



THE COOLER LUMPUR  
FESTIVAL

12 - 14 JUNE 2015  
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**FOR IMMEDIATE RELEASE**

## Dangerous Ideas

*PopDigital, British Council Malaysia, Embassy of the United States and BMW Malaysia reveal programme of the third instalment of The Cooler Lumpur Festival.*

**KUALA LUMPUR, 22 May 2015** – This **12<sup>th</sup> to 14<sup>th</sup> June**, Southeast Asia's first and only festival of ideas returns to **Publika, Solaris Dutamas** for the third time. Themed *DANGEROUS IDEAS*, the collaborative effort between creative media shop PopDigital, BMW Malaysia and British Council Malaysia is set to challenge urbanites to engage in debate, grapple and celebrate ideas as powerful agents of change and creation.

*"DANGEROUS IDEAS* is focused on responsibly unearthing ideas and exploring how these ideas shape our behaviour, environment and societies. In this age of instant information, ideas spread like wild fire. We'd like to harness the contagious power of a great idea and the potential it holds to inspire transformation," added Hardesh Singh, Executive Director of the festival.

Gavin Anderson, director of British Council Malaysia said today, "As the founding partner and official literary partner of The Cooler Lumpur Festival, we are proud to be forging ahead into our third year of this partnership with PopDigital. Our work in English language, education, society and the arts – what we call cultural relations – is all about themes of global and responsible citizenship, creativity and innovative expression. By presenting the best of UK and regional talent in Kuala Lumpur, we are building trust between the UK and Malaysia. We're also using our network of offices across East Asia to bring the regional literature sector together."

Programme Director, Umapagan Ampikaipakan shares: "The drive of 2015's *DANGEROUS IDEAS* is to create a platform for the safe exchange of these ideas, across demographics and schools of thought. Malaysians are on the verge of a conversation. The Cooler Lumpur Festival team is working tirelessly to curate topics that will hopefully encourage that conversation and

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the overall development of ideas with the power to catalyse fundamental change.”

Among the thought-provoking panels and discussions set to take place over the course of The Cooler Lumpur Festival *DANGEROUS IDEAS* weekend are:

- *Designed to Offend. Are Pictures More Dangerous than Words?* featuring Zunar
- *What Would You Write About If You Weren't Afraid?* featuring Marina Mahathir
- *Boys and Girls Together: Sex and Sexuality in the 21st Century*, featuring Ira Trivedi
- *Killing Sacred Cows: Comedy in the Age of Offence*, featuring Harith Iskander

Commending this year’s festival theme, Arend Zwartjes, Cultural Attaché of the Embassy of the United States, Kuala Lumpur said today: “For true innovation, there must be a market of ideas and the freedom to explore expression. Fundamentally, for any kind of progression individually and as a nation, it is necessary to cultivate ideas of all kinds, especially dangerous ideas.”

The festival will kick off on Friday 12<sup>th</sup> June with the 3<sup>rd</sup> consecutive year of the highly successful Poskod Journalism Campus – bringing together leading journalists and editors, presenting a unique opportunity for exchanging ideas, learning new skills and networking within the media. Friday evening will go on to feature *Sick & Twisted Comedy Night* by Time Out KL. There will also be a special showcase of *The Wknd Sessions Live*, and the official launch of The Wknd Recording Fund program by The Wknd and Hotlink.

In addition to a careful selection of lectures and panel discussions, returning festival participants can look forward to event favourites. These include horror story sharing sessions *Bump in the Night*, journalism and writing workshops and special activities for juniors as curated by the urban mothers’ go-to portal makchic.com. The Wknd and Hotlink will also have a special booth set up to assist with entry submissions for The Wknd Recording Fund.

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Umapagan also confirmed that The Cooler Lumpur Festival *DANGEROUS IDEAS* programme includes film screenings:

- ***The Look of Silence*** - Joshua Oppenheimer's powerful companion piece to the Oscar®-nominated *The Act of Killing*. Through Oppenheimer's footage of perpetrators of the 1965 Indonesian genocide, a family of survivors discovers how their son was murdered, as well as the identities of the killers.
- ***Citizenfour*** - Malaysian premiere of the real-life thriller giving the audience unprecedented access to filmmaker Laura Poitras and journalist Glenn Greenwald's encounters with Edward Snowden in Hong Kong, as he hands over classified documents providing evidence of mass indiscriminate and illegal invasions of privacy by the National Security Agency (NSA).

A returning partner to The Cooler Lumpur Festival is BMW Group Malaysia, represented today by Sashi Ambi, Head of Corporate Communications.

In 2013, BMW Group Malaysia participated in The Cooler Lumpur Festival with MINI Malaysia's #MINIFiction Twitter contest and installation. Last year, BMW Group Malaysia took over Publika's The Square with a premium experiential My First BMW programme with the BMW 1 Series and also showcased a special selection from the highly acclaimed BMW Shorties Short Film archives.

Today Sashi announced, "For the third year at The Cooler Lumpur Festival, BMW will explore *DANGEROUS IDEAS* and Solutions with the objective of avoiding Dangerous Consequences. Specifically, we will be discussing in detail about Active and Passive Safety technologies and solutions in the cars of today and the need for drivers, passengers and road users to know, seek and ask for these relevant solutions which will make them safe on the road and behind the wheel."

Sashi added that the *DANGEROUS IDEAS* that BMW will be exploring at The Cooler Lumpur Festival comes at a very appropriate time, particularly with what has been happening on the roads in Malaysia over the last few weeks. "We want our ideas to go beyond just creating awareness and more towards

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a move to advocate taking action and responsibility as well as knowing and understanding the end result and consequences," said Sashi.

The Cooler Lumpur Festival DANGEROUS IDEAS will also play host to the inaugural BIG Food Fringe Festival in partnership with The BIG Group. Acknowledging the contribution culinary arts makes to the cultural currency of our city, the BIG Food Fringe Festival aims to kick-start a healthy conversation about food. Where it comes from, how it is made, the future of culinary arts, and what we can do to support its growth.

With exception of selected workshops, *DANGEROUS IDEAS* is free of charge and largely open to participants of all ages.

Other supporting partners at this year's festival include Capri by Fraser and The Bee.

12<sup>th</sup> to 14<sup>th</sup> June will prove to be an exciting weekend at Publika, Solaris Dutamas. Log on to [www.coolerlumpur.com](http://www.coolerlumpur.com) to be a part of shaping the conversation with *DANGEROUS IDEAS*.

###

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## Notes to Editors

### About This Year's Theme: DANGEROUS IDEAS

Ideas shape us. Be they in literature or in song, in theatre or in film, by way of political ideology or philosophical inquiry. They are the driving force behind every decision we make. They give us the power and the means to overcome difficulty. They provide us the impetus to take action against injustice.

Ideas allow us to create. Ideas allow us to break free from the status quo. Ideas are infinite and capable of spreading without limit.

Great ideas are at the root of all human progress.

Dangerous ideas change the world.

### About The Cooler Lumpur Festival

The Cooler Lumpur Festival is a multidisciplinary festival curated by PopDigital. The Kuala Lumpur-centric festival will adopt specific themes each year with the aim to expand the city's cultural horizons, build stronger communities and cultivate the creativity and imagination of people.

In 2013, The Cooler Lumpur Festival debuted under the simple theme of #WORD which set out to explore the written and spoken word.

The annual festival's sophomore edition was themed #FAST- rooted in the notion that the driving-force behind successfully fast-forwarding development was through sharing, engaging and experimenting in new ideas. 2014's #FAST was attended by over 5,000 attendees and featured contributions from artists, musicians, writers and thinkers including Man Asian Literary Prize winner Miguel Syjuco, The Man Booker-nominated writer Adam Foulds and Damian Barr who was named Writer of the Year at the 2013 Stonewall Awards.

This June, *DANGEROUS IDEAS* takes centre stage at The Cooler Lumpur Festival 2015.

### About Poskod Journalism Campus

Launched in 2013, Poskod Journalism Campus is organised by [Poskod.MY](http://Poskod.MY), an online Malaysian magazine of culture and current affairs. Poskod Journalism Campus was started to foster the long-term development of Malaysian journalism by giving young people access to real stories and insights from the industry. It also aims to create awareness across the local media of the wide-

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ranging issues that affect Malaysian journalists today, from business to tech, ethics and censorship. Every year it has attracted over 100 people, ranging from college and university students to professionals. Past speakers have included Rehman Rashid (former editor of NST), Chan Tau Chou (senior reporter, Al Jazeera), Steven Gan (founding editor, Malaysiakini) and Janet Steele (Professor of Journalism at Georgetown University).

### About PopDigital

PopDigital is a creative media group specialising in media and technology. It has a diverse portfolio of projects, each with specific aims and objectives, including #BetterCities, which focuses on community-based projects to improve urban living; Tongue-in-Chic, the definitive voice of fashion in South East Asia; MakChic, an online portal for young, urban Malaysian mothers, Poskod.my, an online magazine about city, community, and culture in the Klang Valley; PopTeeVee, a web TV network with the primary objective to help create a democratic media space; The Wknd, your guide to music in Southeast Asia and The Greatest Hits, the creative media agency of the group.

PopDigital also conceptualises and produces podcasts, videos, websites and digital campaigns to help engage corporate clients to reach their intended audience. PopDigital has worked with organisations such as BMW, Samsung, Unilever, Bursa Malaysia, MINI, ASTRO and Konrad Adenauer Foundation on various campaigns.

### About the British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. We work in more than 100 countries and our 8,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year teaching English, sharing the Arts and delivering education and society programmes.

We are a UK charity governed by Royal Charter. A core publicly-funded grant provides 20 per cent of our turnover which last year was £864 million. The rest of our revenues are earned from services which customers around the world pay for, such as English classes and taking UK examinations, and also through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.

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The British Council literature team promotes UK writers, poets and publishers to communities and audiences around the world, developing innovative, high-quality events and collaborations that link writers, publishers and cultural institutions. Our recent projects include a Writers' Salon in Moscow; a global celebration of the bicentenary of Charles Dickens including a seminar in Berlin; the Erbil Literature Festival, the first international literature festival ever to be held in Iraq; a writers' tour of Turkey; and a global partnership with Hay Festival. To find out more on what we are currently busy with in literature, visit: <http://literature.britishcouncil.org>

British Council Malaysia is a branch (995232-A) of the British Council, registered as a charity in England and Wales (209131) and Scotland (SC037733). For more information, please visit: [www.britishcouncil.org](http://www.britishcouncil.org). You can also keep in touch with the British Council through <http://twitter.com/britishcouncil> and <http://blog.britishcouncil.org>. If you are interested in following what British Council Arts is doing in Malaysia please visit [www.twitter.com/myBritishArts](http://www.twitter.com/myBritishArts) and [www.facebook.com/ArtsBCMY](http://www.facebook.com/ArtsBCMY).

### About BMW Group Malaysia

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. The organisation's presence in the country includes its National Sales Centre (NSC) in Cyberjaya and BMW Assembly Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) in the Pelepas Free Zone at the Port of Tanjung Pelepas (PTP), Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 36 outlets in various cities in Malaysia.

Website: [www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

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