



Project Title:

**BAKAT MUDA SEZAMAN 2023 PROJECT: INTO THE COSMOS OF KAMPUNG MULTIVERSE**

Year:

**2023**

Genre:

**Arts, Culture, Technology, Education & Installation Art**

Artists Involved:

**Muadz Rahim, Uwais, Syakir Azmi, Sheikh M.Afiq & Dafi Rosli.**

## **Project Briefing**

Contemporary Arts has been expanded into a lot of development & understanding all over the world from Giacomo Balla Futurism Arts, Olafur Eliason's installation art to KAW'S Toy Character today that we had seen in 'Mirage: Contemporary Art in Augmented Reality in 2021. We saw a lot of evolution, transcendence and new media complex in the contemporary art that brings a new meaning & ambience into art form. The trajectory of new finding from NASA Webb's Telescope also brings a lot of possibility for us, not just about the cosmology but including complexity of vision and reality.

Our collectives turn through the local art scene with unconventional artist approaches. Engaging arts, creative industry, culture & technology. Exploration & sharing the discovery to the various community, personnel, institutions including public engagement as parts of our objective. Groundzero Art Collective looking forward more on unique engagement especially for public art education program through artistic digital & technology application to embrace the demographic values into art making among the participants.

## Artist Statement.

### Into The Cosmos of 'KAMPUNG MULTIVERSE'.

Cosmology, multi-universe and interactive becoming one of hot contemporary subjects today. Including for our humble project, 'Kampung Multiverse' as the main objectives to take it as **new paradigm towards Contemporary Art merging into the rural culture (Kampung)** directly. We will developing a small empty lot of kampung land in Kampung Guar (4200 Sqft) in Manong to be reconstruct into another vibes of universe by using physical art & virtual Arts combined with **A.I (Artificial Intelligence), AR & VR Technology, Projection Mapping, Lights, Sound, and Motion Graphics**. Estimated within the 4 months of development for the installation art to be ready for display.

As a young art collective, we do realize that Kampung was too far away on 'Contemporary Arts' understanding or even its culture. We take challenge to understand the possibilities and potentials by engaging several elements of Kampung culture based on history, folklore, traditions, culture and local lifestyle. All of our collective was not raised as a Kampung Boy, but we find this matter as a unique engagement to deal with. From materials to artwork fabrication all of the artists shall learn and solve the art making through the unconventional situations.

Last but not least, as an artist we had a vision on groundwork to nurture the appreciation of arts among the society by engaging with them, live among them, sharing the Earth, Water and breathing the same Air just to get a better understanding (Experiential Process). By embracing the element of 'Kampung' lifestyle and culture, we are also discovering a lot of heritage and culture value as our own 'Substance' conjunctions with playing our role as Contemporary Artist with inclusivity vision that can benefit the others even start with small project and small community.



*Figure 1 Kampung Guar Empty Lot Layout Plan for Installation Art & Public Education (10 000sqft)*



*Figure 2 Actual Picture of Empty Lot for Kampung Multiverse Project*

## **Kampung Guar as Kampung Multiverse.**

Kampung Guar located in Manong as one of the small towns under Kuala Kangsar District, Perak. Manong was the border between Kuala Kangsar and Perak Tengah District. Kampung Guar was not a new place for the outsider, since 90's this kampung was one of film director's favourite shooting location until today including one of the famous Malaysian director, late Mamat Khalid for a horror comedy movie 'Hantu Kak Limah & Kampung Pisang Franchise'. One of famous martial arts TV series in 90's 'Keris Hitam Bersepuh Emas' also been filmed around Kampung Guar, BUNTAT from Astro Shaw and this evidence were about '*World Creation*' in film making industry.

Demographically, Kampung Guar residence was originally from the farmer and fisherman family background. But during the late of 19<sup>th</sup> century, a lot of them became Noble Family, Sultan Warriors and Soldiers. During the post WWII, Manong also threaten by the Communist Bandits. Several series of battle among the villagers and Communist Bandits happen before the British Army taking back in control of Malaya. There were so many historical elements were not yet covered by the mass media or being well developed by the local government.

Kampung Guar was very strategic for 'Tourism Spot', it just not being develop into commercials level yet. With a beautiful 'Bendang' (Paddyfield) with mountainous on background, nearby Ara Panjang natural hot springs, state reserved jungle, Ulu Guar spring, waterfalls, Perak River & various continent of village. All the fantastic natural treasure just radius within 2km from Kampung Guar. The economy of the people mostly agriculture supply & services, business & trading, traditional food & others. The villagers were well consumed with gadgets & open minded at technology development, but lack on contemporary visual arts exposure. A lot of Malay traditional culture, arts and architecture start fading out of the grid but still potentially to save and develop for appreciation among the new generations. Groundzero Art Collectives take a small step to create and enhance the evaluation with creative ideation, innovative from natural resources, public education & interactive technology presentations.

## **Collaborators**

Our works also involved with locals 'Kampung People' from kids to local farmers which will be parts of the artisans. Our project also will gain technical support & tech advice from personnel via industry player such as Ts.Darween Reza from Mycro Robotics in KL, Wariscan Sdn Bhd & Dr.Hilman Nordin Senior Research Fellow, Digital School of Art from Sunway University. We hope that more will taking parts to support our projects.

KAMPUNG MULTIVERSE project shall be divided into 3 phases progressively.

AUGUST (10 - 30/08/23) – PHASE I

- Selected Artist from Groundzero Art Collective will be brief about the ***Project & Curatorial Brief***.
- Artists & Public Volunteer will involve with ***'Cement Carving & Sculpting Workshop'***
- Panel Talk ***'Art, Tech & Science'*** Ideation & Concept of 'Kampung Multiverse' (Group Work)
- ***Fabrication & sculpting*** for installation art at selected area.
- Artist & Public Exposure ***'Scenic Painting & Special FX Workshop'***

SEPTEMBER (6 – 26/09/23) – PHASE II

- Art & Tech ***'Augmented Reality & Virtual Reality'*** Basic Workshop (2 Days)
- Participated Artist Designing their UI & UX (User Interface & User Experience)
- Art & Tech ***'Aesthetic Animation Application'*** Basic Workshop (2 Days)
- Participated Artist Designing their Animation & Motion Graphics Element
- Art & Tech ***'Projection Mapping'*** Basic Workshop (2 Days)
- Participated Artist implementing their digital arts into their Artworks.

OCTOBER (1 – 20/10/2023) – PHASE III

- ***Final Preparation*** for exhibition (Outdoor Installation Art)
- ***Marketing & Promotion***
- Curatorial Walk with ***invited guest from media, Industry & Institutions***
- ***Soft launch & open for Public***
- ***Documentation & Publication work.***



Schedule Breakdown for **INTO THE COSMOS OF 'KAMPUNG MULTIVERSE'**.

PROGRAM	REQUIREMENTS	QUANTITY / DURATION	MIN.BUDGET
<b>PHASE I (AUGUST)</b>  <i>Project &amp; Curatorial for Kampung Multiverse</i>	<ul style="list-style-type: none"> <li>- Project Management</li> <li>- Curator</li> <li>- Archivist</li> </ul>	Full Time (3 Months)	(GZ Artist Initiative & Allocate Sponsored)
<b>'Cement Carving &amp; Sculpting Works' (Cement Ferro)</b>	<ul style="list-style-type: none"> <li>- Materials (Cement, Sands, Metal Rod, Wire Mesh, Cement Carving Tools, Power Tools &amp; Skim coat Plaster.</li> <li>- Canopy (Rental)</li> <li>- F&amp;B</li> </ul>	Capacity for 10 -15 participants (Artist & Public)  3 Days	(GZ Artist Initiative & Allocate Sponsored)
Panel Talk <b>'Art, Tech &amp; Culture'</b>	<ul style="list-style-type: none"> <li>- Guest Panelist (1 Person) – <b>Hasnul J.Saidon / Nasir Baharuddin.</b></li> <li>- F&amp;B</li> <li>- Canopy (Rental)</li> </ul>	Capacity for 15 – 20 participants (Artist, Public & Student)  1 day	(GZ Artist Initiative & Sponsored)
Artist & Public Exposure <b>'Scenic Painting &amp; Special FX Workshop'</b>	<ul style="list-style-type: none"> <li>- Materials (Artist brushes, variables paints, roller, buckets, finishing materials.</li> <li>- F&amp;B</li> <li>- Canopy (Rental)</li> <li>- Instructors (2 Person)</li> </ul>	Capacity for 15 – 20 participants (Artist, Public & Student)  2 Days	(GZ Artist Initiative & Allocate Sponsored)
<b>PHASE II (SEPTEMBER-OCTOBER)</b>  Art & Tech <b>'Augmented Reality &amp; Virtual Reality'</b> (2 Days)	<ul style="list-style-type: none"> <li>- Instructors (2 Person from the Tech Industry) Dr.Hilman Nordin</li> <li>- Gadgets &amp; Device (Rental)</li> <li>- Projector (Rental)</li> <li>- Space Venue (Rental)</li> </ul>	Capacity for 10 -15 participants (Artist & Public)  2 Days	(GZ Artist Initiative & Allocate Sponsored)



Art & Tech <b><i>'Aesthetic Animation Application'</i></b>	<ul style="list-style-type: none"> <li>- Instructors (2 Person) Syahrul Hisyam &amp; Syafiq Ali Am</li> <li>- Animation Basic Tools</li> <li>- Gadgets &amp; Device (Rental)</li> <li>- Projector (Rental)</li> <li>- Space Venue (Rental)</li> <li>- F&amp;B</li> </ul>	<p>Capacity for 10 -15 participants (Artist &amp; Public)</p> <p>2 Days</p>	<b>(GZ Artist Initiative &amp; Allocate Sponsored)</b>
Art & Tech <b><i>'Projection Mapping'</i></b> Basic Workshop (2 Days)	<ul style="list-style-type: none"> <li>- Instructors (2 Person)</li> <li>- Projection Mapping Basic Tools</li> <li>- Gadgets &amp; Device (Rental)</li> <li>- Projector (Rental)</li> <li>- Space (Rental)</li> </ul>	<p>Capacity for 15 -20 participants (Artist &amp; Public)</p> <p>2 Days</p>	<b>(GZ Artist Initiative &amp; Allocate Sponsored)</b>
<b>PHASE III (OCTOBER-NOVEMBER)</b>  <b><i>Final Preparation</i></b> for exhibition (Outdoor Installation Art)	<ul style="list-style-type: none"> <li>- Selected Artist Allowance</li> <li>- Presentation materials (Captions, Showcase Board etc)</li> </ul>	<p>5 - 6 Group of Artist &amp; Public Volunteer with Full Program Involvement (3 Months)</p>	<b>(GZ Artist Initiative &amp; Allocate Sponsored)</b>
<b><i>Marketing &amp; Promotion</i></b>  Curatorial Walk with <b><i>invited guest from media, Industry &amp; Institutions</i></b>	<ul style="list-style-type: none"> <li>- Digital Graphic Design Posters</li> <li>- Teaser &amp; Trailer</li> <li>- Printing Materials (Bunting &amp; Banner)</li> <li>- Digital Exhibition</li> </ul>	<p>Graphic Designer &amp; SOCMED Marketing 3 Weeks</p> <p>Bunting 10pcs</p> <p>Banner 2pcs</p>	<b>(GZ Artist Initiative &amp; Sponsored)</b>

	Flyers - Social Media Marketing	Printed Flyers 100pcs	
<b>Soft launch &amp; open for Public</b>  <b>Documentation &amp; Publication work.</b>	- Honourable Guest - Projector (Rental) - PA System (Rental) - Canopy (Rental) - Photographer & Videographer - F&B	Photographer & Videographer  PA System & Canopy  F&B	<b>(GZ Artist Initiative &amp; Sponsored)</b>

*We really hope that your respected organization will keep supporting our effort and movements towards empowering the Malaysian Contemporary Visual Arts, especially in the region of Kuala Kangsar. Groundzero Art Collectives always work for the 'Public Education' with Arts, Innovation and served well to the people to get motivated from Groundzero's creative program.*