

# MOCA FEST

Marketplace of Creative Arts

*Bridging Business  
to the Arts*

**Fashion**

**Music**

**Visual Art**

**Calligraphy**

**Dance**

**Photography**

**Film**







# 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



The image features a central logo for 'MOCA FEST' with the subtitle 'Marketplace of Creative Arts'. Surrounding the logo is a network of ten colorful circles, each representing a different activity. The circles are connected by a web of green lines, forming a complex geometric pattern. The activities listed in the circles are: MASTERCLASS (orange), WORKSHOPS (dark green), FILM SCREENINGS (dark red), PERFORMANCES (pink), MOCAfellows (purple), VISUAL ARTS EXHIBITION (teal), LIVE INSTALLATION (red), NETWORKING SESSION (blue), PANEL DISCUSSION (olive), and MASTERCLASS (brown). The background is white with decorative geometric patterns in green and purple at the corners and a colorful bar at the top and bottom.

**MASTERCLASS**

**WORKSHOPS**

**FILM  
SCREENINGS**

**PERFORMANCES**

**MOCAfellows**

**VISUAL ARTS  
EXHIBITION**

**LIVE  
INSTALLATION**

**NETWORKING  
SESSION**

**PANEL  
DISCUSSION**

**MOCA**  
**FEST**  
Marketplace of Creative Arts



## 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**

**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)





*"Alhamdulillah 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.



**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 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.



# 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=wAYlnTScJlk>

**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\\_m7rO\\_X8](http://www.youtube.com/watch?v=tbn_m7rO_X8)

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





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