

Launch Of 'Malaysia's Timeless Treasures' Art Exhibition And 'Love And Support Art' Program At KL International Airport

An exceptional showcase of the nation's rich cultural heritage



Kuala Lumpur, Malaysia Jul 30, 2024 ([Issuewire.com](https://www.issuewire.com)) - The exhibition, 'Malaysia's Timeless Treasures,' which showcases Malaysia's cultural legacy and modern artistry, along with the 'Love and Support Art' program, an initiative to uplift local artists, was launched on July 18, 2024. The program is a collaborative effort between Art Director Lina Ali and Malaysia Airports Holdings Berhad (MAHB), and is supported by the Ministry of Tourism, Arts and Culture (MOTAC).

The grand opening was officiated by YB Tuan Mohd Yusri Mohd Yusoff, Deputy Secretary General of Culture, Ministry of Tourism, Arts and Culture (representing YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture), marking a significant milestone in Malaysia's cultural and artistic landscape.

Malaysia Airports' Chairman, Dr. Nungsari Ahmad Radhi said, "This initiative reflects our commitment to improving passenger experience while also showcasing Malaysia's rich cultural heritage. The art exhibition serves as an introduction for visitors that emphasises the warm hospitality that Malaysians are renowned for. It offers a glimpse into the unique traditions, festivals, and everyday life that make Malaysia such a welcoming and fascinating destination. By integrating these cultural elements into our airports, we aim to create an immersive experience that enriches every visitor's journey."

'Malaysia's Timeless Treasures' Art Exhibition

'The exhibition 'Malaysia's Timeless Treasures' presents a captivating collection of artworks, from traditional masterpieces to contemporary creations. Curated by Lina Ali, the exhibition showcases Malaysia's rich history, stunning landscapes, and vibrant cultural diversity. Visitors at KL International Airport (KLIA) can immerse themselves in Malaysia's artistic heritage, enriching their travel experience with a cultural journey.

'Love and Support Art' Program

Alongside the exhibition, the 'Love and Support Art' program strives to boost art appreciation and back the local art scene. This initiative offers a space for artists to showcase their creativity, aiming to spark inspiration and cultivate a stronger bond with the arts in the community.

Impact on Tourism and the Art Industry

The launch of 'Malaysia's Timeless Treasures' and the 'Love and Support Art' program at KLIA showcases the synergy between art and travel, enhancing the airport's aesthetics and offering travellers a cultural experience. The initiative aims to boost cultural tourism, provide exposure to Malaysian artists, and support the local art industry while promoting Malaysia as a vibrant cultural destination.

Event Details

Exhibition Title: Malaysia's Timeless Treasures

Art Program: Love and Support Art

Location: Main Stage, Level 5, KLIA Terminal 1

Launch Event: Thursday, July 18 2024 at 2.30 pm

Exhibition Date: 8 July 2024 to 15 August 2024



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