



**ARTS-ED - Anak Anak Kota & Anak Anak Desa**  
*Arts in Heritage Education Programs for Young People*

**Proposed Project for DiGi Amazing Malaysian Sustainable Fund 2007-2008**  
**Cultural Heritage Promotional Items**

*Balik Pulau: An Introduction*

The district of Balik Pulau, Penang is famous for its natural landscape, scenic Malay villages, agricultural produce such as fruits, clove and nutmeg, historical buildings and cottage industries.

In the last 10 years the cultural and economic heritage of this town has been under threat from planned development. There is evidence of a loss of control over the physical/economic environment, the breakdown of social fabric and the loss of integrated lifestyle. Local enterprise and economic development are threatened by out-migration of young people to the city, who eventually lose touch with traditional skills and knowledge.

To conserve the rich diversity of Penang's rural economy, there is a need to reinforce and strengthen existing capital in Balik Pulau through the conservation of:

- Local natural resources
- Local livelihood and enterprise
- Vernacular knowledge & skills
- Cultural and social capital
- Micro structures

**myBALIKpulau Cultural Heritage Project Background**

From 2006 to early 2007, 20 children aged 12-17, guided by 3 undergraduates researchers, came together to map out and document the heritage assets in their district using descriptive essays, photography and illustrations. The output of the children's research is a database of all heritage buildings, people and activities in and around Balik Pulau town and its surrounding villages.

**Project Objectives**

1. Communicate the above mapping and documentation to local communities and visitors;
2. Facilitate local residents and visitors in accessing and understanding the historical and cultural heritage of Balik Pulau town and villages.
3. Raise awareness of the meaning and significance of local cultural heritage and assets.

### PROMOTIONAL ITEM A – myBALIKpulau CULTURAL HERITAGE TREASURE MAP

This promotional item aims to communicate and promote these cultural assets to local community and visitors through an illustrated pocket map – myBALIKpulau Cultural Heritage Treasure Map.

- ❖ This project will yield 10,000 copies of double-side, full-coloured pocket map (actual size: 11.5” x 15.5”) – myBALIKpulau Cultural Heritage Map. (Please refer to mock-up copy in A4 size attached)
- ❖ The pocket map will highlight 2 heritage trails focusing on natural assets, historical buildings, trades, cottage industries and agricultural products of Balik Pulau town and surrounding villages.

#### Project Target Group

1. Residents of Balik Pulau town and surrounding villages;
2. Foreign and local visitors to Balik Pulau.

#### Timeline

Topographical Research	- December 2007
Editing & Design of Map	- January - February 2007
Printing of Map	- March 2008
Promotion & Distribution of Map	- April – December 2008

#### Proposed Budget for 1<sup>st</sup> Edition of Cultural Heritage Treasure Map

Items	Budget (RM)
Part-time Project Manager ( 1 pax x RM200 x 5 months )	1,000
Topographical Researcher	1,000
Photographer	300
Copywriter cum Editor	1,000
Illustrators	1,000
Design & Layout	1,500
Transportation	200
Printing (10,000 copies)	5,000
Distribution	500
<b>Total</b>	<b>11,500</b>

### PROMOTIONAL ITEM B - myBALIK pulau COMMUNITY HERITAGE NEWSLETTER

This tourist/community newsletter will carry researched articles, illustrations and photographs on the significant natural, cultural and historical heritage assets of Balik Pulau.

The 4,000 copies of English version of the newsletter will be published in a 16-page; full-coloured illustrated tabloid publication measured 11.5" x 15.5".

- ❖ The newsletter will highlight the significant natural, cultural and historical heritage and assets of Balik Pulau illustrated with photographs and illustrations.

#### Target Group

The newsletters will be distributed free-of-charge to:

- ❖ Residents of Balik Pulau town and surrounding villages;
- ❖ Visitors of Balik Pulau.

#### Timeline

Research	- June 2007 - March 2008
Writing & Photography	- June 2007 – November 2008
Editing	- December 2007 – March 2008
Design	- April 2008
Printing of newspaper	- May 2008
Distribution of Newsletter	- June - December 2008

#### Proposed Budget for Co-Sponsorship

Items	Budget (RM)
Project Manager 1 pax x RM 300 x 4 months	1,200
Illustrator & Photographer	300
Printing 4,000 copies @ RM 2 each	8,000
<b>TOTAL</b>	<b>9,500</b>

*Notes: RM9,500 is a matching fund to the total amount of the proposed budget. Other co-sponsor is Penang Tourism Action Council and Penang Educational Consultative Council.*

Total Proposed Budget

<b>Items</b>	<b>Budget (RM)</b>
Balik Pulau Heritage Map	11,500
Balik Pulau Community Newsletter	9,500
<b>TOTAL</b>	<b>21,000</b>

*Prepared by*

*ARTS-ED*, Arts Education Program for Young People

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# arts~ED

Attachment

We are a Penang-based non-profit arts education organization founded since 1999, which explores and provides innovative and best practice non-formal arts education for young people through collaboration with local and regional arts educators, artists and communities. Currently our organization is led by an executive committee under the secretariat of Socio-Economic & Environmental Research Institute (SERI) Penang.



## Our Mission

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Arts-ED's mission is to be a positive agent of change for local cultural sustainability, diversity and vibrancy through innovative and participatory approaches to arts education that emphasizes on the creative relationship between arts, culture and life.

## Our Goals

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1. To provide non-formal arts and culture education for potential and interested young people outside the school.
2. To raise public awareness of the value of arts and culture education.
3. To engage community-based arts to broaden the scope of arts and culture education.
4. To engage a pool of arts educators and artists in developing and implementing non-formal arts and culture education.
5. To share knowledge and skills in alternative methodologies and good practices with local and regional arts educators and artists.



## Our Partners

Our partners include: School of Arts, USM; Penang Heritage Trust; Badan Warisan Malaysia; State Education Department; and other related regional bodies.



seni  
school of arts



### Contact us:

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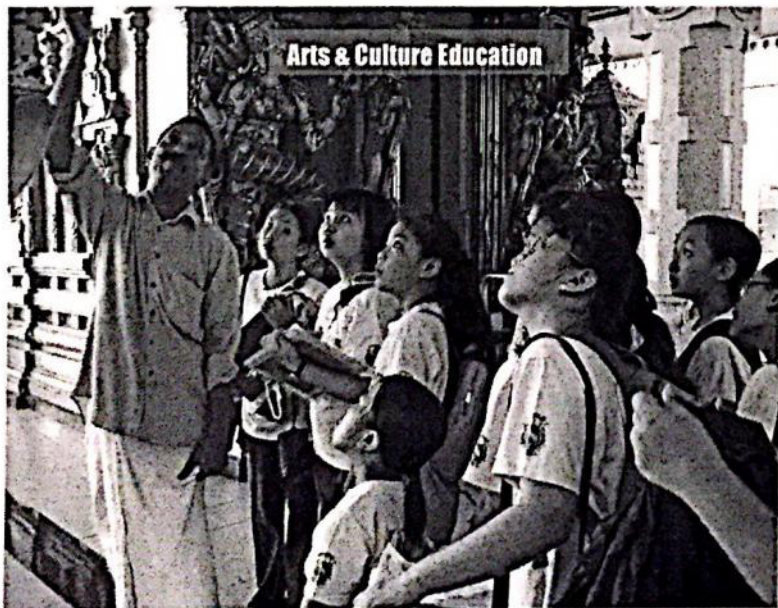
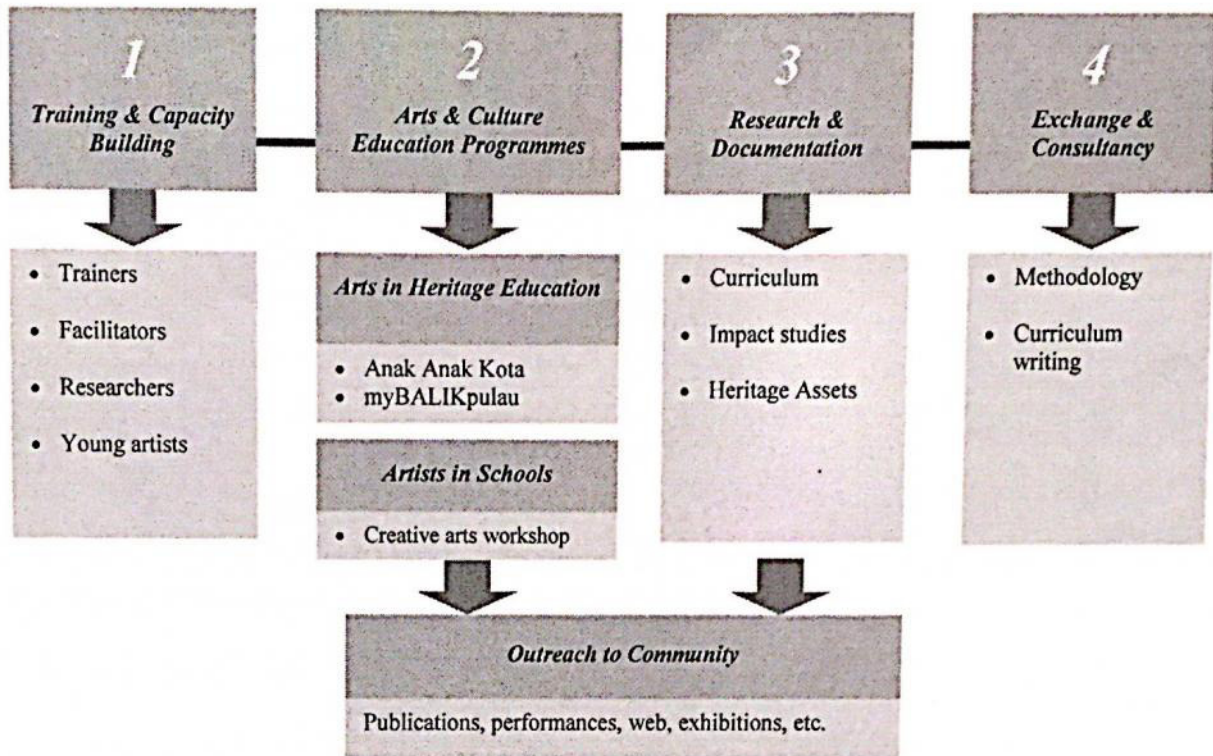
Find out more about us at:  
[www.arts-ed-penang.org](http://www.arts-ed-penang.org)

### Arts-ED's Secretariat:

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## Focus Areas and Projects





## Pedagogy in Arts & Culture Education

To raise awareness of the qualitative and interactive relationship between arts, culture, life and identity through experiential methodologies and participatory projects with young people and site-specific communities.

### 1 Investigation

Young people are expected to research the topic/ theme through interviews, site-visits, observation, documents etc.

### 2 Analysis

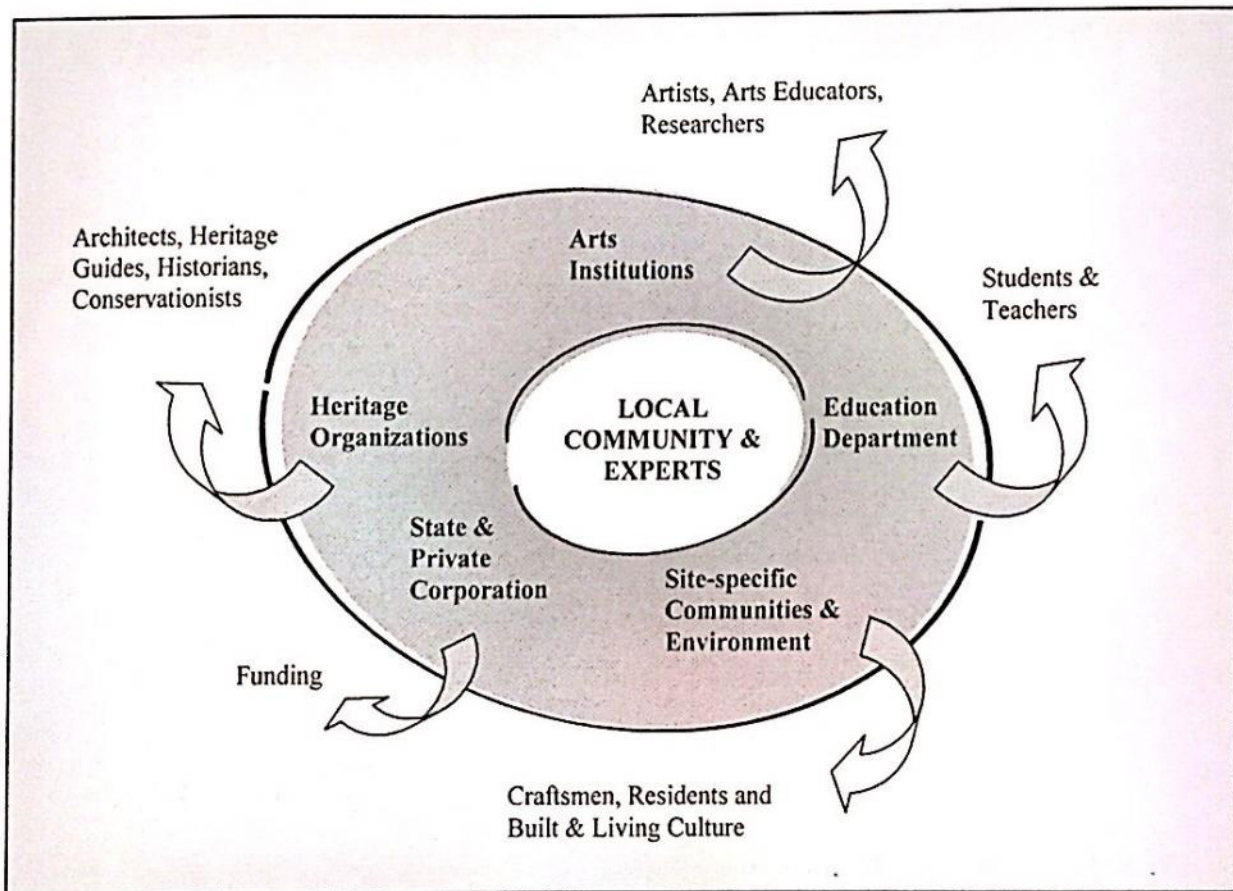
Young people participate in collective analysis, critique and decision-making on data gathered by group.

### 3 Reflection/Expression

Young people explore ways to compose, present or document their findings in a creative manner.



## Networking for Sustainable Arts & Culture Education





## Our Achievements

Over the years, our work has grown from local interest to a now internationally recognized arts and heritage education program. Our achievements include:

- Webpages
- Teaching & Learning CDs
- Regional Training & Consultancy in SEA
- State-wide Publication for Tourism
- Outstanding Creative Performances

