In conjunction with the 11th WIEF

MOCA FEST

3 - 5 NOV 2015
Kuala Lumpur Convention Centre
Marketplace of Creative 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 and dialogues around sustainability and the creative arts industries.
MOCAfest TIMELINE

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 Professionals (YAMPFL) Singapore Regional Edition of MOCAfest

2012
ASTANA, KAZAKHSTAN
20 Artists
8 Countries Represented
1st MOCAfest held in CIS Region

2012
BANDUNG, INDONESIA
26 Artists
13 Countries Represented

2013
JOHOR BAHRU, MALAYSIA
21 Artists
12 Countries Represented
Live Installation by Aerosol Arabic

2014
LONDON, UNITED KINGDOM
41 Artists
14 Countries Represented
1st MOCAfest to be held in Europe

2014
DUBAI, UNITED ARAB EMIRATES
34 Artists
17 Countries Represented
Live Installation by Iona-Fournier Tombs
MOCAfest Networking Session

SOUNDSCAPE CONCERT
4 NOVEMBER 2015 | 8.30 PM
AT KL CONVENTION CENTRE, PLENARY HALL

FREE ENTRY

40 ARTISTS • 20 COUNTRIES • 3 DAYS
MUSIC • ART • FILM • POETRY • WORKSHOPS
SHARING CIRCLES • PANEL DISCUSSIONS • MASTERCLASS

EL SEED (FRANCE) • NOURA MINT SEYMALI (MAURITANIA)
OMAR EFFENDUM (UNITED STATES) • FAIG AHMED (AZERBAIJAN)
RAV SINGH (MALAYSIA) • NAJWA (MALAYSIA)
SUPHALA (UNITED STATES) • Q’SOUNDS (UNITED STATES)
Lunch Networking & Announcement of MOCAfest Opening

**Soundscape Series Performance: Identity (pt.I)**

**Performers:**
- Q'Sound, Trombonist, Bandleader & Composer, United States of America
- Caravan of Praise, Music Ensemble, Malaysia

**Sharing Circle I:** Social Entrepreneurship – Sustaining Our Local Artists

**Moderators:**
- Scott Liddle, Country Director of Turquoise Mountain Foundation, France
- Hamza El Fasiki, Andalucían Musician, Social Entrepreneur & Founder, Craft Draft, Morocco

**Workshop:** Motion Graphic and Audio

**Trainer:** Fairuz Sulaiman, Visual & Multimedia Artist, Malaysia

**Workshop:** Creating Calligraphy

**Trainer:** Ruh Al-Alam, Designer & Founder of Visual Dhikr, United Kingdom

**Masterclass:** Learning the Jawi Script

**Trainer:** Muhammad Syukri Rosli, Founder-Director of Klasika Media – Jawi Academy, Malaysia

**Panel Discussion:**
**A Quest for Identity: Building Cultural Capital**

**Panelists:**
- Faig Ahmed, Fine Artist, Azerbaijan
- Maïmouna Guerresi, Fine Artist, Italy
- Omar Offendum, Hip-hop Artist, Poet & Peace Activist, United States of America
- Eddin Khoo, Founder of PUSAKA, Malaysia

**Film Screening:** Blessed are the Strangers

**Trainer:** Ahmed Peerbux, Filmmaker, United Kingdom

**Masterclass:** Intuition vs. Technique

**Performer:** Q'Sound, Trombonist, Bandleader & Composer, United States of America

**Workshop:** Malaysian Beat & Drum Circle

**Trainers:**
- Rav Singh, Artistic Director & Founder of The Diplomats of Drum, Malaysia
- Suphala, Tabla Player, United States of America

**Visual Tapestry in Motion**

**Performers:**
- Alex Subryn, Musician, Malaysia
- Noura Mint Seymali, World Musicians, Mauritania
- Leila Younes El-Amaire, Spoken Word Artist, Germany
- Fairuz Sulaiman, Visual & Multimedia Artist, Malaysia

**Discussion Space**

**Visual Arts Exhibition & MOCAfest Souk**

**Workshop / Masterclass Area**

**Panel Discussion:**
**A Quest for Identity: Building Cultural Capital**

**Panelists:**
- Faig Ahmed, Fine Artist, Azerbaijan
- Maïmouna Guerresi, Fine Artist, Italy
- Omar Offendum, Hip-hop Artist, Poet & Peace Activist, United States of America
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**Workshop:** Malaysian Beat & Drum Circle

**Trainers:**
- Rav Singh, Artistic Director & Founder of The Diplomats of Drum, Malaysia
- Suphala, Tabla Player, United States of America

**Visual Arts Exhibition & MOCAfest Souk**
DAY TWO | 4 NOVEMBER, WEDNESDAY
Ballroom 2, Level 3, Kuala Lumpur Convention Centre

Narrative Tapestry

10.00am - 11.00am
Main Stage Area

Panel Discussion: How Do We Measure a Creative & Cultural Economy?
Panelists:
• Ali Khan, Founder of Islamic Fashion Design Council, United Arab Emirates
• Scott Liddell, Country Director of Turquoise Mountain Foundation, France
• Zulfian Fuzi, Artistic Director & CEO of Theatre Management Associates Sdn Bhd, Malaysia
• Ruh Al Alam, Designer & Founder of Visual Dhikir, United Kingdom
Moderator:
• Tasneem Chopra, Writer & Cross-Cultural Consultant, Australia

Narrative Tapestry

11.00am - 12.00pm
Main Stage Area

Film Screening: with Maimouna Guerresi
Trainer:
• Maimouna Guerresi, Fine Artist, Italy

Narrative Tapestry

12.00pm - 12.15pm
Main Stage Area

Soundscape Series Performance: Past & Present
Performers:
• Suphala, Tabla Player, United States of America
• Zohab Zee Khan, Spoken Word Artist, Australia
• Hamza El Fasiki, Andalusian Musician, Social Entrepreneur & Founder, Craft Direct, Morocco

Narrative Tapestry

12.00pm - 1.00pm
Plenary Hall, Level 1

Panel Discussion: Islamic Fashion Industry: New Trends, New Markets

Narrative Tapestry

2.30pm - 3.00pm
Exhibition Hall, Ground Level

IdeaPad: Creative Arts & Modest Fashion

Narrative Tapestry

3.00pm - 3.30pm
Main Stage Area

Soundscape Series Performance & Break Illuminated Words
Performers:
• Omar Offendum, Hip-Hop Artist, Poet & Peace Activist, United States of America
• Leila Younas El-Amaire, Spoken Word Artist, Germany
• Asad Ali Jafri, Cultural Producer & Global Arts Leader, United States of America
• Caravan of Praise, Music Ensemble, Malaysia
• Tenseker, Digital Artist, United Kingdom

Narrative Tapestry

3.30pm - 4.30pm
Workshop / Masterclass Area

Sharing Circle II: The Creative Workforce - Improving Perceptions, Improving Standards, Improving Culture
Moderators:
• Ali Khan, Founder of Islamic Fashion Design Council, United Arab Emirates
• Asad Ali Jafri, Cultural Producer & Global Arts Leader, United States of America

Narrative Tapestry

4.30pm - 5.30pm
Main Stage Area

MOCA Translations 6.0
Performers:
• Omar Offendum, Hip-Hop Artist, Poet & Peace Activist, United States of America
• Suphala, Tabla Player, United States of America
• Rav Singh, Artistic Director & Founder of The Diplomats of Drums, Malaysia
• Zohab Zee Khan, Spoken Word Artist, Australia
Moderator:
• Tasneem Chopra, Writer & Cross-Cultural Consultant, Australia

Narrative Tapestry

5.30pm - 6.30pm
Discussion Space

Film Screening: Multiculturalism
Curator & Host:
• Kelab Seni Film, Malaysia

Narrative Tapestry

2.30pm - 3.00pm
Exhibition Hall, Ground Level

Workshop: Scripting & Copywriting - The Art of Communication to Revive Heritage & Culture
Trainer:
• Ezrena Marwan, Founder of Malaysia Design Archive, Malaysia

Narrative Tapestry

5.30pm - 6.30pm
Discussion Space

Masterclass: Creating vs. Copying - The Creative Process in the Arts
Trainers:
• Faig Ahmed, Fine Artist, Azerbaijan
• Faruq Sulaiman, Visual & Multimedia Artist, Malaysia

Narrative Tapestry
MOCAfest 2015 PROGRAMME

DAY TWO | 4 NOVEMBER, WEDNESDAY
Ballroom 2, Level 3, Kuala Lumpur Convention Centre

Narrative Tapestry
8.30pm – 10.30pm
Plenary Hall, Level 1

MOCAfest Soundscape Concert
Performers:
• DJ Lethal Skillz, Turntablist, Lebanon
• Caravan of Praise, Music Ensemble, Malaysia
• Hamza El Fasiki, Andalucian Musician, Social Entrepreneur & Founder, Craft Draft, Morocco
• Alex Subryn, Musician, Malaysia
• Q’Sound, Trombonist, Bandleader & Composer, United States of America
• Omar Offendum, Hip-Hop Artist, Poet & Peace Activist, United States of America
• Suphala, Tabla Player, United States of America
• Noura Mint Seymali, World Musicians, Mauritania
• Najwa, Singer & Songwriter, Malaysia

10.00am – 6.30pm
Visual Arts Exhibition & MOCAfest Souk

MOCAfest 2015 PROGRAMME

DAY THREE | 5 NOVEMBER, THURSDAY
Ballroom 2, Level 3, Kuala Lumpur Convention Centre

Business & Arts Interlace
8.30am – 10.00am
Dining Hall, Ground Level

MOCAfest Networking Session
Facilitator:
• Zalfian Fuzi, Artistic Director & CEO of Theatre Management Associates Sdn Bhd., Malaysia

10.30am – 11.30am
Main Stage Area
Panel Discussion: Reviving Jawi Script Through Contemporary Arts
Panelists:
• Prof. Dr Muhammad Zainiy Uthman, Director of Centre for Advanced Studies on Islam, Science and Civilisation, Malaysia
• Muhammad Syukri Rosli, Founder-Director of Klasika Media – Jawi Academy, Malaysia
• eL Seed, Calligraffiti Artist, France
• Ruh Al-Alam, Designer & Founder of Visual Dhikr, United Kingdom
Moderator:
• Prof. Dr Tatiana A. Denisova, Professor of Centre for Advanced Studies on Islam, Science and Civilisation, Russia

12.00pm – 1.00pm
Main Stage Area
Face to Face: eL Seed
Featured Artist:
• eL Seed, Calligraffiti Artist, France
Moderator:
• Asad Ali Jafri, Cultural Producer & Global Arts Leader, United States of America

10.00am – 1.00pm
Visual Arts Exhibition & MOCAfest Souk
Making his mark across the globe through Calligraffiti, MOCAfest and AQUILA Style will host eL Seed’s first trip to Southeast Asia. Known for his remarkable flow of Calligraffiti murals which fuses traditional Arabic calligraphy and modern street arts, Tunisian born artist, eL Seed, will share insights to his creative and career journey in the session, Face to Face with eL Seed at MOCAfest 2015.

The session will be moderated by cultural producer, Asad Ali Jafri, and will take us on a journey of the vision of an artist in search for identity between two clashing worlds, East and West. From his humble beginnings of street arts in the suburbs of Paris to collaborating with the French brand, Louis Vuitton for their Foulards d’Artistes project, eL Seed shares with us the ups and downs of a rising talent ready to make contributions to the arts and our built environment.

*Session time is
Day 3 | 5 November, Thursday
Main Stage Area, Level 3, MOCAfest
**SYNOPSIS:**

London in the 1970s; a handful of floppy-haired hippies get switched on to Sufism. Returning from Morocco intent on bringing Islam to the West, they establish a communal squat in Chelsea before attempting to build a ‘Muslim village’ in the remote English countryside. Meanwhile in Brixton, South London, a group of young West Indians, also attracted to Sufism, find themselves fighting off puritanical extremists who deem their beliefs heretical and their blood ‘halal’.

Blessed are the Strangers tells the story of how these two very different groups of people came together, despite the difficulties, to form Britain’s largest and most diverse Muslim convert community.

**Catch the Film Screening at Discussion Space, Ballroom 2 on 3 November | 4.30pm - 5.30pm.**

**SYNOPSIS:**

A group of veiled women from Kenya, with faces, hands and feet marked in white, move in slow rotation while the wind ruffles their long robes.

This video is made up of groups of images, sometimes lengthened through slow motion, sometimes as quick flashes emerging and then disappearing into a white background. The long and hypnotic turning of their feet and garments moving in the wind alternates with white and radiant pauses, recalling the warm, sunny day on the beach at Malindi where the film was taken. The Dhikr is a prayer sung by these Kenyan women, with the sounds of their deep breaths almost simulating the wind on that African day.

**Catch the Film Screening at Main Stage, Ballroom 2 on 4 November | 11.00am - 12.00pm.**
SYNOPSIS:

The video work is composed of three simultaneous projections, which representing every one, three female characters, dressed respectively with three different colours white, red and black. These figures rotate on themselves, first slowly, then faster and faster, accompanied by the sound of a Sufi melody, hypnotic and relentless, which gradually seems to decompose, dissolve and merge them into a single pattern red.

These images that interchange continuously from one screen to another, resulting in a voltage energy harvesting Sufi and mystic symbols. The color choices and the pace refer to a type of ancestral Africa, combining it with reminiscences of Western culture and reestablishing the relationship between the center and sides, typical of altarpieces that make up the triptychs.

Catch the Film Screening at Main Stage, Ballroom 2 on 4 November | 11.00am - 12.00pm.
MOCAFEST ARTISTS

Zafian Fuci, Artistic Director & CEO of Theatre Management Associates Sdn Bhd, Malaysia

Asad Ali Jafri, Cultural Producer & Global Arts Leader, United States of America

Ezrena Marwan, Founder of Malaysia Design Archive, Malaysia

Scott Liddle, Country Director of Turquoise Mountain, France

Eddin Khoo, Founder of PUSAKA, Malaysia

Alia Khan, Founder, Islamic Fashion Design Council, United Arab Emirates

Prof. Dr Tatiana A. Denisova, Professor of Centre for Advanced Studies on Islam, Science and Civilisation, Russia

Tasneem Chopra, Writer and Cross-Cultural Consultant, Australia

Prof. Dr Muhammad Zainiy Uthman, Director of Centre for Advanced Studies on Islam, Science and Civilisation, Malaysia

EDUCATION
MOCAfellows is a pre-festival programme that runs for 5 days prior to the opening of the MOCAfest. This year, MOCAfellows will be hosted at the Kuala Lumpur City Gallery, in the heart of Dataran Merdeka. This 117-year old national heritage building will allow participants to take advantage of the cultural immersion. The fellowship comprises of workshops on leadership, career-building, branding and fusion artworks. Following this, the fellows will join 3 days of MOCAfest, which includes an opportunity to collaborate and create together with other festival artists. The end goal is to unlock the potential of the artist’s sustainable ideas and contribution to the creative arts industry. Artists will also have the opportunity to perform, present and exhibit their work at MOCAfest.

At the end of the program, 2 Fellows will stand a chance to win a slot to present their work to potential clients, funders, managers and agents at the 12th WIEF IdeaPad.

This year brings 10 fresh talents from 7 countries; USA, Morocco, Germany, Philippines, United Kingdom, Australia and Malaysia. Working with 9 different art genres, the programme will focus on key sessions such as Business Canvasing and Pitching, the Digital World, and Developing Your Vision, with programme coordinator, Zaflian Fuzi, Chief Executive Officer of Theatre Management Sdn. Bhd.
MOCAfellows

Leila Younes El-Amaire, Spoken Word Artist, Germany

Hamza El Fasiki, Andalusian Musician, Artist, Social Entrepreneur and Founder, Craft Draft, Morocco

Manisha JM, Talent Manager and Founder of MTalents Asia, Malaysia

Hamida Novakovitch, Curator, Australia

Pamela Nicole Mejia, Fashion Entrepreneur, Philippines

Muhammad Hafizan Bin Abdul Halim, Calligrapher, Malaysia

Luqman Sheikh Ghazali, Filmmaker, Malaysia

Nedda Kubba, Graphic Designer & Calligraffiti Artist, Germany

Sana Malik, Filmmaker, Canada

Sabe Rifat, Fine Artist, United Kingdom
What is Art to You?
ART IS PERSPECTIVE
#MOCAnet2015

Join MOCAfest & friends photo-campaign and come together at the 8th MOCAfest as we join 40 artists from 20 different countries in celebrating identity.

MOCAfest
3-5 Nov. 2015
Kuala Lumpur Convention Centre

Register:
moconet2015.eventbrite.com

Have your picture taken!

Contact Eventor.Asia
+6017 223 1526
Don’t miss out on the MOCAfest Souk as we bring to you crafts, artworks and artisanal goods from Afghanistan, Morocco, UK, Philippines and much more.

In collaboration with Tempatan Fest, MOCAfest Souk will also host a selection of Malaysia’s very best independent brands together with international artists for the first time in Kuala Lumpur.

In Conjunction with MOCAfest 2015