

Portraying 1Malaysia through art.

Kita1Satu Exhibition is a grimly portrayal of 1Malaysia spearheaded by IACT College.

Kuala Lumpur, 21 June 2010 – Kita1Satu Exhibition is a highly anticipated exhibition showcasing the artworks of IACT College's students. Kita1Satu was officially launched on 17 June at Istana Budaya in conjunction with Kita The Musical. The launch was officiated by Minister in the Prime Minister's Department, Y.B. Senator Tan Sri Dr. Koh Tsu Koon by inserting a mock flag of Malaysia into the Kita1Satu Exhibition backdrop as its official launch gambit.

Kita1Satu Exhibition that is solely lead by IACT College featured 30 of various artworks that were displayed at the foyer of Istana Budaya. With 1Malaysia concept as the theme, students' of IACT portrayed their spirit through creativity in the form of graphic design, creative multimedia and film. IACT College students from different courses partook to produce Kita1Satu Exhibition – a creative platform for Malaysians to reflect, celebrate and interact on the uniqueness of Malaysia as a diverse nation.

During the launch of Kita1Satu Exhibition, Y.B. Senator Tan Sri Dr. Koh Tsu Koon mentioned the importance of unity and spirit towards 1Malaysia in his speech. According to him, Malaysian should be creative in portraying the 1Malaysia concept; it could be in various forms of deliverance.

"1Malaysia could be portrayed through many medium such as arts, advertisements, media and television. Not only these, musical is also one of the best way to portray the unity of various races in Malaysia which tend to have a high power of communication," he said.

In tandem with Kita The Musical, Prime Minister Datuk Seri Najib Tun Razak visited Kita1Satu Exhibition during the Gala Night and signed on the Kita1Satu Signage Board as a way to acknowledge the exhibition.

In succession to heighten up the public awareness of Kita1Satu Exhibition and Kita The Musical, IACT's Mass Communication students worked hand-in-hand and implemented various effective publicity campaigns as part of their public relations subject.

One of the biggest publicity campaign done by the students was organising flashmobs at nine different locations around Klang Valley. The publicity campaigns lead by IACT lecturer, Suhana Abd. Kadir was a success as 100 of Kita The Musical VIP tickets were given away to the public who participated in the games held during the campaigns. Apart from this, the students were able to conduct a face-to-face interview with the Minister in the Prime Minister's Department, Y.B. Senator Tan Sri Dr. Koh Tsu Koon in his office at Putrajaya to get his point-of-view on Kita1Satu Exhibition and Kita The Musical.

"Our students worked really hard to achieve the best publicity campaign in order to boost up the exposure of Kita1Satu Exhibition and Kita The Musical. They were very enthusiastic in doing brainstorming on how to create the most effective publicity campaign and they executed the ideas with minor guidance. Lots of energy, sweat, time and effort have been put in to this project by these students but at the end of the day, their hard work paid off and they gained meaningful experience," explained Suhana.

IACT College is the specialist college in creative communication that follow the philosophy that students must be taught and trained exclusively by experienced, industry professionals. Students of IACT are guaranteed with internships at reputable agencies. Not only this, our students are exposed with various projects that involve real clients as to assure that our students get the best experience of the real working world.

Mr. Lee Kok Leong, principal of IACT College believes that IACT students have positive ways of reflecting on important issues in society. This exhibition therefore serves as a healthy platform for them to communicate multiculturalism and racial integration. "Our students can be influencers and change agents of the world today through creativity," he said.

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Launch of Kita1Satu Exhibition: From left: Mr. Ghee Peng Lam, Founder of Xiyue Art & Culture, Mr. Mohamad Juhari Shaarani , Director General of Istana Budaya, Y.B. Senator Tan Sri Dr. Koh Tsu Koon, Minister in the Prime Minister's Department and Mr. Raymond Chew, Chairman of IACT College.



1Malaysia: IACT students' artworks at Kita1Satu Exhibition that depicts 1Malaysia being scrutinised. From left: Y.B. Senator Tan Sri Dr. Koh Tsu Koon, Datuk Seri Najib Tun Razak and Raymond Chew.

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