



Bridging Business to the Arts

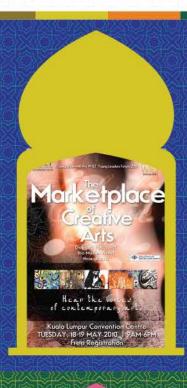
Visual Art

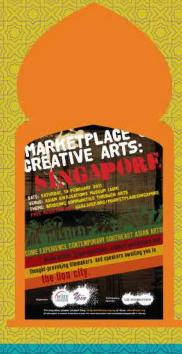
hotography alligraphy Dance

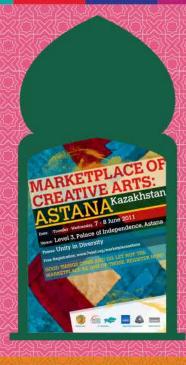
ashion



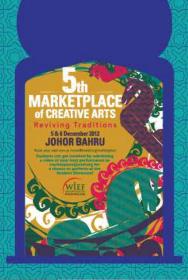














MARKETPLACE OF CREATIVE ARTS

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.



WIEF Building Bridges Through The Arts

Collaboration

Business
 Engagement

Public Engagement Cross-Cultural Exchanges Business and Arts Networking

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

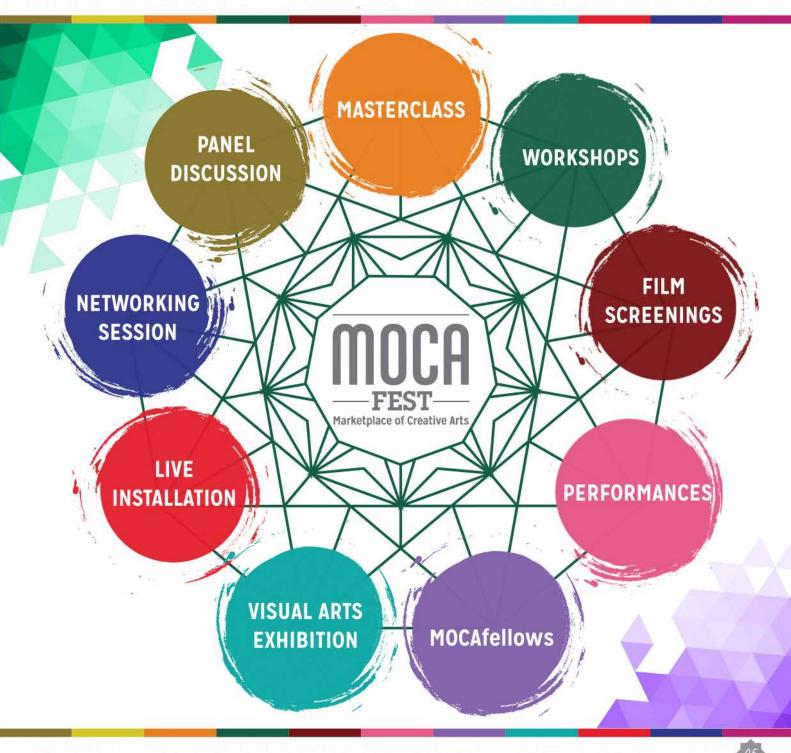
educate the value of cultural capital and how it returns commercial dividends

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





MOCAFEST EDITIONS

2010 KUALA LUMPUR, MALAYSIA

19 Artists

7 Countries Represented

Introduction of MOCAfest at the 6th WIEF

2011 SINGAPORE

32 Artists

5 SEA Countries Represented

Co-organised with Young Association of Muslim Professional (YAMP), Singapore

Regional Edition of MOCAfest

2011 ASTANA, KAZAKHSTAN

20 Artists

8 Countries Represented

1st MOCAfest held in the CIS region

2012 BANDUNG, INDONESIA

26 Artist

13 Countries Represented

2012 JOHOR BAHRU, MALAYSIA

31 Artists

12 Countries Represented

Live Installation by Aerosol Arabic

2013 LONDON, UNITED KINGDOM

41 Artists

14 Countries Represented

1st MOCAfest to be held in Europe



2013 LONDON

2011 ASTANA

2014 Dubai

2014 DUBAI, UNITED ARAB EMIRATES

34 Artists

17 Countries Represented

Live Installation by

Iona-Fournier Tombs

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MOCAfest Networking Session

2015 KUALA LUMPUR, MALAYSIA

40 Artists

20 Countries Represented

Highlighted Artists: eL Seed, Noura Mint Seymali & Maimouna Guerresi 2010 & 2015 KUALA LUMPUR

2012 JOHOR BAHRU

2011 SINGAPORE

2012 BANDUNG





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











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

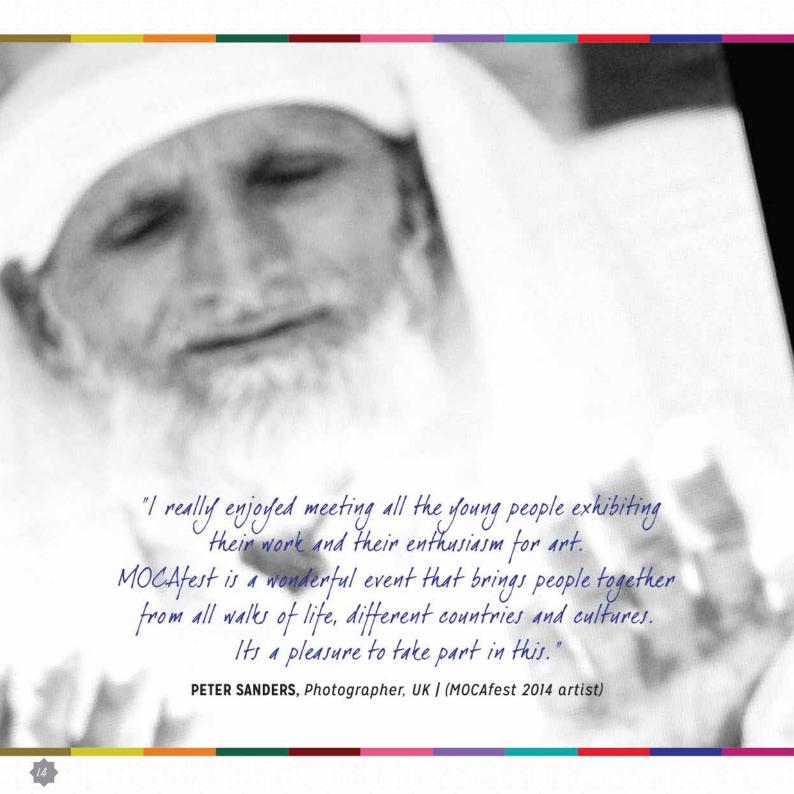






NETWORKING SESSION

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.





MOCAFELLOWS

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



MOCAfellows 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.

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

showcase, collaborate and network at MOCAfest & WIEF Business Forum

partake in a public art project

OPPORTUNITIES

win a chance to pitch a business plan at the WIEF session, Ideapad

win a chance to MOCA mini series

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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.







MOCAFEST SNIPPETS

MOCAfest Promo - https://www.youtube.com/watch?v=QwGWdw5dfnk

8th MOCAfest highlights 2015 (Kuala Lumpur) - https://www.youtube.com/watch?v=PBqWI5upJ-Q

7th MOCAfest highlights 2014 (Dubai) - https://www.youtube.com/watch?v=kGfnY8eaWvc

7th MOCAfest highlights 2014 (Dubai) - https://www.youtube.com/watch?v=ER0sLNG2dGw

6th MOCAfest highlights 2013 (London) - http://www.youtube.com/watch?v=wAYInTScJlk

6th MOCAfest promo video 2013 (London) - http://www.youtube.com/watch?v=HvcjPNFy5ZM

5th MOCAfest student showcase 2012 (JB) - http://www.youtube.com/watch?v=Em8X5vPuHX4

5th MOCAfest Day 3 Masterclass 2012 (JB) - http://www.youtube.com/watch?v=QdfFBf8DZJU

5th MOCAfest Day 2 Modern Beats 2012 (JB) - http://www.youtube.com/watch?v=FGzsnKipU3s

5th MOCAfest BFM radio interview 2012 (JB) - http://www.youtube.com/watch?v=Pswfr4YXbL0

4th MOCAfest Developing a Creative Economy 2012 (Bandung) - http://www.youtube.com/watch?v=tbn_m7r0_X8

4th MOCAfest Opening Ceremony 2012 (Bandung) - http://www.youtube.com/watch?v=_zMwx7VELS4

MILESTONES

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











