



## THE COOLER LUMPUR FESTIVAL

IDEAS LITERATURE INTERACTIVE

### PRESS RELEASE

#### **PopDigital inks MoU with British Council to present The Cooler Lumpur Festival 2014**

*Festival's sophomore theme is #FAST; ideas, interaction and literary experiences to set the tone of this year's festival*

**KUALA LUMPUR, 20 MARCH 2014** — Creative media shop **PopDigital Sdn Bhd** has signed a Memorandum of Understanding (MoU) with **British Council in Malaysia** to present a bigger and better Cooler Lumpur Festival. The festival will take place from 20 to 22 June at Publika shopping gallery, Solaris Dutamas. The Cooler Lumpur Festival, a festival of ideas, will transform Publika into a campus of ideas—envisioned as a lively place where professionals and enthusiasts of various creative backgrounds meet to share ideas and knowledge.

**PopDigital** and **British Council** will collaborate to enrich Kuala Lumpur's cultural horizons with a festival that will strengthen communities, encourage creativity and challenge imaginations. This year's theme, #FAST expands on last year's, #WORD which had a greater literary focus. #FAST is expected to be a festival brimming with ideas, interaction, and literature.

"The Cooler Lumpur Festival offers something unique and necessary at a time when there are more festivals in Malaysia than ever before. The Cooler Lumpur festival-goer is invited to not just passively consume more culture, but to participate in engineering and fast forwarding Malaysia's future," said festival executive director Hardesh Singh. Preliminary line-up of events include talks, workshops, programmes for children, film screenings, an inventor's contest, and more.

"**British Council** is committed to developing creative leaderships, professional networks and cultural educational programmes through our work in the Arts. As the official literary partner for the second year of the Cooler Lumpur Festival, this partnership with **PopDigital** will bring the best of British and regional artistic and creative talent — in the field of literature — and link them to their counterparts here, like Malaysian organisations and audiences. This falls into our efforts for cultural relations or building trust between UK and Malaysia, as well as connecting the sector with our presence in other countries in the East Asia region," said **British Council** Malaysia Country Director Gavin Anderson.

The Cooler Lumpur Festival is curated by PopDigital, the creative media shop behind PopTeeVee, Poskod.my, Tongue In Chic, MakChic, The Wknd, #BetterCities, and Uma And Joe At The Movies.

Festival organisers will make further announcements in the coming weeks. For more information:

<http://www.coolerlumpur.com>

<http://www.fb.com/CoolerLumpur>

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***Hardesh Singh (The Cooler Lumpur Festival Executive Director) and Gavin Anderson (Director, British Council in Malaysia) sign the memorandum while Leong Yin Peng (The Cooler Lumpur Festival Executive Producer) and Grey Yeoh (Arts Manager, British Council in Malaysia) look on***

Online press kit here: <http://bit.ly/CLFAST2014>

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## **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.

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, 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; Uma and Joe at the movies, a website dedicated to giving the audience everything they've ever wanted from an online show about movies; 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 PEMANDU, BMW, Samsung, Unilever, and Konrad Adenauer Foundation on various websites and digital 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 7000 staff – including 2000 teachers – work with thousands of professionals and policy makers and millions of young people every year teaching English, sharing the Arts and in education and society programmes.

We are a UK charity governed by Royal Charter. A publically-funded grant-in-aid provides less than a quarter of our turnover which last year was £781m. The rest we earn from English teaching, UK exams and services which customers around the world pay for, through education and development contracts and from partnerships with other institutions, brands and companies. All our work is in pursuit of our charitable purpose and creates prosperity and security for the UK and the countries we work in all around the world.

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).