

Commemorating Malaysian creativity

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KUALA LUMPUR, Sat. Prime Minister Datuk Seri Dr Mahathir Mohamad will launch *Wings of Creativity*, the first-ever publication that captures creative images of Malaysia's progress, on Monday.

It is a story of modern Malaysia as seen through the eyes of the Limkokwing Integrated Group which has been responsible for much of the imaging that the nation has adopted in the past 20 years.

Since 1981, Malaysia has been on the fast track of success, and with it there have been opportunities for creative expression as never attempted before.

Wings of Creativity, which will be launched at the Palace of the Golden Horses, highlights the practical and effective application of creativity to Malaysian industry, the business realm, sports promotion, government campaigns, charities and life in general. It covers an interesting range of creative media such as publications, billboards, signage and multimedia.

Written in layman's language, the book abounds with colourful illustrations of a slew of creative projects.

A mine of information, it appeals to not only graphic design students and advertising professionals but also event plan-

ners and strategists. Indeed, it is a must read book for people from all walks of life.

With more than 200 pages in vibrant colour, the *Wings of Creativity* will be sold throughout the world. Retailed at RM250, the hard cover will be available at major bookstores in Malaysia.

The publication, an interesting study of corporate identity, design, public campaigns, product branding and strategic international relations, is useful to businesspeople, design hopefuls and students.

The president of the Limkokwing Integrated Group, Tan Sri Lim Kok Wing, the driving force behind the creative endeavours, described the book as a high quality production that will help boost the image of Malaysia overseas by educating people on Malaysian creativity.

Lim's portfolio has been closely linked to large-scale public information, nation-building and sports projects like the anti-piracy and anti-inflation drives, national youth programme Rakan Muda, the Asian Games bid, the Commonwealth Games, 21st SEA Games and the Global Humanitarian Appeal for Bosnia and Herzegovina.