



*September 2018 Edition*

## ABOUT US

The School of Arts at Sunway University offers a variety of disciplines, ranging from Advertising and Public Relations to Design, Architecture, Film Production, Theatre and Music. We are preparing a new generation of students and researchers in the domain of creative digital media (CDM), merging core attributes of the arts, sciences, humanities, media and technology.

School of Arts Press (SOAP) is a monthly newsletter in which we provide information on student and staff achievements, past events as well as a notification platform for upcoming events!

## MESSAGE FROM THE DEAN

Welcome to the second edition of the Sunway University School of Arts newsletter! We are delighted to share a little about all the exciting things happening here in the arts. We recently hosted an international piano competition, we have students winning national and international awards in design and film, our communication students are all over campus with community awareness campaigns - in short, the Sunway SOA is making a mark. See below for a list of upcoming public events.

In other news, we are excited to announce that enrollment in the School of Arts is up 40% since the beginning of the year, to a total of more than 850 students!

Please forward this email to anyone who would be interested in receiving a monthly review of upcoming events and past successes in the SOA. Links to subscribe or unsubscribe are included at the bottom of the newsletter.

Sincerely,  
Don Bowyer, Dean  
Sunway University School of Arts

## UPCOMING SOA EVENTS

- Department of Communication and Liberal Arts "togetherLAH!" campaign  
14 September - 2 November 2018
- Hosting : Malaysian Institute of Interior Designers (MIID)  
13 October 2018
- Hosting : Malaysian Jazz Workshop 2018  
26-28 October 2018

For more information on SOA events, contact Sammy Chong at  
sammyc@sunway.edu.my

## 2018 Malaysian Jazz Workshop

The Sunway University School of Arts and ASWARA, the National Academy of Arts Culture and Heritage, will jointly host the 2018 Malaysian Jazz Workshop from 26-28 October. The workshop will be a partnership with Jazz Education Abroad, an international organization of jazz educators dedicated to teaching jazz outside the USA. This three-day workshop is designed for jazz students age 13 through adult, at any level of competency. The master teachers for the workshop will include international educators together with local Americans and Malaysians. The workshop leader is Prof. Gene Aitken, long-time Director of Jazz Studies at the University of Northern Colorado and a Grammy-nominated Fulbright Scholar who is considered one of the most exciting and energetic jazz educators/clinicians today. Recognised as a visionary in jazz education, music education, and computer technology, Prof. Aitken was inducted into the International Jazz Educators Hall of Fame in 1995 along with Doc Severinsen and Ella Fitzgerald.

Students in this workshop will participate in big bands, small combos, improvisation classes, instrumental master classes, and faculty performances. All students from middle school and above (including adults) are welcome - no previous jazz experience is required.

More information about the 2018 Malaysian Jazz Workshop is available at <http://malaysiajazzworkshop.com>.

## STORIES NEEDED!

Are you a part of the Sunway community? Whether you are a student, a staff member or a resident of Sunway, we would love to hear from you to nominate a friend, colleague, sibling, whose life experiences and activities are worth telling to a wide audience. We welcome stories about :

- Students
- Philanthropists
- Entrepreneurs

These stories will be featured in the book *Tales of Sunway City* which is currently in progress. It features real stories from people working, living or studying in our integrated township.

Please send us a 200-word summary explaining why you think this person has a great story at [sunwaycityproject@gmail.com](mailto:sunwaycityproject@gmail.com).

Note that this person must work, live or study in Sunway City.

Should the story catch our attention, we will ask you to provide us with this person's name and contact details.

## STUDENT AND STAFF ACHIEVEMENTS

### Short to the Point Competition



We are excited to share that our graduating student, Emily Ong from the Department of Performance and Media won the BEST YOUNG DIRECTOR award at the JUNE 2018 edition of the SHORT TO THE POINT Awards! *Riptide*, the short film directed by Emily Ong, portrays an idealistic young woman trapped in an abusive relationship as she endeavours to reclaim her life after failing to attain the quixotic relationship she was groomed into needing. Emily will proceed to compete at SHORT TO THE POINT annual event, as all monthly winners do, in the summer of 2019.

## KLEFF Green Poster Competition

A big round of applause to Cynthia Foong for winning the KLEFF Green Poster Competition and the grand prize of RM1000! She is invited to attend the Award Ceremony for the 11th Kuala Lumpur Eco Film Festival on the 26th of October 2018 at the Black Box, Publika Solaris Dutamas, to receive the award as well as to meet her fellow artists and the winning filmmakers.

She will also be awarded two weekend passes that allow her to freely access the weekend film screenings on the 27th and 28th of October, and another round of promotion on the EcoKnights and KLEFF Facebook pages.

We sincerely congratulate Cynthia on her achievements and hope that she will continue to grow as an artist!

## RECENT ACTIVITIES

### SAFCOM Welcoming Party August 2018



*New students that attended the SAFCOM Welcoming Party on 17th August 2018.*

As a new semester rolls around once again, School of Arts welcomes yet another batch of new students. SAFCOM (Sunway Arts Faculty Committee) organised a Welcoming Party for them, in collaboration with School of Arts. SAFCOM interacts with the new intake students in a fun and friendly manner through games and bonding session, strengthening the connection between SAFCOM committee members and the new intake students.

The welcoming party started off with an ice-breaking session - introducing names, programmes, places of origin. Shortly after everyone had warmed up to one another, students were split into 3 different groups, each with two leaders from SAFCOM. Each individual group was brought around Sunway University for a School of Arts facilities tour; allowing the students to know what facilities are available for School of Arts students.

After the facilities tour, students moved on to the games session. The three groups were to compete with one another in three different games: human knot, charades, and blanket game. Through this game session, SAFCOM committee members and the new intake students were able to know one another better, marking the start of new friendships.

## Viva Vivaldi Concert



*All performers gather on the stage to pose for a photo. (photo credits to Camerata Music Pro on Facebook)*

Viva Vivaldi, a Youth String Orchestra annual concert for the year of 2018, was held in Jeffrey Cheah Hall, Sunway University on 26th August 2018. This concert was organised by The Music Professionals in association with Sunway University School of Arts.

Some of the pieces performed during the concert were Divertimento in B-flat Major, K.137 by W.A. Mozart, Double Cello Concerto in G minor, RV.351 by A.Vivaldi, Violin Concerto in A minor, RV.356 by A.Vivaldi and The Four Seasons by A Vivaldi. The concert also featured two guest soloists - Sasah Wan and Yoshiko Ikemura as well as a few young performers, named the 'Camerata Rising Stars'.



*Talented youths performing on the night of the concert. (photo credits to Camerata Music Pro on Facebook)*

## DAD Graduation Showcases

On the 2nd to 6th of August 2018, students pursuing the Diploma in Fine Arts and Diploma in Interior Design from the Department of Arts and Design in Sunway University School of Arts held their graduation showcase "SENSE" in Sunway Velocity Mall.



*Graduating students from the Diploma in Fine Arts and Diploma in Interior Design pose with lecturers and Dr Elizabeth Lee for a picture.*

Shortly following that, on the 7th to 12th August 2018, Sunway University School of Arts students from Diploma in Graphic and Multimedia Design held



their graduation showcase in Sunway Velocity Mall.



Both exhibitions revealed the best final year projects from their graduating students. It also engaged students with industry professionals, potential employers and investors, creating opportunities for hiring as well as job creation.

## Brand Identity Talk

On the 28th of August 2018, Mr Woody Liew from Sunway University's Department of Communication and Liberal Arts (DCLA) gave an eye-opening talk to students in Sunway University's Foundation in Arts. Having experience in the creative advertising industry, Mr Woody was able to engage students with a fun learning experience. Even though it was a short talk, students expressed that they were able to gain important insights into brand identity.



*DCLA lecturer, Mr Woody Liew giving a presentation to FIA students on brand identity.*

## INTRODUCING SOA STAFF AND STUDENT

### Intan Abida Abu Bakar





Meet Ms Intan Abida Abu Bakar, a lecturer under the Department of Communication and Liberal Arts. Coming from the advertising world, Ms Intan has a broad experience in the creative industry. She has been working with Sunway University for seven years and is currently a full-time lecturer for the Advertising Design major in BA(Hons) in Communication degree.

Since joining the education industry, Ms Intan has been a dedicated lecturer who aims to nurture students into becoming potential industry professionals by guiding and supporting them in many ways. She often encourages students to participate in competitions to gain experience and expose themselves to the real world. She says that she genuinely loves teaching students as she may also learn a lot from them.

In hopes of providing students a more in-depth study of advertising, in 2019 the Department of Communication and Liberal Arts will be offering a new degree programme, the BA(Hons) in Creative Advertising, which will be lead by Ms Intan. This programme will allow students to develop skills to compete in the advertising industry.

## Steven Soon



Steven Soon from Penang is a Chancellor Scholar who is now in his final year of BA(Hons) Digital Film Production. As a talented student, some of his works have been chosen for film festivals internationally and in Malaysia. *From Home With Love*, a Mandarin drama short film he directed was featured in Cinemà Cinemà International Short Film Festival (Italy), San Mauro Torinese International Film Festival (Italy) and UNIMAS' 14th Mini Film Festival (Malaysia), all in the running for "Best Short Film". His documentary, *Hang In There, Gentleman* was also the official selection for "Best Documentary" in UNIMAS 14th Mini Film Festival.

Beyond this, he has also organised "Tales of Lionhearts" (a training and fundraising campaign for refugee children), and a theatre project in collaboration with Project Spect-Actor to advocate against bullying and oppression. With his gifts and talents, Steven has a passion to reach out and help young people, inspiring them to believe in themselves, and to not

give up despite their present challenges.

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