

**FOR IMMEDIATE RELEASE**

**1 APRIL 2018**

## **ARTISANS AND PRACTITIONERS RECOGNISED FOR LIFELONG DEDICATION IN SAFEGUARDING GEORGE TOWN'S CULTURAL HERITAGE**

GEORGE TOWN: The profound dedication of 30 artisans and practitioners who contributed to George Town's cultural heritage was featured in a three-year video documentation project carried out by George Town World Heritage Incorporated (GTWHI) and Image Farm Productions.

'The Artisans and Practitioners of George Town' video documentation project, which began in 2015 at a cost of RM795,000, documents the working lives of the artisans and practitioners who have perfected their trades and crafts over the years.

They are watch repairers, electroplaters, optometrists, a canvas and leather goods maker, rattan crafters, a trishaw maker, joss stick makers, a tailor, mahjong makers, shoemakers, a songkok maker, goldsmiths, dhobis, a Chinese physician and an Al-Quran publisher.

The videos were shown to the public in a free screening event on Sunday, 1 April 2018 from noon to 5.15pm at the Majestic Theatre, held in conjunction with GTWHI's 10th anniversary celebration of George Town's listing as a UNESCO World Heritage Site.

GTWHI general manager Dr Ang Ming Chee said the videos captured the daily lives, working methods and working environments of the artisans and practitioners, showcasing the multicultural living heritage of George Town, an outstanding universal value which led to its UNESCO World Heritage Site inscription in 2008.

"Through this project, we are doing the best we can to safeguard and document the processes and productions of the artisans' and craftsmen's knowledge and skills. Our team is determined to engage a more ambitious, innovative and comprehensive effort to safeguard our communities, artisans and traders.

"These unsung heroes and heroines have dedicated their lives refining their skills and tirelessly providing their services and goods to the local community as well as travellers from all around the world," she said, adding that the videos would inspire more people to be aware of the cultural heritage of George Town.

Dr Ang added that everyone can play an important role in the efforts to safeguard George Town's cultural heritage, and they are encouraged to show their support and appreciation towards the local artisans and practitioners by buying their products or simply striking up a conversation with them.

The videos would be made available at the GTWHI Interpretative Centre at a later date.

| <b>Video Showtimes</b> |   |
|------------------------|---|
| 12:00 – 12:45          | Shoemaker<br>Dhobi<br>Q&A   |
| 12:45 – 13:30          | Goldsmith<br>Songkok maker<br>Q&A                                   |
| 13:30 – 14:15          | Mahjong maker<br>Joss stick maker<br>Q&A                            |
| 14:15 – 15:00          | Trishaw maker<br>Rattan crafter<br>Q&A                              |
| 15:00 – 15:45          | Tailor<br>Watch repairer<br>Q&A                                     |
| 15:45 – 16:30          | Chinese physician (Sinseh)<br>Canvas and leather goods maker<br>Q&A |
| 16:30 – 17:15          | Optometrist<br>Electroplater<br>Q&A                                 |

/ends

For more information, please contact:

Sim Jun Hui  
George Town World Heritage Incorporated  
T: 04-2616 6606 / 014-604 3125  
E: junhuisim@gtwhi.com.my

Josephine Jalleh  
George Town World Heritage Incorporated  
T: 04-261 6606 / 017-446 5366  
E: josephine@gtwhi.com.my