

FOR IMMEDIATE RELEASE

Best and Brightest Ideas Invited for George Town Festival 2020

George Town, Penang, Malaysia, 6 November 2019: THE much-buzzed-about George Town Festival 2020 (GTF 2020) is set to return for its eleventh year from 11-26 July 2020, transforming the island and the mainland into a global stage in a 16-day long celebration of Penang's diverse arts scene and cultural heritage.

Following the resounding success of GTF 2019 which attracted 300,000 visitors, the Festival is now accepting proposals from local and international creative talents.

A Festival for Everyone

In line with the Festival's commitment to make arts accessible to everyone – from the festival-goers to the art communities and the general public, regardless of age, ethnicity or background, GTF 2020 is retaining GTF 2019's theme – 'A Festival for Everyone'. During the 16-day arts and cultural bonanza, a myriad of art forms will be presented at various distinctive venues all around the island and the mainland, reconnecting local community with the arts, allowing everyone to experience, see, taste and learn arts in the most fundamental yet understandable way.

As GTF 2020 strives to unearth, acknowledge and empower local creative talents, GTF 2020 looks forward to more engagements and collaborations with local individual artists and performing groups. This is in line with the Festival's dedication to inculcate a holistic mindset within the community, to enable them to gain ownership of a Festival made for everyone, by everyone, that they can be proud of.

Curation of Programmes

The Festival's three highlighted programmes will be structurally similar to GTF 2019, but with a more established concept and direction in a bid to develop these highlighted programmes as the Festival's iconic events, so much so that when people think of the Festival, the three programmes come first to mind.

Weekdays leading up to the Festival's finale will be packed with various forms of artistic activities, ranging from thought-provoking exhibitions, intimate talks, interactive sharing sessions and more to celebrate the thriving art forms from across the globe.

An International Platform for Local Artists

The Festival continues to serve its role as a global platform for talented local artists to showcase their outstanding works, hence granting them an unmissable opportunity to connect with foreign artists and immerse in the creative vibes through numerous networking sessions. This initiative could lead to more exceptional collaborations ahead, which could eventually bolster the art communities within and across boundaries for GTF to be known and recognised worldwide.

A Gateway for Local Arts Scene's Sustainable Growth

GTF 2020 is an enriching gateway to expose our thriving arts scene to the local and foreign visitors, thus nurturing art enthusiasts and creative minds within the community in the long run. The Festival is hopeful that the local arts and culture scene could grow and thrive by leaps and bounds sustainably, thus ensuring the competitiveness of the local arts scene regionally and internationally.

More Collaborations between Local and International Artists

GTF 2020 has a strong interest to develop local and international artist collaborations in a deeper, more comprehensive extent. In line with the Festival's aim to build a top-notch arts and culture event in Asia, the Festival will feature more cross-disciplinary and cross-cultural performances and installations. As such, the Festival look forward to more collaborations between local and overseas artists.

Open Call for Proposals

Applications are now open for local and international creative talents who are passionate to embrace the Festival's theme to create yet another world-class event that offers high-quality artistic expressions and entertainment. Interested applicants are welcome to participate in the 16-day Festival by sending in their proposals to <http://bit.ly/2BxeEIs>.

The submission deadline is **December 1, 2019**.



For more information, please visit www.georgetownfestival.com or follow George Town Festival on Facebook (George Town Festival) and Instagram (georgetownfestival) for the latest updates.

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About George Town Festival

The George Town Festival (GTF) is an annual festival held in Penang's capital, George Town, in honour of the city's designation as a UNESCO World Heritage Site in 2008. The Festival aims to promote arts, culture and heritage in Penang. The annual GTF is endorsed by the Penang State Government with the full support by the City Council of Penang Island, George Town World Heritage Incorporated and Penang Global Tourism in celebration of local and international works of art.

GTF also serves as a leading art platform in the region for local and international artists to connect, granting them the opportunity to collaborate and to bolster the local and international art communities. The Festival is committed to promoting the beauty of arts, culture and heritage to all as a not-to-be-missed major art event.