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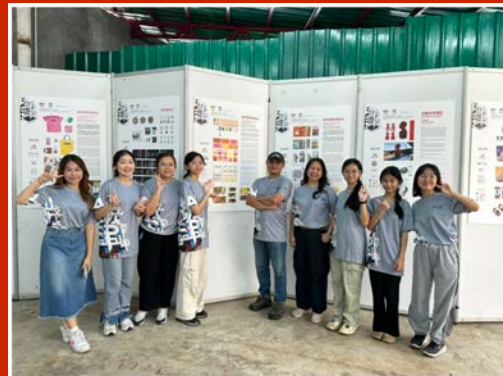
MESSAGE FROM THE DEAN!

**PROFESSOR MAYCO A.
SANTAELLA**

As we begin 2025, I want to celebrate the incredible achievements of our students and faculty in 2024. From award-winning films and international exhibitions to academic conferences and industry collaborations, the School of Arts continues to thrive. This January, we kicked off the year with outstanding showcases, including the “Above & Beyond” and the “Ciao Club” Final-Year Exhibition. We also highlight remarkable performances, such as Celestine Yoong’s piano recital and Lai Jia Yun’s “La Diva de l’Empire”. Meanwhile, Prof. Bradley Freeman represented Sunway University at the ESSC 2024 Conference in China, and Azmyl Yusof did a tour in Japan strengthening our global presence. With exciting projects and collaborations ahead, 2025 promises to be another extraordinary year. Let’s continue to inspire, innovate, and create a much-needed positive impact together!

Professor Mayco A. Santaella
Dean of the School of Arts

Dr. Fiona Wong Leads Student Team at 4th Pulau Ketam International Art Festival 2024



Written by: Dr. Fiona Wong & Edited by: Sonia Rai

Photo credits: Dr. Fiona

In the 4th Pulau Ketam International Art Festival 2024, a team of students from the Department of Art, Design and Media (Choo Shaoji, Kong Jing Wen and Ng Jing Loo), led by Dr. Fiona Wong and Mr. Hans Teo, represented Sunway University with their development and production of a digital interactive tourist map for Pulau Ketam.

This significant achievement was the result of over the course of five months (June–November 2024), by a team of ten students from the Diploma in Graphic and Multimedia Design and BA (Hons) Design Communication, who undertook field research and explored the entire fishing village, to create a branding and packaging design for Pulau Ketam seafood operators and the local community, that would emphasise and promote the preservation of local cultural heritage.



In collaboration with Central Academy of Fine Arts (CAFA) China, the digital interactive tourist map was launched as the main highlight of the event during the closing and promotional exhibition of the festival on 9 November 2024 at Pulau Ketam, with the Ministry of Tourism, Arts and Culture, as well as Tourism Selangor witnessing.

Along with being an invaluable learning experience and acknowledgment of their efforts, this is indeed a significant milestone and achievement for students and academics for Sunway University!



Department of Art, Design and Media Presents Mosaic Artwork Creation for AppliedHE Exchange Conference 2024

Written by: Dr. Fiona Wong & Edited by: Sonia Rai

Photo credits: Dr. Fiona

In November 2024, a team of lecturers and students from the Department of Art, Design and Media, created an impressive 3 ft. x 5 ft. coloured mosaic artwork for the opening and closing ceremony for the esteemed AppliedHE Exchange Conference 2024 hosted by Sunway University on 17–19 November.



The mosaic artwork was not only a map of the ASEAN countries, but a vibrant tapestry that spoke to the unity, diversity, and rich cultural heritage of this region. Each country in ASEAN was represented by its iconic architecture, symbols of its unique identity and historical legacy. From grand temples to modern skyscrapers, these architectural landmarks reflected the strength and spirit of their people, telling the story of each nation's journey, traditions and aspirations. Surrounding the map were the national flowers of each ASEAN country, adding another layer of meaning. These flowers are symbols of beauty, resilience, and national pride, reminding us of the shared values that bind the countries of ASEAN together—diversity, respect, and cooperation.

The creation of this extraordinary visual masterpiece was led by Dr. Fiona Wong, and joined by lecturers Mr. Nasarudin Ahmad and Mr. Asmadi Jusoh, as well as three DADM students Lim Eng Kwan, Lim Zu Yi and Sabina Beh, who had helped at certain stages of the mosaics artwork creation.

Dr. Fiona Wong Visits Lize Puppet Colony, Taiwan

Written by: Dr. Fiona Wong & Edited by: Sonia Rai

Photo credits: Dr. Fiona

In early December 2024, the Department of Art, Design and Media's Dr. Fiona Wong was invited to visit internationally reputable puppetry organisation Lize Puppet Colony in Yilan county, Taiwan. Hosted by Mr. Helmi Fita and Ms. Chung Hwei, Dr. Fiona was introduced to their art puppetry programme which recently saw the graduation of two Malaysian students.

A tour around their puppetry school revealed large workshops and warehouse space for puppet-making of all sizes (even huge ones), spacious studios and a black box for performances, interesting practice spots indoors and outdoors, library, gallery, hostel accommodation, and more.



In exchange, Dr. Fiona shared her Wayang Kulit Kelantan puppets



research. Lize Puppet Colony then expressed interest to explore potential collaborations relating to art, design and performing arts focusing on puppetry with the School of Arts at Sunway University.



The School of Arts Welcomes Delegates from Institut Seni Indonesia Yogyakarta

Written by: Dr. Fiona Wong & Edited by: Sonia Rai

Photo credits: Dr. Fiona

An academic delegate group comprising six academicians and six undergraduate students from Institut Seni Indonesia (ISI) Yogyakarta visited the School of Arts on 12–13 December 2024 with the intention to provide new experiences and perspectives for their staff as well take a first step in establishing international cooperation between both universities and faculties in teaching and research.

Welcomed and hosted by Dr. Fiona Wong, and supported by the International Office, the ISI academic delegates headed by Dr. Lutse Lambert Daniel Morin conducted a batik workshop and comic strips session for our students from the Department of Art, Design and Media. Associate Professor Dr. Goh Yi Sheng and Associate Professor Dr. Zuhaili Akmal Ismail, as well as lecturers Mr. Nasarudin Ahmad and Ms. Helen Guek joined in welcoming the visiting delegates,



The visiting delegates were generous to provide batik-making materials, tools and equipment for the batik workshop

including academicians Fransisca Sherly Taju, Trisna Pradita Putra, Satrio hari Wicaksono, Dr. Sugeng Wardoyo, and Budi Hartono.



and comic strips session, which were held at the ArtLab. A group of eight students from MA in Visual Communication and Media Studies and BA (Hons) Design Communication were selected to participate in the workshops. Sabikah Alma Jacinda, Elizabeth Shen, Koon Xin Yi, Priya Dharshini a/p Saravanan, Lim Zu Yi, Samara Chin Ying Ying, Mohammad Momin, and Ng Xin Yee had a great time interacting with the six ISI's students, as well as learning about the conventional methods of batik-making and comics drawing delivered by ISI's lecturers.

Apart from the workshops conducted, the visiting delegates also showcased and displayed their variety of beautiful artworks, ranging from metalwork sculptures, batik dyed textiles, printed illustrations, jewellery crafts, and art catalogue publications. Our students were happy to have gained invaluable insights shared by ISI's delegates and had a fun and enriching learning experience in which they saw the materialising of their creative outputs in batik artwork and comics drawing.

Prof. Bradley Freeman Presents Keynote at Third International Conference on Education Science and Social Culture (ESSC 2024)

*Written by: Prof. Bradley Carl Freeman &
Edited by: Ooi Yu Wen*

Photo credits: Prof. Bradley



On 27–29 December 2024, Prof. Bradley Freeman, professor and programme leader for PhD and MA in Creative Arts and Media was invited as a keynote speaker to the Third International Conference on Education Science and Social Culture (ESSC 2024) in Chengdu, China.

This conference aims to unite all scholars, educators and practitioners to foster a deeper understanding on educational sciences and social culture, which includes but not limited to topics such as blended learning, social evaluation and history.

Prof. Freeman's presentation gave an insight regarding the Global Classroom Initiative, highlighting the collaboration between Sunway University and Lancaster University. Despite both universities being thousands of miles apart from each other, it showcased the benefits of international partnerships to enhance education and foster cross-border connections. With the help of Professor Freeman, Sunway University left a mark on the global stage!

Mr. David Yanez's Cinematography for 'Macai' Selected for Rotterdam International Film Festival



*Written by: Mr. David Yanez Barroso &
Edited by: Sonia Rai & Elizabeth Edwin*

Photo credits: iffr.com

Mr. David Yanez from the Department of Film and Performing Arts is proud to announce that his work on feature film 'Macai' by director Sun-J Perumal has been selected for the prestigious Big Screen Competition at the Rotterdam International Film Festival! A renowned cinematographer known as 'Gwai Lou' in the industry, this achievement marks a significant milestone for him.

This honourable recognition not only highlights Mr. David's exceptional talent, but further solidifies his position as a leading figure in the Malaysian film industry.

Find more information on the film here!

[Click Here!](#)

Reputable Pianist Celestine Yoong Holds Recital at the School of Arts



Written by: Sonia Rai

Photo credits: Celestine Yoong

In the afternoon of 3 January 2025, accomplished pianist Celestine Yoong paid a visit to the School of Arts Gallery to present a solo recital. Attendees were treated to elegant piano works from the likes of Godowsky, Debussy and Schumann.

Celestine Yoong is a Malaysian pianist, whose continuous achievements both in and out of the country earned her a reputable name for herself in the field. Her experience and talent spoke for itself, as her music both captivated and inspired the audience.

Lai Jia Yun Presents '*La Diva de l'Empire*' Graduation Recital

Written by: Sonia Rai & Edited by: Elizabeth Edwin

Photo credits: Lai Jia Yun



While the afternoon was filled with elegant piano works, the night of 3 January 2025 saw vocal music presented by Bachelor of Arts (Honours) Music Performance student Lai Jia Yun! Titled, '*La Diva de l'Empire*', the recital dazzled attendees at the Live Arts Space, marking a bright beginning to the new year.

Performing a mix of vocal works and opera scenes - which included works from Gibbs Gilbert & Sullivan, Rossini, Mozart, and many more - Jia Yun not only brought exciting entertainment and melodious music, but also a fitting conclusion to her journey with us.

We congratulate Jia Yun on completing her studies and look forward to seeing her continue to shine in her future endeavours!



Prof. Bradley Freeman Appears on BFM Radio to Discuss TikTok Debate

Written by: Prof. Bradley Carl Freeman &
Edited by: Ooi Yu Wen

Photo credits: Prof. Bradley

On 14 January 2025, School of Arts' Prof. Bradley Freeman appeared on BFM Radio to discuss the U.S. Supreme Court's hearing on TikTok's potential ban and its implications for digital governance.

Prof. Freeman explored the geopolitical tensions at play, touching on how TikTok's influence in global markets, including Malaysia, mirrors broader regulatory challenges facing social media platforms worldwide.

The importance of **media literacy** and independent oversight as alternatives to outright bans was also highlighted, as Prof. Freeman noted - 'There's no one-size-fits-all approach,' when expressing that global solutions will require **education and transparency**.

Check out BFM's website for the full podcast discussion!

[Click Here!](#)

Mr. Azmyl Presents 'The Ethical Troubadour' Lecture- Performance Series to a Global Audience



Written by: Mr. Azmyl Yunor &
Edited by: Ooi Yu Wen

Photo credits: Mr. Azmyl Yunor



Mr. Azmyl, senior lecturer at the Department of Film and Performing Arts had a remarkable year in 2024, bringing his lecturer-performance series, *'The Ethical Troubadour'*, overseas whilst actively recording and touring as an independent singer-songwriter.

This unique lecture-performance format engaged with audiences in discussions on the creative process, which created a great landscape for university students in the performing arts. His series reached universities in Jakarta, Taiwan and Penang, offering exchanges on creative ideas.

Despite an eventful 2024, he's still thriving for more. He's currently on a Japan Tour as a musician and will be making the Japanese debut of his lecture-performance at the University of the Arts Tokyo. Aside from that, 2025 will see the release of limited editions of his EP, a new solo album, and more music videos.

Good luck on your journey, Mr. Azmyl!

All Eyes On Them: DADM and DOA Present *'Above and Beyond'* Graduation Exhibition

Written by: Ooi Yu Wen

Photo credits: Grace Tan Jia and Elizabeth Edwin

14–16 January 2025 marked the grand finale for final-year students of the Department of Art, Design and Media (DADM) and Department of Architecture (DOA) as they showcased each and everyone's talents and hardwork. Their graduation exhibition, titled *'Above & Beyond'*, consisted of the blood, sweat and tears spent preparing for this exhibition, as they took the chance to rise and show the world what they are capable of in line with their motto, *'Above All, Design!'*



The exhibition was held at the University Gallery and School of Arts, featuring all taught programmes in the respective departments from diploma to masters degree. Overall, the event provided an opportunity for the graduating students to spotlight the vastly unique and diverse works they produced, while celebrating the conclusion of the students' fruitful journey in Sunway University.

Congratulations to all students and good luck on your future endeavours!

Students of Bachelor of Arts (Honours) in Advertising and Branding Bid Farewell in Final Year Exhibition



Written by: Ooi Yu Wen

Photo credits: Ciao Club



From 14–17 January 2025, students of Bachelor of Arts (Honours) in Advertising and Branding (BAB) held their final year exhibition at the Observation Deck. The exhibition was titled 'Ciao Club', playing on the Italian word 'Ciao' and our local slang 'Cao', both meaning goodbye - signaling that they are leaving university.

The exhibition showcased the skills of BAB students in creating and conducting impactful advertising campaigns with strong branding identities. Meanwhile, they livened up the venue by inviting guest performers Sunway University Cheerleaders, Saltee Band, local artist Marco George, DJ Romeo Leow and juggling master Teh Yi Shern.

Job well done to all BAB students and congratulations on your graduation!



Thanks for Reading!



About us

School of Arts Press (SOAP) is Sunway University's School of Arts monthly newsletter in which we highlight and provide information on student and staff achievements, past events as well as a notification platform for upcoming events.



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