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NEWS

Creative Art Videos to Help Fellow Artists



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The Amanjaya Arts Colony, also known as People of Remarkable Talents (P.O.R.T.), has launched a series of videos showcasing some of the art products from Perak artists.

The series, titled Silver Trail of Arts, Research and Techniques (S.T.A.R.T.) Creative Art Video Series, is a documentary project published by P.O.R.T. in the forms of interviews, demonstrations and tutorials.

According to the State Executive Councillor for Housing, Local Government and Tourism, Dato' Nolee Ashilin Mohamed Radzi, the video documentary series could also promote art products online.

"This project has been in the works during the Movement Control Order (MCO). 10 videos in multiple artistic genres have been done," she said after the launch today on June 28. "They are of high quality and have the potential to attract the interest of tourists and buyers."

The first series of S.T.A.R.T. was filmed with cooperation from Tourism Perak, Kraftangan Perak, Digital Perak and Black House Production. Showcased art

products include Orang Asli handicrafts, caricature art, batik tie-dye art, wet plate photography and traditional Indian music.



Also present were Datuk Mohammad Nor Mohammad Khalid, better known locally as Lat; P.O.R.T. general manager, Nor Hanim Mohamed Khairuddin; and Tourism Perak chief executive officer, Nor Nuralis Musa.

“It’s my understanding that around 25,000 have been following the video uploaded onto YouTube and other social media platforms,” Nolee Ashilin added. “We will see how far it goes for the first phase. If it receives good ratings, we will commence with the second phase.

“Hopefully, this will continue as an effort in line with the objective of helping artists, especially those who have online businesses,” she expressed.

Rosli Mansor



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Research and Techniques (S.T.A.R.T.) Creative Art Video Series

Silver Trail of Arts