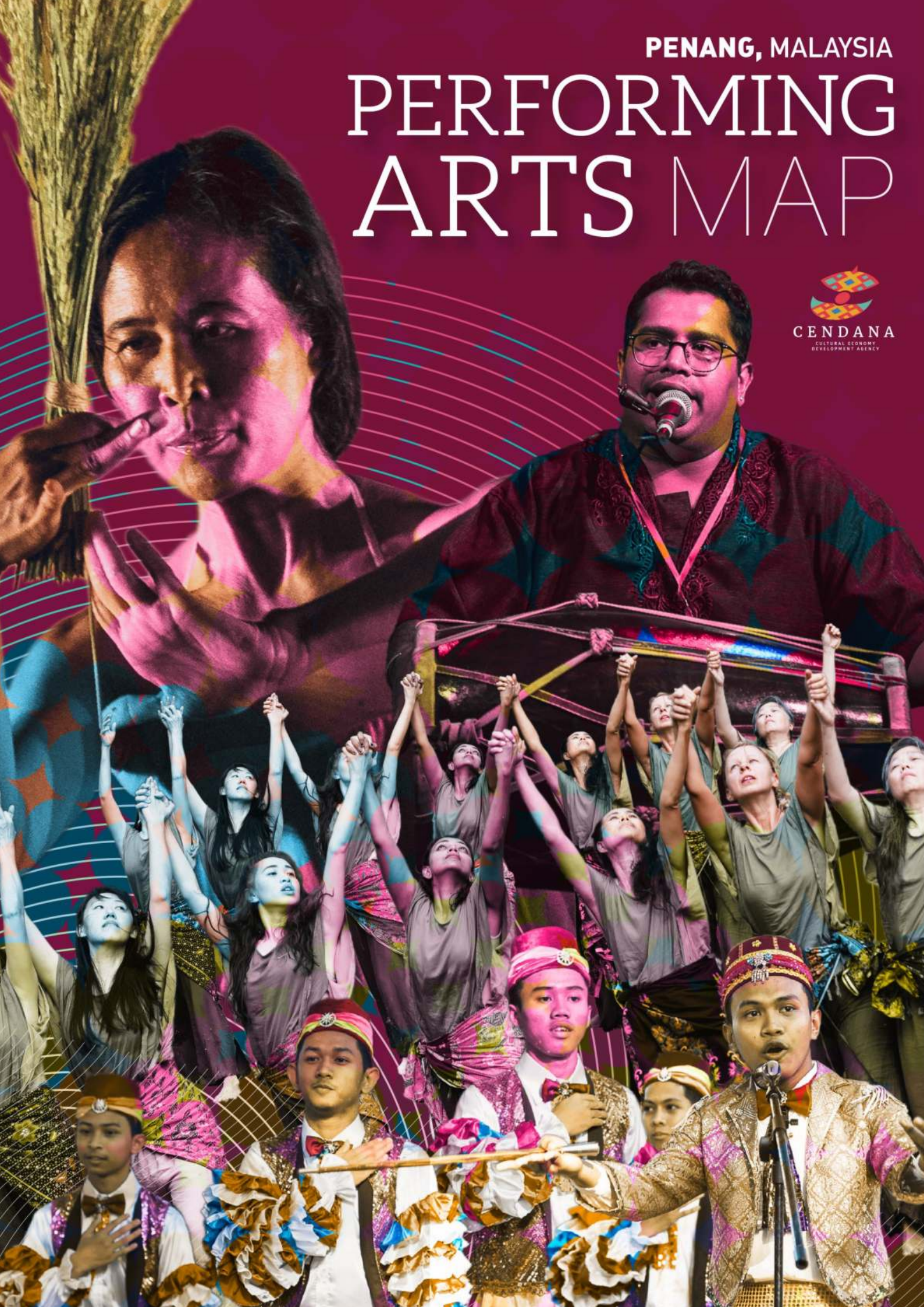


PENANG, MALAYSIA

PERFORMING ARTS MAP



OVERVIEW OF THE ECOSYSTEM MAPPING

The performing arts landscape in Penang is unique due to its cultural, heritage and community values. This ecosystem mapping presents an overview of performing arts components and practitioners in Penang and their interrelationship. The performing arts map consists of **a directory listing, an ecosystem diagram and some scenarios** to capture a wider understanding of the performing arts landscape.

- The **directory listing** provides visual location and details of the performing arts scene.

- The **ecosystem diagram** exhibits the connections and interrelationships within and beyond the performing arts landscape. The diagram plots patterns of different interactions within the ecosystem based on various components and ties which constitute the relationships

- The **scenarios** present further understanding of the performing arts landscape in Penang based on three focus areas which are derived from experienced performing arts practitioners.

Under its strategic pillar to 'Empower the Communities' through increasing opportunities for Malaysian artists and cultural professionals, CENDANA has worked with Arts-ED & Penang Art District (PAD) to publish Ecosystem Mapping Guides that provide listings of arts organisations, venues, institutions, networks, and platforms as well as local and international funding resources for different cultural sectors.

The Ecosystem Mapping effort is part of a long-term series of information guides initiated by CENDANA for public and private stakeholders, practitioners, policymakers, researchers, artists, and cultural workers encompassing various artistic and cultural disciplines.

DISCLAIMER

This performing arts map is only a brief outline of a larger performing arts ecosystem in Malaysia. Therefore, the information and details in this map may not comprise an exhaustive listing.

Without prejudice to the generality of the foregoing paragraphs, CENDANA does not represent, warrant, undertake or guarantee that the use of data and information in this directory will lead to any particular outcome or results. All data and information presented in this performing arts directory have been obtained or derived from sources believed by CENDANA to be reliable but makes no representation as to their accuracy, completeness, and timeliness. CENDANA shall be indemnified from any responsibility for errors or omissions in the content provided. CENDANA also will not be held responsible and shall not be liable for any and all loss suffered arising from the use of data and information presented in this directory. By using this directory, you accept this disclaimer in full.

SCENARIOS

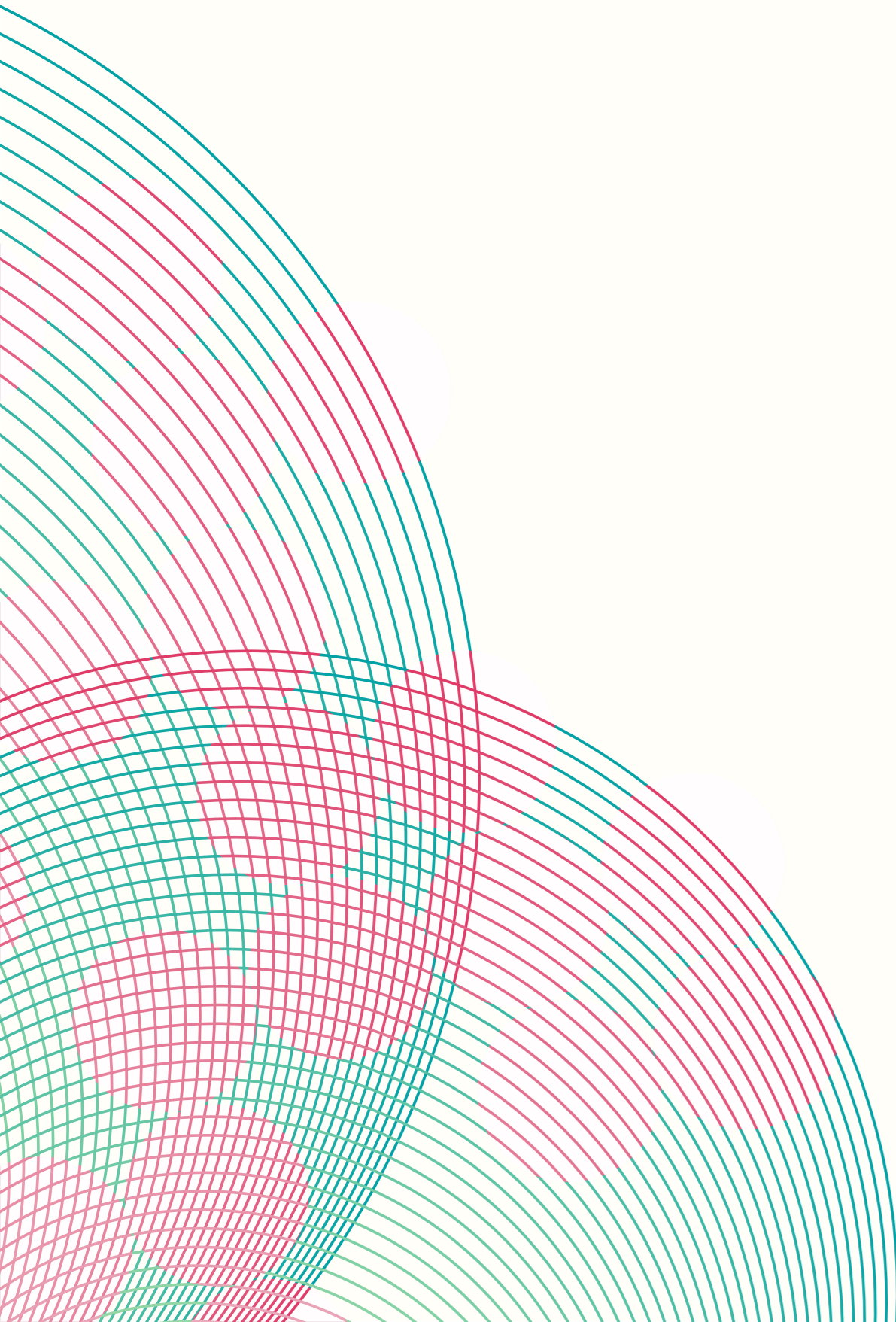
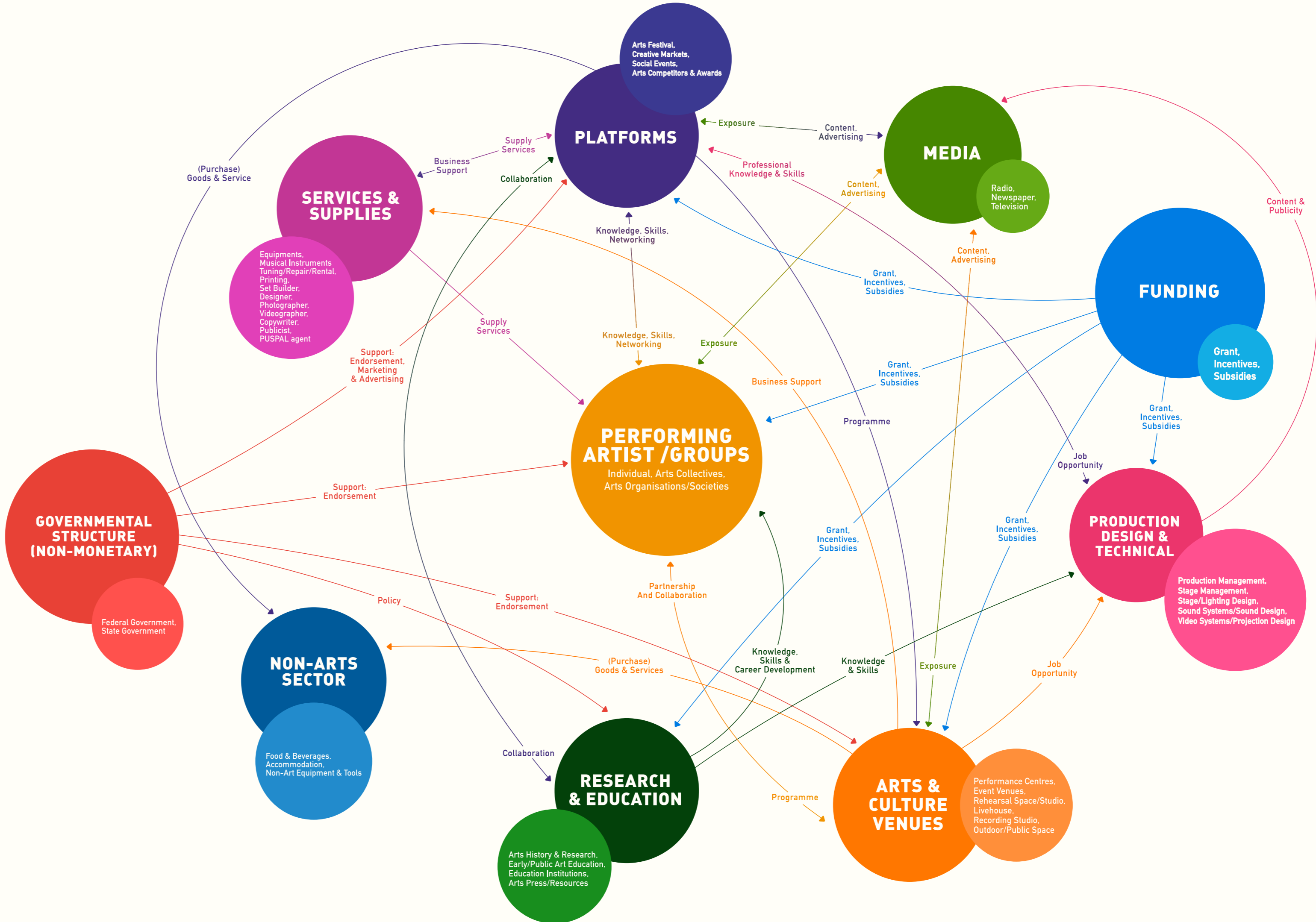
Prominent practitioners in their respective fields of expertise contribute insights on the scenarios and impacts pertaining to the performing arts landscape in Penang. The practitioners represent different performing art forms such as dance, theatre, music, traditional performing arts, and they also play diverse roles in their practice. This representation reflects an overview of Penang's performing arts landscape based on three focus areas.

First, audience development (participation trends). A trend pervading the diverse performing art forms is the increasing importance of social media efforts in expanding the reach to audiences. However, there is concern over the efficacy of this approach in widening the reach to non-theatre or studio-going audiences. This is due to the increasing participation of non-theatre practitioners in productions, mounting of social issue related performances, infusion of popular elements into traditional performing art forms, charitable performances, and identification of popular genres. Notably, the development of art appreciation is essential, including the willingness to pay for the arts in and of themselves and not merely as a gesture of support due to personal social connection.

Second, collaboration and partnership. This focus area creates a supportive environment among the practitioners, especially for large scale projects and during a crisis such as the COVID-19 pandemic. Collaboration and partnership with non-local practitioners is a crucial channel to reach a wider audience beyond Penang. Additionally, cross-disciplinary and cross-cultural collaboration is an effective approach for sharing a pool of audience and for expanding audiences. On the other hand, there are challenges which can disrupt healthy collaboration and partnership. The barriers of gatekeeping and the lack of institutional infrastructure to support local and international collaboration can cause untoward competition among individual practitioners or groups. This would limit the opportunity for emerging practitioners to receive appropriate learning experiences for further development and exploration.

Third, social or community cohesion. Digital marketing effort is seen as a tool to build online audiences, and this would bring together people from diverse cultural traditions and backgrounds. Also, a symbiotic relationship is made possible with communities such as the marginalised groups (or NGOs). The communities would turn into potential audiences once a consistent and trusting relationship is built with the art practitioners, although this process is resource intensive and time consuming. This scenario creates inclusive communities and an inclusive society. Social bonds are strengthened, and people feel part of the local community.

PERFORMING ARTS ECOSYSTEM



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ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable, and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is a unit of MyCreative Ventures Sdn Bhd (a wholly owned company of the Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. For more information, please log on to www.cendana.com.my.

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DIGITAL VERSION

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