



## “Flame of Art”

In 2008, a group of residents who even not fully understand what is “art” led by artist Ng Bee decided to contribute something to their home town. Their dream is to change Sasaran from a small fishing village to an art and cultural centre.

The 14 days “2008 Sasaran International Workshop” was successfully organized and received appraisable responses, not only from the participated artists, but also from the public. It caused a ripple in the art community. Taiwan held the similar program in 2009; Philippine also organized theirs in 2010, followed by Vietnam in 2012 and Thailand in 2013.

After 2008 Sasaran International Workshop, Sasaran Arts Association (SAA) continued the flame of art by organizing activities such as art painting competitions, participated in various art exhibitions, art workshop in Malaysia and other parts of the world. SAA held another big event with a larger scale on 8th Dec 2011 to 20th Dec 2011.

More than 50 artists from 14 countries met at 2011 Sasaran International Art Festival. Artists from 14 countries shared their respective culture and ideas with the public in Sasaran and the fevers of art caught on throughout the local art community. About 8000 visitors from far and near visited this art festival. 2011 Sasaran International Art Festival became a milestone towards our dream.

With the hope that the flame of art will continue to flare bigger and to spread wider, thus, the art festival is back in 2014!

**Welcome to 2014 Sasaran International Art Festival!**

## “ART in the Air”

Message of the theme:

Art exists everywhere and is closely related to our life. It is an important element in our everyday life, be it in our clothings, building designs, daily appliances and so on.

Sasaran International Art Festival holds firmly to this belief of propagating the importance of art to the public. Let the power of art be spread through every corner of our nation, and everybody is passionate about art!

For the past two festivals held in 2008 and 2011, some of the villagers were not too convinced by the “Resonance” held in 2008, but the 2011 festival “We Art Together” managed to arouse their passion for art. They are now enthusiastically involved and continue to promote the third festival “Art in the Air” in 2014. It is a sign that the seed of art has spread to every corner of this village and is deep in everyone’s heart. The village has evolved from a small fishing village into a known art village.

Once again, we gather here with a dream that is to mould this small fishing village into a contemporary art village. Let art be a therapy for our soul and mind, and a catalyst to arouse our creativity. Come to the 2014 Sasaran International Art Festival and be immersed in the world of art.

### OBJECTIVE

- To promote the understanding of art to the public
- To promote art and cultural exchange between Malaysia and other countries.
- To create a platform for the new generation of artist.
- To promote the harmony of the Malaysia varies culture
- To bridge the relationship between art and the environment.
- To promote art education and creative thinking.
- To promote social and charity activities.
- To develop Sasaran village as an art village.
- To establish an Asia Art Link

### ORGANISER

Sasaran Arts Association (SAA) is a non-profit organization (NPO) and the activities involved are the art related program. Presently, it is lead by Malaysian famous artist, Mr. Ng Bee and the members are from Kuala Selangor District.

a. **Logo**



b. **Date:** 27th Nov 2014 to 8th Dec 2014

c. **Venue:** SRJK (C) Chung Wah  
Sasaran , Kuala Selangor, Malaysia

2014 Sasaran International Art festival is the continuity of 2011 Sasaran International Art festival and the Sasaran International Workshop which was held in the year 2008.

The activities of this art festival will include painting, sculpture, dance performance, music, fashion parade, art exhibition road show and other art related activities.

More than 50 artists from countries like Vietnam, Thailand, China, Philippine, Singapore, Nigeria, Italy, Indonesia, Japan, Korea, Taiwan, Romania, Egypt, Mongolia and Malaysia will meet at Sasaran for workshop, seminar, painting, sculpture, street performance and also participating in other programs during the art festival.

Besides providing the platform for the international artists, the art festival also organize art education program such as Children Art Camp, Fashion Parade. Not forgetting the public, the program in the art festival also includes music performance and exhibition of art works.

After the art festival, all the art works will be exhibited in a road show begin from Sasaran, Kuala Lumpur, Penang and if possible, also will be brought for exhibition overseas.