



UKK/600-01/05 (83)

MEDIA RELEASE

AR FEST KL 2024: TRANSFORMING ART THROUGH AUGMENTED REALITY AT THE NATIONAL ART GALLERY

5th NOVEMBER 2024 – The National Art Gallery proudly partners with **AR Fest KL 2024**, Malaysia's premier Augmented Reality (AR) Art Festival, held from **30th August to 30th November 2024**. This vibrant event celebrates the intersection of art and technology, featuring 45 AR artists and 12 sites in Kuala Lumpur, showcasing city-wide immersive installations that transform public spaces into interactive digital art experiences

AR Fest KL 2024 showcases a diverse lineup of AR sculptures, augmented murals, and educational workshops. The festival features four main programmes which include **StreetARt**, **ARca**, **ARTworks**, and **CheritAR**.

As for the **ARTworks** programme, **AR Fest KL 2024** transforms beloved Malaysian artworks into AR experiences, offering engaging and interactive digital displays in collaboration with the National Art Gallery. Visitors can engage with art in revolutionary ways, experiencing historical landmarks coming to life or participating in interactive games and creative storytelling sessions.

Among the featured artworks is **Ahmad Fuad Osman's Enrique de Malacca (2016)**, which brings history to life, while **Kok Yew Puah's Camera View of a Group of Laughing School Children (1994)** features an interactive filter. Additionally, **Chuah Thean Teng's Malaysian Life (1968)** showcases traditional scenes, **Abdul Latiff Mohidin's Pago-pago (1964)** presents evolving textures, and **A.J. Rahman's Night in Langkawi (1976)** creates a rich atmosphere for visitors.

The National Art Gallery's collaboration emphasizes making art more accessible and interactive, appealing to a tech-savvy generation while preserving Malaysia's cultural heritage. Visitors can experience the five **ARTworks** daily from 9 AM to 5 PM at the National

Art Gallery. Don't forget to mention us on social media and share your experience. Visit ***arfestkl.com*** for more information and immerse yourself in the future of art today.

Issued by:

Corporate Communications Unit

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