

# SCHOOL OF ARTS PRESS NEWSLETTER



## ECHO GRADUATION SHOWCASE

Presented by the Department of Art, Design & Media, the ECHO Graduation Showcase was held at Sunway University's Gallery.

Head to **page 10** to read more!

## SOULSTICE: AN EXHIBITION BY BAB

Soulstice, the inaugural exhibition held by graduating BAB students, was launched at Sunway University's Gallery.

Head to **page 13** to read more!

## VIRTUAL SHOWCASE BY CMAT

CMAT students presented the works created throughout their semester in a virtual showcase highlighting their achievements.

Head to **page 9** to read more!



## MEET THE TEAM



ADVISOR/EDITOR  
Elizabeth Edwin



WRITER  
Chong Kok Hinz



WRITER  
Samantha Cheah



DESIGNER  
Aeslinn Noel

## ABOUT US

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

## IN THIS ISSUE...

In this month's issue, SOAP highlights lecturers and students' achievements, two fascinating throwbacks, the ECHO Graduation Showcase, and Soulstice: an Exhibition by final-year BAB students, among other exciting events!

# CONTENTS

Message from the Dean	4
Throwback: Dr Fiona Wong's Talks on Malaysia's Rich Heritage	5
Throwback: Sunway University Shines at Good Design Week Conference 2023 in Kuching	7
CMAT Students Celebrate the Semester through Virtual Showcase	9
The Department of Art, Design & Media Presents ECHO Graduation Showcase	10
MP and CMAT Students Make Visit to a Violin-making Workshop	12
Soulstice: An Exhibition Presented by Final-Year BAB Students	13
Welcoming our Newest Additions to the School of Arts	14

# MESSAGE FROM THE *DEAN*



**January** unfolds as a distinctive month, a crossroads where we bid farewell to the echoes of the 2023 academic year and embrace the promise of a new beginning in 2024.

This transition calls for a celebration of past achievements and the unfolding possibilities that lie ahead.

**ASSOC. PROF. DR MAYCO SANTAELLA**

We celebrated the graduation showcase hosted by the Department of Art, Design & Media. Additionally, we held a memorable event for the Advertising and Branding inaugural graduating cohort!

A heartfelt congratulations to the students and dedicated lecturers whose collaborative efforts have culminated in this milestone achievement. As we celebrate these accomplishments and the many memories they carry, we also anticipate new adventures and beginnings. The School of Arts awaits the arrival of new students and we are preparing to extend a warm welcome during our upcoming student orientation at the end of this month.

## DR FIONA WONG'S *TALKS ON* MALAYSIA'S RICH HERITAGE

On October 24th, 2023, Dr Fiona Wong engaged **postgraduate students** at the **City University of Macau** with a compelling **talk on Malaysia's traditional cultural arts, design, and crafts**. The interactive Q&A session revealed the students' profound interest in Malaysia's diverse cultural traditions.

Subsequently, on October 27th, 2023, Dr Fiona was **honoured by the Cultural Affairs Bureau** of Macau SAR, China, to deliver a **presentation** in the Chinese language, on **preserving Kelantan shadow play** (Wayang Kulit Kelantan) at the Art Museum of Macau.



(Photo Source: Dr Fiona Wong)

The **diverse audience**, including local residents, art enthusiasts, academics, university students, and conservationists, **affirmed the widespread impact** of Dr Fiona's expertise. These talks mark a **significant milestone** for Dr Fiona as she **extends her role as a keynote speaker** beyond national borders, **reinforcing her dedication** to preserving Malaysia's cultural heritage.



(Photos Source: Dr Fiona Wong)

# SUNWAY UNIVERSITY SHINES AT *GOOD DESIGN WEEK* *CONFERENCE 2023* IN KUCHING

From October 18th to 20th, 2023, five esteemed academicians from the School of Arts proudly represented our university at the "**Good Design Week Conference 2023**" in Kuching, Sarawak. Themed "**Culture. Preservation. Governance,**" the conference, organised by **Swinburne University of Technology**, Sarawak campus, drew **global participation**. Dr Goh Yi Sheng, Dr Fiona Wong, Ms Helen Guek, Ms Bibi Zafirah Hanfa, and Mr Wincen Foong, lecturers from the Department of Art, Design, and Media, **presented insightful research** and were **warmly welcomed** by the organising committee led by Prof. Ida Fatimawati and Ts. Augustus Raymond Segar. Their diverse **presentations** covered **sustainability solutions, cultural heritage preservation, descent tracing, decoding culture through design, and feng shui principles in graphic arts**. Dr Fiona's additional role as a session facilitator and special presenter **further highlighted Sunway University's impactful presence**.



(Photo Source: Dr Fiona Wong)

The **fruitful academic exchange** established stronger ties and potential collaborations between Sunway University and Swinburne University of Technology, Sarawak campus, solidifying our position as an **esteemed industry partner** in the international conference.



(Photos Source: Dr Fiona Wong)



# CMAT STUDENTS CELEBRATE THE SEMESTER THROUGH *VIRTUAL SHOWCASE*

The **Contemporary Music (Audio Technology) Showcase** (September 2023 semester), featured in a YouTube video on January 5th, invited viewers to a **vibrant exhibition of works** created by CMAT students during the semester.

Presented online due to a delayed start and internships, this showcase featured distinct segments, beginning with **classes on Audio Recording and Production**, as well as **Recording Studio Techniques**. Students delved into **digital audio workstations, sound design, and mixing**, earning praise for their post-production skills.

The showcase video's timestamped sections offered glimpses into **heartfelt performances, class insights**, and the **culmination of the Final Year Project**, emphasising **creativity, collaboration, and student achievements**. Exciting updates included the introduction of Atlas Archive and the **addition of Dr Tom Pierard to the programme**.

**Be sure to catch all the highlights on the [Department of Film and Performing Arts channel on YouTube!](#)**



# THE DEPARTMENT OF ART, DESIGN & MEDIA PRESENTS *ECHO GRADUATION SHOWCASE*



From the 8th to the 12th of January, a **graduation showcase** featuring students from Diploma in Interior Design, Diploma in Graphic & Multimedia Design, Bachelor's in Interior Architecture and Bachelor's in Design Communication was held at Sunway University's Gallery. The name ***ECHO*** was used to **represent a means** where people get to **experience the resonance of the students' diverse knowledge and artistic mediums** that were used to **express their creativity**.



(Photo Source: ECHO Showcase)

From **artists to designers**, the showcase featured **78 students** from the **four programmes** who came together to showcase their works of **art, design** and other **various forms of media**. In addition to the **free admission**, attendees also got to enjoy **free snacks**, a **photo booth** to snap enjoyable moments with their friends, as well as a special performance by the Sunway Music Society band, **The Bonks!**



(Photos Source: ECHO Showcase)

# MP AND CMAT STUDENTS MAKE VISIT TO A *VIOLIN-MAKING WORKSHOP*

On the 9th of January, Music Performance and Contemporary Music (Audio Technology) students embarked on a unique **field trip to the Deciso violin-making workshop**, led by **renowned instrument maker Tan Chin Seng**. The event, attended by current students and alumni from both programmes, focused on the intricate **art of trying out and evaluating violin, viola, and cello bows**. Participants explored aspects such as **balance, flexibility, projection, sound quality, and cost**. Tan Chin Seng, a **pioneer in the field** with numerous notable awards in Italy and Malta, shared his expertise during the enlightening session. The collaborative experience between BA (Hons) Music Performance and BA (Hons) Contemporary Music (Audio Technology) students, along with alumni, showcased a **commitment to hands-on learning and a shared passion for musical craftsmanship**.



(Photo Source: Assoc. Prof. Dr Andrew Filmer)

# **SOULSTICE: AN EXHIBITION PRESENTED BY FINAL-YEAR BAB STUDENTS**

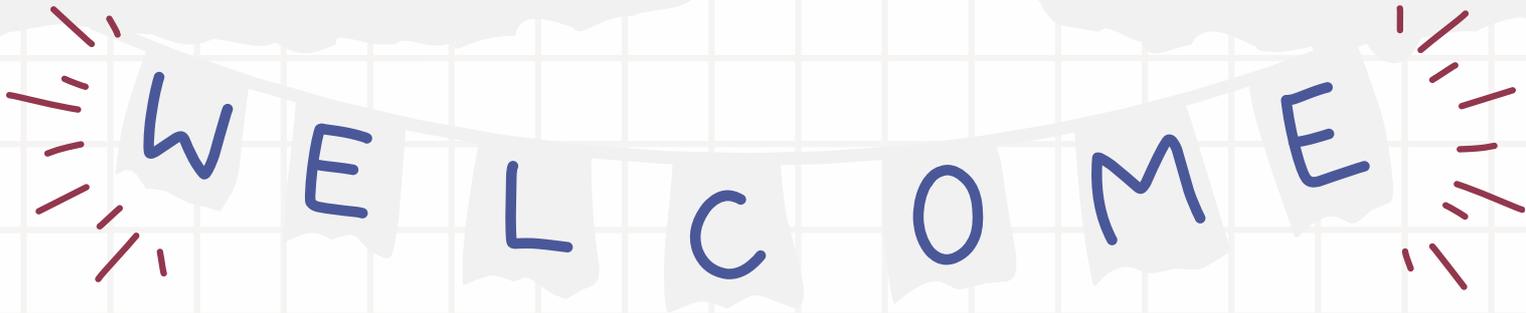
From January 22nd to 24th, the Bachelor of Arts (Hons) Advertising and Branding students showcased their **inaugural exhibition, Soulstice**. This exhibition not only showcased the **artistic ability** of the students but also served as a **graduation showcase** for the talented individuals completing their degree. The grand launch on January 22nd (Monday) at the Gallery, Level 1, marked the **beginning of a unique artistic journey**.



(Photos Source: [@soulstice\\_my on Instagram](https://www.instagram.com/soulstice_my))

Soulstice, a term coined for this event, represents an **unending path in search of the meaning of our souls**, inspired by the rhythmic dance of day and night in "solstice." Attendees enjoyed the creative works of graduating students and could purchase **exclusive event merchandise** like shirts and stickers before leaving. Despite encountering unforeseen challenges and obstacles, the exhibition persevered and reached its conclusion on the 24th of January.

# WELCOMING OUR *NEWEST ADDITIONS* TO THE SCHOOL OF ARTS



As the month unfolds, we are thrilled to introduce **two dynamic individuals** who have recently **joined our creative community**.

**Mr Ariff Amin**, our Teaching Fellow for the **Department of Art, Design & Media**, brings a wealth of expertise to inspire and guide our aspiring artists. Joining him is **Assoc. Prof. Dr Tom Pierard**, our Program Leader for **Contemporary Music (Audio Technology)** in the Department of Film & Performing Arts. With a wealth of experience as a seasoned Head of Department, Music Technology lecturer, performer, and composer, he adds both leadership and expertise to our team.

Together, they bring **valuable insights** and **skills, enriching** our academic environment.

Join us in **extending a warm welcome** to these talented educators who are sure to **enrich our creative journey!**

## WELCOME MR ARIFF AMIN & ASSOC. PROF. DR TOM PIERARD!



SCHOOL OF ARTS PRESS

THANK YOU FOR READING  
THE JANUARY 2024 ISSUE  
OF THE SCHOOL OF ARTS  
PRESS NEWSLETTER!

Click on any of the links below  
to **follow us** on social media and  
**subscribe** to the newsletter.