

Shoot in rooms with quirky props

PETALING JAYA

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GET out your selfie sticks, start clearing space on your smartphone, and pick out some good filters.

Over the next few weeks, photographers, bloggers and influencers of all stripes will be in for a treat, with Arts and Lights, Malaysia's first interactive pop-up art and technology experience.

Organised by the Mah Sing Group, the exhibition sees 30,000sq ft of space in Icon City, Petaling Jaya, being turned into creative installations and colourful rooms with captivating immersive environments.

"Arts and Lights is inspired by the consistently sold-out 'made for Instagram' Museum of Ice-Cream in New York, and the Colour Factory in San Francisco.

"We wanted to bring this experience to Malaysia, and to inspire visitors to appreciate art in a social media empowered world," said Mah Sing Group Strategy and Operations senior general manager Rachel Leong during the event's media launch at Icon City.

"We also made the event completely free as we believe arts, technology and learning should be made accessible to the public."

Arts and Lights features 12 installations, including Planet Vertica, Galaxy of Centura, D'Sara Music and Lights, Southville Space Party, Dimension Room, Moons of Meridian and Digi Wishing Tree.

They are all located at Icon City's Central Park and Level 5 of its Isovo Tower, with one installation, the Vista Interactive Space Wall, located on Level 3A of Tower 5.

At the launch, the media were treated to the unveiling of several installations, including the Dimension Room, Southville Space Party and Flying Over Meridian East. These were designated as "selfie rooms", with each installation featuring quirky props for visitors to interact with.

According to Leong, each Art and Light installation is unique, and offered a completely different experience.

The Anti Gravity installation, for example, lets visitors take photos in a room filled with "floating" objects, while the Lakeville Rolling Comets allows them to bounce off giant coloured balloons.

Another room, Aruna in the Sky, brings the "moon" and the "clouds" down from the sky for

Free exhibition offers shutterbugs a chance to take unique photos for their social media accounts



Visitors at the Lakeville Rolling Comets installation.

people to take photos.

Many of the installations are designed to entertain young and old alike, and revolves around the theme of childhood nostalgia.

The selfie rooms, for example, have a large wall featuring cute cartoons of rockets and spaceships for guests to colour with markers.

"How often do you get to be a child again? The vibrancy and energy of the art and technology installations with full spectrum of hues, shades and attractive backdrops for an Instagram shot will draw adults and encourage children to explore their curiosity," said Leong.

After Icon City, Arts and Lights will travel to different Mah Sing galleries located in Kuala Lumpur, Johor and Penang over the next eight months.

Each new location would see slightly different versions of the exhibition, with new installations possibly added or changed.

"Mah Sing aims to reinvent the learning platform for children and adults with Arts and Lights. Our exhibits invite visitors to explore and experiment to the fullest potential of their curiosity.



(From left) Leong with Mah Sing Group's Group Strategy & Operations directors Lionel Leong and Jane Leong at the media launch of Mah Sing's Arts and Lights at Icon City, Petaling Jaya.

"We want these exhibitions to inspire viewers to consider how online image sharing has changed the role of art and creativity in the digital age," Leong said.

Arts and Lights is open to the public every Saturday and Sunday

from now until Dec 24 at Icon City, Petaling Jaya.

The exhibition is open from noon to 9pm, and admission is free. Visitors should reserve their tickets at <http://www.artsandlights.com.my>



Visitors enjoying themselves in the Planet Vertica installation.



Guests creating melodies of their own at the D'Sara Music and Lights installation, where different spots create different sounds and light when stepped on.