arts, UNIMAS.