

First Creative Industries Fest kicks off

BANDAR SERI BEGAWAN

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THE first ever Creative Industries Festival was launched yesterday at The Mall, Gadong, to showcase creative products and innovative ideas from local talent.

Organised by the Creative Industries Research Cluster (CIRC) of Universiti Brunei Darussalam (UBD), the inaugural Creative Industries Festival features exhibits from its self-initiated research projects within the three major artistic fields of visual arts, digital media and performing arts.

According to the Assistant Vice Chancellor of UBD, Associate Professor Dr Azman Ahmad, the festival is a follow-up from the Creative Industries Forum held in May this year.

Besides promoting innovative technologies in the production and marketing creative products from Brunei, the festival also aims to conduct a survey on the target audience and evaluate their responses for the future mapping of the nation's creative industries.

The festival will also assist researchers from UBD in identifying potential creative products for further branding development.

"It also aims to foster closer relations among (members of the university) and the wider public through the exchange of ideas concerning the consumption and production of products from the creative industries," said Associate Professor Dr Azman in his speech at the launching.

He also hoped that the festival will become a catalyst for the production of creative products that are meaningful and competitive in the market.

In light of the growing number of stakeholders in the creative industries, the Assistant Vice Chancellor explained that the Creative Industries Festival offers wide potential for networking.

"CIRC of UBD wishes to continually expand this network," he commented.

The festival, which is currently in its first phase, will be held from July 11 to 14. Meanwhile, the second phase will take place at the UBD Student Centre from July 18 to 19.

Four workshops conducted by UBD lecturers and Bruneian artists will be offered at the festival. From \$30 per day on a limited first-come-first-serve basis, the public are invited to attend various workshops on water colour painting, scriptwriting, drama and theatre, as well as 3D animation.

The workshops are open for registration at The Mall, from July 11 to 14. For further information, the public can contact the publicity coordinator at grace.chin@ubd.edu.bn.

Present as the guest of honour yesterday was Yang Berhormat Pehin Orang Kaya Pekerma Laila Diraja Dato Paduka Hj Hazair Hj Abdullah, the Minister of Culture, Youth and Sports, who also took the opportunity to tour the festival. - Rabiatul Kamit The Brunei Times

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