



# Ideaphoria

FACULTY OF APPLIED AND CREATIVE ARTS

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## Dean Message

It gives me great pleasure to write a few words in this bulletin. I still remember when we take the first step to form a committee in publishing faculty bulletin which wasn't easy. There are a lot of mental obstacles that make it difficult to take that first step. After six months of planning and full of hard work, it is my honour and privilege to share with you IDEAPHORIA.

IDEAPHORIA is a platform to showcase faculty events and activities. The bulletin is not a peer-reviewed academic journal and we do not have to be anxious about writing styles. However, it is important to make the information attractive and understandable to readers in general. Hence, we decided to use nice photographs and illustrations. Too much discussion on theories should be avoided (giggle).

The Faculty of Applied and Creative Arts involve in the creation of visual and performances in expressing designer and artist's imagination, ideas, skills, and emotional power. Thus, may information presented brings the artwork to life and cascade the knowledge and information to all spheres.

Finally, I would like to take this opportunity to congratulate the IDEAPHORIA team and those who have contributed to the idea, concept, and information to make this bulletin become a reality. This bulletin is a property of the entire FACA family and is open to everybody who wants to submit a success story, academic updates, innovation news as long as in line with the bulletin aspirations.

***"Explore, imagine, experiment and create with us."***

# Ideaphoria

*Ideaphoria*. Defined as the capacity for creative thought or imagination.<sup>1</sup> This definition represents the lecturers' creative endeavors at the Faculty of Applied and Creative Arts locally and internationally. Ideaphoria is a platform that highlights the projects and research work by the academics biannually. These projects are diverse by nature and interdisciplinary, forming collaboration within the academic community in Universiti Malaysia Sarawak and with the industry experts.

*Ideaphoria* celebrates the creative and innovative effort from everyone in the Faculty of Creative and Applied Arts (FACA), UNIMAS whom has shared insight and inspiration across the creative borders – connecting brilliant minds to make brilliant ideas happen.

<sup>1</sup>Merriam-Webster. (n.d.). *Ideaphoria*. In Merriam-Webster.com dictionary. Retrieved December 9, 2020, from <https://www.merriam-webster.com/dictionary/ideaphoria>

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# My Wildest Dream: On Becoming a TV Host for TVS's "Director's Cut"

by Yow Chong Lee



Webinar\_Director's Cut (Photo credit Lau Ung Ing, TVS)

It is the wildest dream I can ever conceive in my life - to host a TV show for nationwide audiences. I had never thought of becoming a TV host. I remember, I was once so mesmerised by radio presenters whose voice and contents amazed me all day long when I was a little kid - listening to what my mom listened to while she was cooking or running house chores. As I could recall, some time ago (around the early 2000s), in the rise of private radio stations in Malaysia, I was so excited and driven to become a radio presenter. I even recorded my voice hosting programmes using cassettes and sent to several local radios seeking opportunities to be part of their bigger family of radio presenters. Oh my, what a memory?!

This year, with the inception of TVS, the first local TV in Malaysian Borneo, I have bestowed this rare opportunity to host and co-produce a TV show that features contents which I hope could help foster a healthy film and media industry in Malaysia and Sarawak, specifically through "Director's Cut".

Director's Cut is a show featuring filmmakers, animators, online creative content creators via video conference format. The program I am hosting presents a discussion on a wide range of topics and themes, covering filmmakers' creative processes, their challenges and how they creatively go about them. My first show in this program featured a talented young filmmaker Muzzamer Rahman whose debut feature, *Takut Ke Tak?* (2020) was screened in cinemas nationwide back in August! In the show, we had a great time talking about how he turned his strong interest in writing to screen, and his contribution in many other efforts providing platforms for #BBNU\* in the filmmaking scene, i.e. Pesta Film KITA and Wayang Budiman.

Meanwhile, there are many other guests in the pipeline for the said programme, including Mr. Nova Goh (a Sarawakian filmmaker whose feature documentary "The Last Ring Ladies" had just been premiered nationally on TVS to a nationwide audience), Ms. Bebbra Mailin and Ms. Putri Purnama Sugua (both are awards winning female filmmakers hailed from Sabah), Ms. Amanda Nell and her producer Ms. Foo Fei Ling (both are renowned for their collaborative efforts in securing international funding for the former's debut feature film, "Tiger Stripes"), Mr. Mohsin Othman and Mr. Fauzan Aziman (both are known for their irrefutable roles in production and post-production sound in many local and international films).

When I was first approached by a producer from TVS, Mr. Lau Ung Ing to discuss on the possibility to initiate "Director's Cut", I immediately fell for his brilliant idea in making this show given the fact that, it is extremely rare for a TV station in Malaysia in allocating airtime for shows that focus primarily on filmmaking, let alone a talk show which could potentially appear "boring" to many.

With that in mind, I gather my strengths and the network I had built throughout the years of serving as a film lecturer with multiple roles ranging from formerly festival director and currently festival programmer for the longest-running short film festival in Malaysia, Mini Film Festival to programme coordinator for Cinematography Programme, FACA as well as juries and programmers for other film competitions and festivals around Southeast Asia. With such capacity and responsibilities bestowed upon me, I guess, there is no turning back except working harder in sharing my knowledge, experience and love for the cinema with more people outside of my current official job scope, i.e. the nationwide audiences. For that, I am very thankful for whatever life has to offer and I wish I could inspire more people to do better than I am.

It certainly takes courage and strong determination to make the show possible. And I am thankful for the trust given by TVS and Mr. Lau to me. So does the supports of many, including my dear family members, friends, colleagues and students.

Director's Cut broadcasts on Astro 122 (and Astro Go) every Sunday at 3.30pm.  
Stay tuned and 'stream' you later!

\*BBNU is a social media acronym for "Budak Baru Nak Up"