



THE COOLER LUMPUR
FESTIVAL

12 - 14 JUNE 2015
MAP @ PUBLIKA



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FOR IMMEDIATE RELEASE

Igniting a Weekend of Dangerous Ideas

The Cooler Lumpur Festival: DANGEROUS IDEAS from 12th – 14th June 2015 at Publika, Solaris Dutamas.

KUALA LUMPUR, 14th June 2015 – The Cooler Lumpur Festival, Southeast Asia’s first and only festival of ideas, came to a close on Sunday after bringing together over 80 intellectual minds from around the world. The three-day festival, themed Dangerous Ideas, was held from June 12th to 14th 2015, across various venues in Publika, Solaris Dutamas.

A collaboration between creative media shop PopDigital, BMW Malaysia, and British Council Malaysia, the festival aimed at harnessing the contagious power of great ideas and its potential to inspire transformation.

Umapagan Ampikaipakan, programme director of the festival explained that the idea behind this year’s theme came about from reading the news on a daily basis and in discussions with Hardesh Singh, the executive director of the festival, the word *Dangerous Ideas* kept popping up. “Every issue that Malaysia is going through seems to be driven by a lack of solutions. And the only way to come up with solutions is to come up with ideas and sometimes, they are dangerous ideas,” he said.

The Cooler Lumpur Festival: *DANGEROUS IDEAS* focused on responsibly unearthing ideas and exploring how these ideas shape our behaviour, environment, and society. The carefully curated selection of lectures and panel discussions challenged urbanites to engage in debate, grapple with, and celebrate ideas as powerful agents of change and creation.

Tun Dr. Mahathir bin Mohamad who was featured prominently at the festival, spoke to a full house at MAP@Publika, on his “Most Dangerous Idea”. The former Prime Minister did not disappoint the 250-strong audience who booked out seats within 40 minutes of being released for free by talking about very current issues affecting the country including the economy, migrant issues, as well as addressing questions from members of the audience on infamous rumours of dirty politics.

Executive Director
Hardesh Singh

Executive Producer
Annie Wong

Programme Director
Umapagan Ampikaipakan

Producer
Ching Yee

Associate Producer
Mabel Ho

Journalism Campus Producer
Ling Low

Head of Arts & Creative Industries
British Council Malaysia
Grey Yeoh

Address
Popdigital Sdn. Bhd.
B.05.03 Menara Bata,
PJ Trade Centre,
8 Jalan PJU 8/8A,
Damansara Perdana,
47820 Petaling Jaya,
Selangor.

Telephone
(603) 7733 9200

Email
admin@popdigital.my

Website
www.coolerlumpur.com

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Among other key figures that featured at the festival include Indian author Ira Trivedi, Myanmar former prisoner of war/political prisoner Letyar Tun, and US-based writer Lindy West.

Trivedi spoke about the spaces for discourse in the 21st century, stating that, “The problem now is that every single thing is evolving at cyber speed as opposed to the pace that it was before the internet happened. Facebook groups are starting a revolution every other day,” she said. She was featured on a panel discussing “What Would You Write About if You Weren’t Afraid?” alongside Letyar Tun and social activist Datin Paduka Marina Mahathir, who brought up the subject of free press and freedom of speech.

The impact of the Internet was a hot topic of discussion during the festival. The Guardian writer Lindy West from the United States of America, who was part of the **Killing Sacred Cows: Comedy in the Age of Offence** panel together with Malaysia’s very own Comedy King Harith Iskander, and **Troll-Slayer: A Conversation**, spoke about her personal experience dealing with public shaming and sexual harassment as a journalist writing on gender body image and pop culture.

In addition to a selection of lectures and panel discussions, returning festival participants were treated to event favourites including horror storytelling sessions **Bump in the Night**, journalism and writing workshops, as well as special activities for juniors curated by the urban mothers’ go-to portal makchic.com. The Wknd and Hotlink also had a special booth set up to assist with entry submissions for The Wknd Recording Fund.

“People from all around the world gather here to talk, debate, and discuss topics regarding society, music, and film in a safe environment,” Executive Director Hardesh Singh said, adding that Malaysians want a space to openly discuss their ideas regarding current issues. For him, The Cooler Lumpur Festival is that safe and stimulating platform.

This year, the festival decided to embrace the contribution of culinary arts to the cultural currency of our city. The inaugural Food Fringe Festival presented by The BIG Group, kick-started healthy conversations about food: where it comes from, how it is made, the future of culinary arts, and what we can do to support its growth.

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The festival welcomed P&G on board as a new festival partner and featured a panel titled *What Women Want* which saw Nicolas de La Giroday, P&G Country CEO of Malaysia, Singapore, and Brunei, Sueann Chong, Editor of Women's Health Malaysia, and TV and Radio host Xandria Ooi debate what the ideal man is to women and also the launch of the all-new Gillette Fusion ProGlide with FlexBall™ Technology.

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

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For interview and media enquiries, contact MadHat Consult:
Shermaine Wong // M: 016 331 8757 // E: shermaine@madhat.asia
Tareq Nassri // M: 016 337 6221 // E: tnassri@madhat.asia

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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, 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-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

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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.

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

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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. 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 and 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

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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