

MEDIA RELEASE
For Immediate Release***SELANGOR INTERNATIONAL INDIGENOUS ARTS FESTIVAL 2019******Selangor's Unique Core in Cultural Tourism
is Set to Impress Global Eyes***

SHAH ALAM, 26th June, 2019- The Selangor State Government through Tourism Selangor, with the support from the Ministry of Tourism, Arts and Culture will organise Selangor International Indigenous Arts Festival (SIIAF) 2019 on the **3rd and 4th of August, 2019 on the lush grounds of the National Botanic Park, Shah Alam.**

This year's edition of SIIAF is expected to set place bigger and better. Every year, Tourism Selangor takes the initiative to elevate the Indigenous Arts through a dedicated platform that connects city-dwellers with the indigenous tribes from Malaysia and overseas, bringing them up-close-and-personal to the *Orang Asal*'s way of lives.

SIIAF is one of the initiatives to elevate and preserve pure gems of the Selangor State, the *Orang Asal* tribes, who are still practising their unique traditional cultures and customs, despite the fact that modern technology has taken its toll on the society. SIIAF 2019 is right-up-the-alley in establishing the State of Selangor as a preferred tourist destination with one of its core strengths in cultural tourism, focusing on the diverse cultures and the arts. The glorious event is *no stranger* to foreign media, as its uniqueness in cultural focus entices global attention, which provides exposure to Selangor's hidden gems in particular.

Find us on:

The motley two-day event is carried out in conjunction with the International Day of the World's Indigenous People which falls in August each year. Impressively, this year marks the fifth edition of the annual event. In efforts of bringing more *hype* to the SIAAF 2019, **Recreational Orang Asal Run (ROAR) 2019** will take place on **August 4th** at the same venue. Registration for ROAR 2019 is still open until **July 27th** at <http://www.heyjom.com/imgs/edm/roar/>. Both events trail down to the Visit Malaysia Year 2020 Campaign organised by the Ministry of Tourism and Culture, on which more information on the campaign and its arranged activities can be obtained at SIAAF 2019.

Selangor Indigenous Arts Festival 2019 showcases the rich and diverse cultures of Malaysia's indigenous tribes through cultural dance performances performed by the *Mah Meri* and *Temuan* tribes from Selangor, *Semai* tribe from Perak, *Seletar* tribe from Johor, and the Borneo Sabah and Sarawak tribe. A hint ahead of you- the *Mah Meri* tribe will deliver amazing performance on their famed Masked Dance.

What's more compelling, international indigenous tribes from Africa, Indonesia, Sri Lanka, Chinese Taipei, Ecuador and South Korea will grace the event with their presence, enabling city-dwellers to learn and have a closer look on their customs, cultures, traditional attires, artwork pieces, crafts and languages, and watch them perform live!

Visitors of the event will get to enjoy walking through special set-ups of the Indigenous Handicraft and the Indigenous Traditional Villages, for an in-depth experience. Special indigenous traditional weaving and blowpipe demonstrations will also blow their minds, or they can experience participating in the amazing traditional *Kercang* Games Puzzle.

To attain a first-hand lesson on using the blowpipes, weaving a shelter using *bertam* leaves, and solving several bamboo puzzles, visitors can sign up for the *Jungle School Lesson* conducted by Raman Bahtuin, a retired *Semai* gentleman. For those with passion in arts, they might be intrigued to join an exclusive sketching workshop hosted by Shaq Koyok, a contemporary artist from the indigenous *Temuan* tribe. These

Find us on:

workshops take duration of two hours with available slots on both days of the event- brought to you by *LokaLocal*.

Visitors are also able to indulge in a vast selection of traditional cuisines of domestic and international indigenous tribes at the Traditional Indigenous Food Exhibition, brought to you exclusively by Malaysia *Orang Asli* Development Association (MOADA). On top of that, a Food Truck Zone and Fama Fruit Fiesta await visitors with a more *hipsterized* appetite and love for fruits. After all of the food intake, health-conscious visitors can also take a free Health Screening Test by Columbia Asia.

A Photo Gallery Exhibition: Thousand Faces Of The Indigenous featuring photographs of the *Orang Asal* in Malaysia and the world, is among the attractions found at the event. Art lovers and collectors can also take a stroll down the Borneo Street Market by Sabah Sarawak KL Heritage Association for hand-made indigenous crafts such as beautiful paintings, women's accessories, and clothing.

SIIF 2019 is perfect not only to adults but also to families with children. On top of exposing our diverse cultures to the young generation, the little ones can also find joy in meeting Captain Quack and Lady Quack Mascots- a special appearance by Sunway Lagoon.

Children or women with interest in beauty pageants will also get inspiration by engaging in a meet-and-greet session with the winners of Miss Cosmopolitan World from Korea, New Zealand, Indonesia and Russia; while those with *artsy* and keen eyes can take part in special Photography competition during the event. Attractive prizes are up for grabs!

SIIF 2019 in giving pride and global exposure to the Indigenous Arts; is perfect for the public who wish to explore the uniqueness of the *Orang Asal* cultures without having to trail down rural places. Hence, it is not surprising that the event draws a large number of visitors during each inception. The previous year alone, it attracted more than 7,000 visitors, and this year's edition aims to gather 10,000 visitors at National Botanical Park, Shah Alam, for an experience of a lifetime.

Find us on:

-END-

About Tourism Selangor

Tourism Selangor is a state government tourism arm established to increase the number of local and international tourists to Selangor by enhancing and developing the known as well as the undiscovered beauty of the state. Many initiatives are taken to achieve this such as organizing local and international campaigns, events, tourism trade mission which are done overseas, local road shows and many more.

For further information, please contact:

Siti Norfadila binti Ab Wahab
Corporate Communications Executive
Contact no: +6016- 2076957
Email: fadila@tourism Selangor.my

Ahmad Nazri Tashriq bin Rahmat
Manager Corporate Communications
Contact no: +6016- 2076951
Email: nazri@tourism Selangor.my

Official website: www.tourism Selangor.my

Find us on: