

# Book a labour of love

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## Producer did it for the King and country

By LISA GOH

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**KUALA LUMPUR:** It is not an easy task to produce a 280-page pictorial book, more so when the focus is the Yang di-Pertuan Agong; but Datuk M. Ariffin Yusuf takes it in his stride as a labour of love for the King and country.

The book *The King, The Man*, is a tribute to Malaysia's 12th Paramount Ruler, Tuanku Syed Sirajuddin Tuanku Syed Putra Jamalullail, which took Ariffin and his team 15 months to complete.

Mooted by the Regent of Perlis, Tuanku Syed Faizuddin Putra Tuanku Syed Sirajuddin Jamalullail, it is essentially a pictorial tribute commemorating the King's five-year reign, which ends tomorrow.

"At the same time, it provides insights and understanding into the journey of His Majesty's official, social and sporting interests.

"It was a daunting task sifting through more than 30,000 photographs sourced from Bernama's archives and His Majesty's personal collection, and narrowing it

down to the best 800 photographs," he said at his office in Damansara Heights here.

As a first-timer in the world of writing and photojournalism, Ariffin said one of the challenges was how to put together a diverse team, yet ensuring consistency.

"Different people have different styles, but we try to be as consistent as possible. I am very grateful to have the support of my team who advised me as well.

"And I am very happy that the book has met the standards which we set at the beginning," said Ariffin, who is managing director of the Prima Group of companies.

The illustrative book, which has been carefully researched by a panel of advisers and a local historian, has seven chapters; covering the Malaysian monarchy system, the King's ascension to the throne, his official duties, and his interests.

It also chronicles his growing up years and his days at Britain's Sandhurst Military Academy.

Readers will also be able to gain an insight into the monarch's past and learn about the roots of the Perlis Royal family.

"It's not merely a coffee-table book. It can be considered as a reference book as well.

"For students or expatriates who want to get an idea of our country's monarchy system, this would be a good book as it covers a full circle on the election, installation, rotation and past monarchs.

"All details have been verified by the relevant authorities."

However, how did a businessman end up producing a book on the King?

"I have no business writing or selling books, I was appointed by the Regent of Perlis as the project and editorial chairman as I have been a family friend for more than 20 years.

"I believe when writing books like this, it's important to personally know the person you are writing about.

"But I am also glad I am able to maintain a third party perspective," Ariffin explained.

The book was launched by Prime Minister Datuk Seri Abdullah Ahmad Badawi on Nov 11 and is available at selected bookstores at RM300 a copy.