

Celebration of art, culture and creativity

ART is not just confined to galleries; it's an integral part of our daily lives. CIMB Artober recognises this and wants to emphasise the importance of the arts as a source of national pride and cultural preservation. By doing so, it aims to enhance the creative vibrancy of Malaysia, positioning the country as a premier destination of creative arts in Southeast Asia.

3-MONTH EXTRAVAGANZA

CIMB Artober is not just an event; it's a multiple award-winning campaign and three-month cultural extravaganza that breathes life into the contemporary creative arts scene.

Running from Oct 1 to Dec 31, it reflects CIMB's commitment to celebrate the vitality and evolution of art, culture and lifestyle.

CIMB Artober aims to democratise the arts by building better and inclusive access between the public and the ecosystem. It seeks to cultivate interest in the arts among the public, corporations and expatriates, besides engaging fashion enthusiasts and art aficionados. It also aims to sow the seeds of appreciation for art and culture in those who are curious or have limited exposure.

Connecting our heritage with contemporary art is a valuable lesson about life's continuity. It is only fitting that the key highlight of the CIMB Artober Art & Soul is the Pahang Pavilion, where the private collection of Kain Tenun DiRaja Pahang belonging to Her Majesty Seri Paduka Baginda Raja Permaisuri Agong will be on special display, alongside contemporary artworks from top galleries in Malaysia and the Philippines.

Besides that, CIMB Artober is returning with a line-up that mirrors the rich diversity of both domestic and regional artistry.

From Thursday to Sunday, the

campaign will come to life with a celebration at Mitec Kuala Lumpur. It promises an immersive experience that intertwines contemporary art, heritage and fashion. A total of 21 commercial art galleries and high-craft promoters will be attending the fair, ensuring a diverse range of artistic expression.

Since the first CIMB Artober Art & Soul last year, the campaign has taken a bold step by welcoming regional talent from neighbouring countries.

This year's edition is no exception, and the CIMB Artober Fashion Week will feature artists and designers from Indonesia, infusing the celebration of local art and fashion with an international flavour.

The Art & Soul initiative is a unique facet of CIMB Artober. This programme is designed to create a market that empowers local cultural frontiers, including artists, artisans and designers.

The event brings together 18 renowned art galleries and three high-craft promoters. It caters to everyone — from novices to corporate institutions and serious collectors.

This year's participants include The Drawing Room Gallery from the Philippines, and local players like SARENG Gallery, G13 Gallery, TAKSU, Segaris, Wei Ling Gallery and A+ WORKS of ART.

SARENG GALLERY

SARENG stands as a testament to the power of artistic vision, perseverance and community. Its director and co-founder Chong Wei-Hsiang shares his journey of transforming his passion in art into a thriving gallery, besides shedding light on the evolving landscape of Malaysian art.

Chong, who spent close to three decades in public relations, says he noticed a growing interest in visual arts among Malaysians, where there is rising appreciation in art collection and the emergence of talented artists.



SEGARIS Art Centre is proud to be featuring artworks by Fawwaz Sukri at CIMB Artober Art & Soul 2023.

"SARENG was a natural opportunity for me to further extend and apply my creative inclinations as a true reflection of my varied interests and authentic self," he adds.

"CIMB Artober is the only art fair taking place in Malaysia this year. Being a Malaysian gallery, I feel that it is definitely necessary to be part of such initiative that showcases and celebrates the vibrancy of the local art scene, and its increasing importance and impact on our everyday lives," he explains.

Chong believes that banking institutions like CIMB can play a crucial role in nurturing and elevating the local art and culture ecosystem. Beyond supporting the arts, these institutions can also shape the national agenda, especially in a diverse society like Malaysia.

SEGARIS ART CENTRE

Segaris Art Centre is born from a profound artistic vision — to create and fortify a platform for artists, both seasoned and newcomers, to showcase their works, share knowledge and connect with enthusiasts and collectors.

Afidatul Aisyah Ahmad, the general manager of the gallery, emphasises their commitment in promoting Malaysian artists on both local and international levels.

"Our vision is to be a one-stop cen-



Chong Wei-Hsiang



Afidatul Aisyah Ahmad

tre that offers specialised creative solutions," she says.

Segaris Art Centre, which is owned by UiTM Art & Design Sdn Bhd, has been a vital part of the local art scene since 2011. It was initially established to provide a platform for artists who graduated from Universiti Institut Teknologi Mara (UiTM) to foster their career and showcase their talent to a wider audience.

"Financial institutions like CIMB play a pivotal role in nurturing and elevating the local arts and cultural ecosystem. They not only provide access to their clientele, but also help bridge gaps between culture and art," she says.

"For emerging artists, events like CIMB Artober offer an invaluable platform to increase visibility and connect with a diverse range of clientele and art enthusiasts. These opportunities can help artists build essential networks for their careers," she adds.

For CIMB Artober 2023, Segaris Art Centre is excited to present a diverse selection of artworks by local artists. The gallery is proud to feature the works of Fawwaz Sukri, whose unique

brand of "Pop Art" transcends cultural boundaries.

"We are excited to present the works of Fawwaz, this time with the theme 'World, War and Conflicts'. It's a chance for art enthusiasts, both novices and experts, to experience the vibrant diversity of Malaysian artistry," says Afidatul Aisyah.

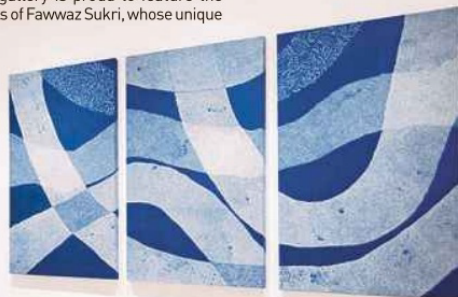
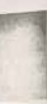
EXCITING FASHION SHOWS

CIMB Artober isn't just about visual art; it's also a celebration of all forms of creativity. The event is featuring an exciting line-up of fashion shows, showcasing collections by leading local and regional designers. It's an opportunity for cultural entrepreneurs to connect with fashion enthusiasts and showcase their talent.

This year's edition boasts 10 local designers and two guests from Indonesia. They will be unveiling their latest "Art-to-Wear" and "Cruise" collections during a series of fashion shows taking place from Friday to Sunday.

Among the leading names making a debut or return visit at the CIMB Artober Fashion Show are ETHEREAL by Amni Hareez Sarjanisham, Athan Siahaan, CARRO, Ezuwan Ismail, Radzuan Radzwill, ZUUSAHA and a special collaboration between Me2We x Dato' Zainal Abidin.

CIMB credit and debit cardholders will enjoy special privileges on their purchases throughout the campaign. For more information, visit <https://www.cimb.com.my/artober>.



SARENG Gallery is excited to present a diverse selection of artworks by local artists.