MOCA FEST
Marketplace of Creative Arts
Bridging Business to the Arts
MARKETPLACE OF CREATIVE ARTS

MOCAfest is the WIEF Foundation’s arts and culture festival. It is an initiative to recognise the potential of the creative industries and the role that it can play in the lives of millions of people across the globe in terms of economic empowerment and social enterprise.

MOCAfest seeks to synthesise the creative and business world so that they can learn from one another.

MOCAfest is the melting pot of various artistic expressions, where artists come together to create unique blends of art cutting across race, religion and cultures. Where creative artists, old and new, emerging and established, Muslim and non-Muslim converge.

MOCAfest is home to all kinds of arts.
MOCAfest started off as a programme under the WIEF Young Leaders Network aimed at developing the Muslim World's creative arts industry through the empowerment of youth involved in creative arts.

The programme was inaugurated in Kuala Lumpur in 2010 which hosted 29 artists from 8 countries.

It has since grown to become a global festival which synergises both established and emerging talents worldwide. Today, the Festival hosts up to 40 artists from over 20 countries which goes beyond an international showcase, but includes a training programme that equips emerging talents with the tools to be sustainable in the creative arts industries.

**Empowerment Of CREATIVE INDUSTRY**
- to provide business management development
- to foster cross-disciplinary expressions and cross-cultural dialogues
- to build a global creative arts network

**Empowerment Of BUSINESS INDUSTRY**
- to facilitate business exchanges in the arts
- pitching cultural projects
- educate the value of cultural capital and how it returns commercial dividends
- insights to potential global trends and economic boom in specific creative fields

**Empowerment Of SOCIETY**
- encourage public engagement through public projects & collaboration
- promote cross-cultural exchanges
- free and inclusive event
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Kuala Lumpur, Malaysia</td>
<td>19 Artists, 7 Countries Represented, Introduction of MOCAfest at the 6th WIEF</td>
</tr>
<tr>
<td>2011</td>
<td>Singapore</td>
<td>32 Artists, 5 SEA Countries Represented, Co-organised with Young Association of Muslim Professional (VAMP), Singapore, Regional Edition of MOCAfest</td>
</tr>
<tr>
<td>2011</td>
<td>Astana, Kazakhstan</td>
<td>20 Artists, 8 Countries Represented, 1st MOCAfest held in the CIS region</td>
</tr>
<tr>
<td>2012</td>
<td>Bandung, Indonesia</td>
<td>26 Artists, 13 Countries Represented</td>
</tr>
<tr>
<td>2012</td>
<td>Johor Bahru, Malaysia</td>
<td>31 Artists, 12 Countries Represented, Live Installation by Aerosol Arabic</td>
</tr>
<tr>
<td>2013</td>
<td>London, United Kingdom</td>
<td>41 Artists, 14 Countries Represented, 1st MOCAfest to be held in Europe</td>
</tr>
</tbody>
</table>
2013 LONDON

2011 ASTANA

2014 DUBAI

2010 & 2015 KUALA LUMPUR

2012 JOHOR BAHRU

2011 SINGAPORE

2012 BANDUNG

2014 DUBAI, UNITED ARAB EMIRATES

- 34 Artists
- 17 Countries Represented
- Live Installation by Iona-Fournier Tombs
- MOCAfest Networking Session

2015 KUALA LUMPUR, MALAYSIA

- 40 Artists
- 20 Countries Represented
- Highlighted Artists: eL Seed, Noura Mint Seymali, & Maimouna Guerresi
"Spiritual Bootcamp!
In this last 3 days I've learnt so much and made lifelong friends. Thank you MOCAfellows and WIEF!"

ZOHAB ZEE KHAN,
Spoken Word Artist, Australia
(MOCAfellows 2014)
"AlhamdulALLAH for an amazing experience, not enough words can express how blessed we feel and thankful to have been a part of it, it is these moments that reconfirm our vision to make this world a great place to be when you are surrounded by talent and inspirational people. We are literally still buzzing from the time we had."

Asil Attar,
CEO of Lead Associates & Founder of EST2014. UAE (MOCA Speaker)
OVERVIEW

PANEL DISCUSSION

This session engages leaders from different fields of the creative arts industry in a series of robust debates in an aim to spur conversations and raise awareness on the values of arts in the contemporary world.

Past Key Sessions:
- The Art of Design: Moulding Culture & Creativity
- Fashion: What’s Changed? The New Muslim Look
- Poetry for the Soul: A Millennia of Inspiration
- Film & Documentary in the Muslim World: Community & Society

MASTERCLASS

This is an intensive session aimed at exploring the correlation between the creative arts industry and the business world. It also examines the societal impact of arts from different perspectives.

Past Key Sessions:
- Funding Avenues for the Arts
- Promoting the Arts: Understanding your Market
- Utilizing the Power of Public Art: Learning from Street Artist
WORKSHOPS

This is an interactive session for the public and the business community to discover the ins and outs of performing arts first-hand from the MOCAartists. It allows participants to explore the relationship between the arts and the many different aspects of life.

Past Key Sessions:
• Percussions: Rhythm & Sound
• Strings of the Muslim World: Learning the Oud, Kora and Sitar

FILM SCREENINGS

Independent films, short-films and documentaries are featured for two consecutive days during the festival, showcasing the work of emerging and established talents from across the world.

Past Partners:
• Insight Film Festival, United Kingdom
• ECO Film Nights, Malaysia
• UNRWA, United Nations
• Festival de Cine Africano, Spain
PERFORMANCES

MOCA performance showcase ranges from music, dance, comedy, poetry, theatre and multimedia works, including its signature evening session, MOCA SOUNDSCAPES, which features a series of cross-disciplinary performances.

Featured Artist:
Youssra El Hawary, Accordionist (Egypt) • Kilema, Malagasy Musician (Madagascar) • Mark Gonzalez, Story Architect (USA) • Amir Sulaiman, Spoken Word Artist (USA) • Sheila Majid, Singer (Malaysia) • Native-Sun, Afro-Hip Hop Duo (UK) • Abdanger, Afro-Hip Hop Duo (Uganda) • Al Sarah, Singer & Songwriter (Sudan)

VISUAL ARTS EXHIBITION

The visual arts exhibition showcases both 2D and 3D artworks such as paintings, sculptures, mix-media, textile, photography, calligraphy and digital works. It is an open exhibition, which runs throughout the three-day festival.

Featured Artist:
Peter Sanders, Photographer (UK) • Peter Gould, Graphic Designer (Australia) • Ruh Al-Alam, Graphic Designer (UK) • Zaman Jassim, Fine Artist (Saudi Arabia) • Madny al Bakry, Fine Artist (Oman) • Fatimah Chik, Batik Artist (Malaysia) • Tasnim Baghdadi, Fine Artist (Germany) • Elvira Bojadzic, Fine Artist (Bosnia)
LIVE INSTALLATION

A live installation is commissioned at the MOCAfest to offer audience a live artistic experience. It is an ideal platform for arts enthusiasts to network and to explore the depth of the creative industry.

**Featured Artist:**
Iona Fournier - Tombs • Mohammed Ali aka Aerosol Arabic

NETWORKING SESSION

This is a platform for the business people and MOCAartists to socialise and forge new connections with an objective to widen the understanding of arts, in its capacity to contribute to economic, social and technological development.
"I really enjoyed meeting all the young people exhibiting their work and their enthusiasm for art. MOCAfest is a wonderful event that brings people together from all walks of life, different countries and cultures. Its a pleasure to take part in this."

PETER SANDERS, Photographer, UK | (MOCAfest 2014 artist)
MOCAFELLOWS

A product of MOCAfest, this pre-festival programme focuses on in-depth training and mentorship of young and emerging talents.

MOCAfellow runs for 3 to 5 days prior to the opening of the MOCAfest and is commonly based in the centre of the hosting country’s cultural hub.

The fellowship comprises of workshops on leadership, career-building, branding and fusion artworks. Upon completion, the fellows will then join MOCAfest, which grants them the opportunity to collaborate, connect and learn from participating festival artists.

MOCAfellow is driven by the goal to empower future generation of artists with values and to impact society and the creative economy at large.

**Opportunities**

- Showcase, collaborate and network at MOCAfest & WIEF Business Forum
- Partake in a public art project
- Win a chance to pitch a business plan at the WIEF session, Ideapad
- Win a chance to MOCA mini series
BECOME A PATRON OR BENEFACTOR

Becoming a Patron or Benefactor with the MOCAfest, grants high-exposure as well as exclusive opportunities amongst an emerging, global, Islamic and urban arts community, economic movers and decision makers. Our Patrons and Benefactors are a highly valued group of individuals whose generosity supports us to continue to:

Empowering the creative arts industries by bridging business to the arts

Promote cross-cultural dialogue

Empower individual creative artists and youth empowerment in providing them with tools, exposure and fostering collaboration

Promoting arts and heritage from the Muslim nation and community

By supporting MOCAfest, Patrons and Benefactors demonstrates an on-going commitment to the Foundation and simultaneously opens the doors for you to network with both emerging and established creative artist worldwide, with various skills and with various potential initiatives.
<table>
<thead>
<tr>
<th>MOCAfest Snippets</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOCAfest Promo</td>
<td><a href="https://www.youtube.com/watch?v=QwGWdw5dfnk">https://www.youtube.com/watch?v=QwGWdw5dfnk</a></td>
</tr>
<tr>
<td>8th MOCAfest highlights 2015 (Kuala Lumpur)</td>
<td><a href="https://www.youtube.com/watch?v=PBqWI5upJ-Q">https://www.youtube.com/watch?v=PBqWI5upJ-Q</a></td>
</tr>
<tr>
<td>7th MOCAfest highlights 2014 (Dubai)</td>
<td><a href="https://www.youtube.com/watch?v=kGfnY8eaWvc">https://www.youtube.com/watch?v=kGfnY8eaWvc</a></td>
</tr>
<tr>
<td>7th MOCAfest highlights 2014 (Dubai)</td>
<td><a href="https://www.youtube.com/watch?v=EROsLNG2dGw">https://www.youtube.com/watch?v=EROsLNG2dGw</a></td>
</tr>
<tr>
<td>6th MOCAfest highlights 2013 (London)</td>
<td><a href="http://www.youtube.com/watch?v=wAYInTScJlk">http://www.youtube.com/watch?v=wAYInTScJlk</a></td>
</tr>
<tr>
<td>6th MOCAfest promo video 2013 (London)</td>
<td><a href="http://www.youtube.com/watch?v=HvcjPFNy5ZM">http://www.youtube.com/watch?v=HvcjPFNy5ZM</a></td>
</tr>
<tr>
<td>5th MOCAfest student showcase 2012 (JB)</td>
<td><a href="http://www.youtube.com/watch?v=Em8X5vPuHX4">http://www.youtube.com/watch?v=Em8X5vPuHX4</a></td>
</tr>
<tr>
<td>5th MOCAfest Day 3 Masterclass 2012 (JB)</td>
<td><a href="http://www.youtube.com/watch?v=QdfFBf8DZJU">http://www.youtube.com/watch?v=QdfFBf8DZJU</a></td>
</tr>
<tr>
<td>5th MOCAfest Day 2 Modern Beats 2012 (JB)</td>
<td><a href="http://www.youtube.com/watch?v=FGzsnKIpU3s">http://www.youtube.com/watch?v=FGzsnKIpU3s</a></td>
</tr>
<tr>
<td>5th MOCAfest BFM radio interview 2012 (JB)</td>
<td><a href="http://www.youtube.com/watch?v=Pswfr4YXbLO">http://www.youtube.com/watch?v=Pswfr4YXbLO</a></td>
</tr>
<tr>
<td>4th MOCAfest Developing a Creative Economy 2012 (Bandung)</td>
<td><a href="http://www.youtube.com/watch?v=tbn_m7r0_X8">http://www.youtube.com/watch?v=tbn_m7r0_X8</a></td>
</tr>
<tr>
<td>4th MOCAfest Opening Ceremony 2012 (Bandung)</td>
<td><a href="http://www.youtube.com/watch?v=_zMwx7VELS4">http://www.youtube.com/watch?v=_zMwx7VELS4</a></td>
</tr>
</tbody>
</table>
MILESTONES

One of the goals of MOCAfest is to connect artists to more opportunities and expose them to a broader audience. Here are some milestones from the past MOCAfest:

- Poet, Amir Sulaiman and Musician, Brahim Fribgane performed at several events in Kuala Lumpur organised by Crescent Collective and Urban Village.
- Visual Artist, Mohammed Ali aka Aerosol Arabic and his DreamCube (with credit to WIEF) were presented at Mercy Mission’s Twin of Faith conference in Kuala Lumpur.
- Singer, Fakhrul Razi, performed in Johor through the Iskandar Regional Development Authority and also received an invitation to perform in Switzerland.
- Visual Artist, Cufica, have been awarded a grant from the Embassy of Mexico City under a 6 months residency programme.
- Hip Hop Artist, Altimet has been invited to perform at Takin’ It to the street festival in the Chicago, USA.
MOCAfest Team (Malaysia)
Najmia Zulkarnain
Tel: +603 2163 5500
Email: najmia@wief.org
World Islamic Economic Forum Foundation,
A-9-1, Level 9, Hampshire Place Office,
157 Hampshire, No 1 Jalan Mayang Sari,
50450 Kuala Lumpur, Malaysia.