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KEEPING IT SHORT AND SWEET! Ipoh Parade Celebrates Creativity with Film Festival Debut

Ipoh, 2 September 2018 – There were cheers, there were gasps, and most of all, there was laughter. Such was the scene at the culmination of Ipoh Parade’s Youth Short Film Festival on Sunday, the first of its kind in Perak to be ever hosted by a retail destination. Shortlisted participants across all categories gathered at Ipoh Parade’s Main Court to watch their creations one final time before the results were announced, and it was clear from their wide-eyed anticipation that everyone hoped their submissions would win the coveted grand prize for their respective categories.

The film festival is part of Ipoh Parade’s continuous engagement with the society at large, especially youths, who are great instigators of change when it comes to media consumption and for whom the media is adapting to. It’s a step taken by the mall in recognising that youths have more to offer than to be constantly depicted as part of an Internet generation who does nothing more than to slave away in front of a screen aimlessly, especially when they are really this behemoth creative force who are consistently creating content, according to Ipoh Parade’s owner and manager, ARA Asset Management Limited (ARA).

“This film festival had been in the pipeline for a couple of years now, and we were simply waiting for the right opportunity and right partner to work with to launch it. From the start, we knew who our target audience was, and we were also very aware how the lines are beginning to blur between media consumer and producer. Technology has allowed for this evolution in media consumption. Thus, in that very same light, so would we have to evolve and reinvent ourselves in order to remain relevant in the eyes of an increasingly young audience,” said ARA Country Head for Malaysia June Lim.

The aforementioned partner was Persatuan Penggiat Filem Perak, who had assisted Ipoh Parade in reaching out to the greater creative community. Lim said as owners and managers of five malls in Malaysia, ARA has constantly looked for ways to tap into communities through novel and meaningful approaches. One of these ways was to enlist the expertise of local groups like the Persatuan in order to gain more insights on the budding filmmaking scene in Malaysia, and how that has changed since the advent of social media, which has been a huge catalyst in the virtual content boom.

“Gone are the days where the filmmaking industry was dominated by a handful of grey-haired storytellers. Today, we are seeing the younger generation taking the lead in the business world as well as in the creative and artistic scene. As such, we are here to encourage and support them with their adventure through platforms like this film festival,” Lim added.

The film festival had been open for entries since 18 June with no entry fee required for participation. Senior members of the Persatuan Penggiat Filem Perak had helped adjudicate the film entries, which were divided into three categories:

1. Open Category – For participants under 30 years old.

2. Amateur Category – For participants under 21 years old.
3. Insta-Video Category – For participants under 30 years old; length of video is limited to one minute.

The submissions also had to adhere to either one of the following themes: (i) Empowering the Youth of Tomorrow, (ii) Perak, My Home, (iii) Malaysia, Kau Ku Cinta, and (iv) My School, My Life. In the awards ceremony held today, a total of RM9,000 were distributed across all the winners across the categories.

Below are the names of all winners (along with names of judges who presented the awards):

OPEN (awards presented by Azharul Azmir Kamarulzaman, Chairman of Global Digital Content Network)

 Home by Cheah Seang Hong

 Apai by Muhammad Irfan bin Muhammad Nizam

 Merdekaku In London by Aras 2 Production

Conso 1: Sebuah Kepulangan by MUHAMMAD HAKIM BIN HASNAN

Conso 2: 05 by Soong Kah Yan

AMATEUR (awards presented by Ellin Sailillah, Chairwoman of Persatuan Penggiat Filem Perak)

 Roti Kosong - Muhammad Umar Akmal bin Zairul Hisham


 A Journey to the Heart of Malaysia by Ian Phang Khai En


 Diabetes Awareness by Eliza Goh

Conso 1: Reunion by Leong Yiq Zhenn

Conso 2: The Voice by Nicholas Tan

INSTA-VIDEO (awards presented by Hau Han Sen, Assistant Manager, Public Relations & Corporate Communications)

 School Life My Life by David Lee Lek Wee

 Eat It, Clean It by Henri Lee

 Why Do We Love Malaysia by Eunice Chan

Conso 1: My Day by Evon Chan

Conso 2: My School My Life by Chan Kagami

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About Ipoh Parade

Ipoh Parade is the largest mall of its kind in the historic town of Ipoh. A retail destination and a tourist attraction, many have come to visit the mall and marvel over its unique outdoor LED entrance, officially listed in the Malaysia Book of Records as the “Biggest Outdoor LED Advertising Screen”. Home to a few exclusive labels that are not found elsewhere in the state of Perak, Ipoh Parade is also doubtlessly the entertainment nucleus of Ipoh with its karaoke booths, bowling alleys, laser tag centres, and GSC cineplex (the largest in Perak) that includes a MAXX theatre. The mall is able to host a multitude of large-scale events in a comfortable setting for its shoppers, as evidenced in its engagements with travel fairs, automobile roadshows, and cultural institutions.

Corporate Information

Ipoh Parade (along with four other malls in Malaysia: CITTA Mall, 1 Mont Kiara, Klang Parade, and AEON Bandaraya Melaka) is owned and managed by ARA Asset Management Limited (ARA), a premier integrated real estate fund manager driven by a vision to be the best-in-class real estate fund management company. As at 1 June 2018, the Gross Assets Managed by ARA Group and its Associates is approximately RM228 billion across 62 cities in 20 countries.