

PM: Everyone should help in development of the arts

NST - 9 SEP 1984

KUALA LUMPUR, Sat. — Datuk Seri Dr. Mahathir Mohamad tonight called for concerted effort by all parties to promote the development of the arts and culture.

"It is not confined to arts and culture fans and the Government. The private sector must also be involved by providing financial or other forms of assistance," said the

Prime Minister.

Dr Mahathir, launching the *Yayasan Seni* (Arts Foundation) at the City Hall auditorium here, added: "It is our task to look for new talents and to groom them for their eventual exposure to society."

He said the mass media, especially television, should be involved in the enhancement and preservation of the country's arts and culture.

"TV3 should assist arts and culture organisations such as *Yayasan Seni* by broadcasting their performances which are of high quality, and those that reflect the national identity," he said.

He felt that such a move would encourage these organisations to better their performance.

He stressed that pervasive exposure to such

arts and culture would help the country mould a national culture and not through policies, regulations, and laws.

Dr Mahathir said he was pleased with the formation of the *Yayasan Seni* in an age where "too few among us are willing to give time and energy in a task that has no financial return."

He said "that there are a few among us who are willing to give moral support to the development of the arts and culture" was most encouraging.

He added that there was no shortage of facilities to house arts and culture displays and performances.

"The problem of paying for these facilities should not arise as sponsors can get money through sales of tickets, advertising and so on."

The Prime Minister observed that creativity in the arts and culture has to be stepped up.

He urged that creativity be present not only in story lines, but also among the producers, directors, actors, and dancers.