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The art of transformation

EMPLOYEES of Eastern and Oriental Berhad (E&O) in Penang took it upon themselves to band together in an effort to preserve Penang's cultural landscape. They addressed their intent by hosting a photography exhibition which ran from Aug 16 to 18, at the public lobby of Straits Quay shopping centre in Seri Tanjung Pinang. The exhibition saw employees of the group exhibiting their works of photography in the hope that it would be selected as one of eight entries to be adapted as feature panel art works within the Straits Quay locale.

Both projects were carried out by the Eastern & Oriental Hotel and Lone Pine Hotel employees, as part of the community relations programme initiated by E&O employees, called A.R.T. Programme - which stands for 'Act, Reachout and Transform.' The objective of this endeavour was to raise public awareness on Penang's local culture and heritage. The A.R.T.



Cheah (centre) releasing balloons at the launch with Khoo (third from left) and Farina far right.

programme was developed and driven by E&O employees. It is supported by the E&O Group and was initiated in late 2012. It is anchored on the intent of building strong social values within the communities that the company operates in.

"E&O is passionate about strengthening culture, arts and heritage initiatives in Penang, and

we believe that quality public spaces and experiences should not be limited only to the privileged few - hence, the exhibition and bus stands, easily accessible to the general public," said Lone Pine Hotel's general manager Guido Farina.

The photography exhibition and bus stand posters were the culmination of an in-house competition held for employees of E&O to highlight Penang's heritage and living culture through the lens of a camera. The competition saw forty-four participants, of which eight winners were selected from by a panel of external judges, which included the President of Penang Heritage Trust, Khoo Salma Nasution.

Officiating the unveiling of the winning photographs at the bus stops were Kebun Bunga's state assemblyman Cheah Kah Peng, Lone Pine Hotel's executive assistant manager Khoo Boo Lim, E&O Hotel's public relations manager Eileen Chong, and Straits Quay Retail Marina's senior manager Amy Lee.