

## PINANG — BEYOND ASPIRATIONS

[Intact Communications, rrp RM80]



For most of us in Malaysia, we know the Pearl Of The Orient as a foodie haven. For visitors from overseas, Penang is known for its scenic beaches and also rich heritage. But, there's more to Penang than just another holi-

day destination. Did you know that some of the more popular Malaysians such as the late P. Ramlee, model-turned-TV host, Soong Ai Ling and uber shoe designer Jimmy Choo all hailed from Penang before making it big in their respective fields?

So, it is not surprising that when you visit your favourite bookstores, there are many books on and about Penang. The latest is this informative coffee table book, *Pinang - Beyond Aspirations*. This 128-page book covers a wide variety of topics - everything-Penang of course - from success stories of some of the prominent names in the island (such as Loh Boon Siew and Jimmy

Choo), favourite food haunts that only locals know about, art and culture as well as a history of the straits settlement.

*Pinang* was commissioned by Dreamz, an organisation set up this year to raise funds for various charitable purposes. It aims to support society's varied needs through the provision of financial aid. With such a noble intention, it is no surprise that when the book was launched in a glitzy affair recently at the E&O Hotel in Penang, the *crème de la crème* of Penang society came out in full force to lend a helping hand.

The gala dinner, dubbed *Tassels & Bows - A British Colonial Evening*, saw many of the guests dressed as in the British colonial era. Though some of the guests were garbed in costumes of a different eras (did I just see a woman from the 17th century?), it was all fine as the intentions were genuine. Besides, all's fair in the name of charity too.

A charity auction was held and a bidding war

ensued for items such as Jewelleries, limited edition art works and photography, and the prized item of the evening - a Cartier watch. At the end of the evening, the organisation collected RM100,000 (from ticket sales and auction) and the proceed will be channelled towards organisations under the patronage of Dreamz - Asia Community Service, Enyu Counselling Service Centre and the Penang Adventist Hospital.

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