

For Immediate Release

October 12, 2022

## New contemporary art gallery opens in KL city centre.

SARENG, a new Malaysian contemporary art gallery located right in the heart of Kuala Lumpur city centre, will open on 8<sup>th</sup> October.

The gallery was founded as a response to Malaysians' greater appreciation for art collecting, and an ever-growing number of talented emerging artists.



SARENG co-founders Chong Wei-Hsiang and Syukur Ali have entered this venture from different backgrounds, Syukur with twelve years of experience in the Malaysian art market, while Wei-Hsiang comes from a storied career in Public Relations, Branding, and Marketing.

With 4,100 square feet in total, the gallery is divided into two areas with an entry foyer leading into an intimate salon on the left, and the large main gallery on the right. Floor to ceiling windows run along the side of the salon giving a grand view of the KL city centre skyline.

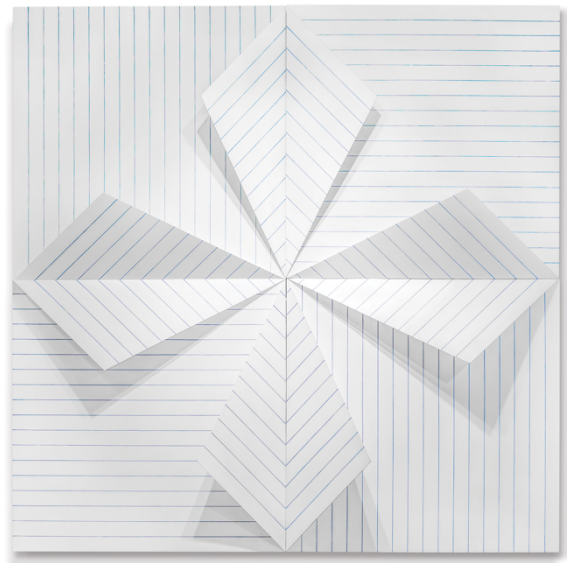
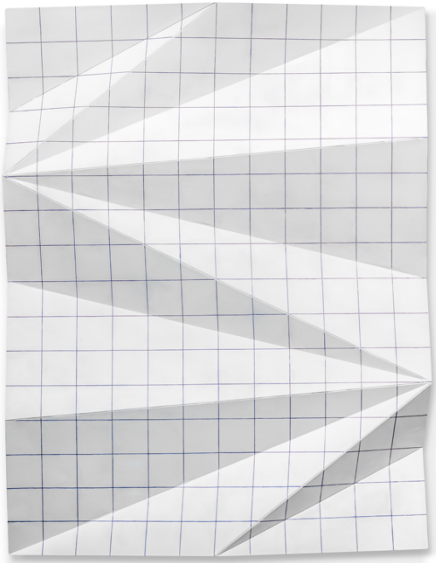


The gallery can display up to 30 artworks at once and features a rendered cement floor, with a shadow gap designed between the walls and the floor, to create a space with a modern and minimalist aesthetic.

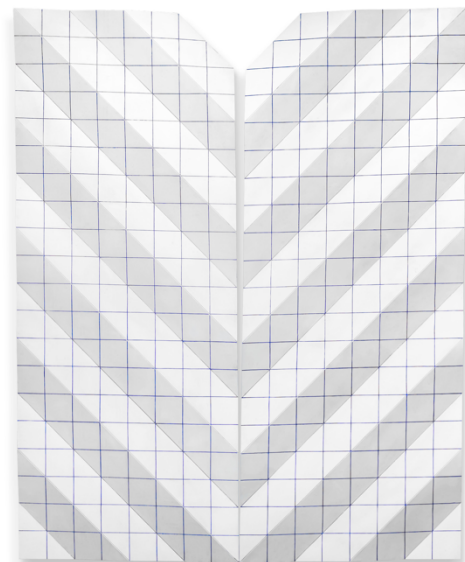
Selected pieces of furniture from Vitra, Herman Miller and other celebrated designers are placed across the gallery which, beyond their functional purpose, serve to provide the ideal setting for the contemporary artwork on display.

# SARENG

SARENG will open with *Logami* – the first solo exhibition by sculptor Amirul Yazid. This will be followed with a group show featuring works by 19 artists in November.



*Logami* by Amirul Yazid showcases a body of work which explores the capabilities of one material, by disguising it as another. Featuring mild steel wall sculptures that pose deceptively as paper, the title is a play between the words *logam* and *kami*, which translates to steel and paper in Bahasa Malaysia and Japanese respectively. Observing the potential of the material in his treatment, he embodies the delicate and impressionable qualities of the humble pages of our *buku latihan sekolah*.



Inspired by Amirul's long-time fascination for geometrics and his previous study of origami, the works from this exhibition comprise uncomplex sculptures that study the fundamentals of folding. The subtle energy of mark-making is evident in the simplified and abstract compositions that result from the act of folding and creasing. Ranging from disciplined and clean folds to graceful whispers of creases left behind, the nature of the artworks is quietly contemplative. In drawing focus to overlooked moments and everyday materials, *Logami* beckons us to reflect on the way we see the world around us.

“At SARENG, we want to present work that is visually unique and with an authenticity of ideas and story; working with established artists that have the vision to produce important artwork in a cultural and social context. We also want to provide a platform for young and emerging artists, and a pathway for them to develop viable full-time careers with longevity, providing stability for the artists to flourish and be productive creatively,” said Syukur.

“John Keats wrote, ‘*A thing of beauty is a joy for ever. Its loveliness increases, it will never pass into nothingness*’. As with the art, we want the same for the gallery. With SARENG we have the intention of placemaking; building long-term relationships through collaborations with art institutions, galleries and others, empowering meaningful connections and conversations,” said Wei-Hsiang.

“We want SARENG to become a place of culture, a space that is adaptable, authentic, inclusive; a venue for the community. We want to be a gallery that celebrates everyone; each of us comfortable in our own identities; an authentic visualisation of how we view progress in ourselves and in the world around us. As a gallery we will be guided by who we are – our passions, our personalities, our intuition and aesthetic inclinations, our personal satisfaction - and what we believe to be beautiful art,” added Wei-Hsiang.

The opening of the gallery and Amirul’s exhibition will also coincide with the CIMB Artober 2022 campaign, with SARENG as one of the participating galleries.

In its third year, CIMB Artober will boast a line-up of exhibitions, engaging art talks and other art-related activities across Kuala Lumpur from 1<sup>st</sup> October until 31<sup>st</sup> December 2022.

SARENG is located at 8<sup>th</sup> Floor, Menara Chan, 138 Jalan Ampang, 50450 Kuala Lumpur.

Opening hours are 10am to 6pm, Monday to Saturday, all other times by appointment only (+603.4810.3398)

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## About SARENG.

SARENG is a contemporary art gallery in Kuala Lumpur, Malaysia.

Presenting work that is visually unique and with an authenticity of ideas and story, SARENG works with artists that have the vision to produce important artwork in a cultural and social context.

Issued by SARENG Gallery Sdn Bhd through Milk PR Sdn Bhd.

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