

Book that pays homage to Penang culture

By CHRISTINA CHIN

A BOOK dedicated to Penangites and their achievements – "Pinang: Beyond Aspirations" will be launched at a costume party-cum-charity gala dinner at the E&O Hotel tomorrow.

Dubbed "Tassels & Bows – A British Colonial Evening," the event will feature a fashion show by Penang's top designers and an exclusive jewellery exhibition by Cartier.

There will also be an auction of paintings, sculptures, jewellery and antiques. All tickets for the event have been sold out.

The book is the effort of Dream Zephyr Foundation (Dreamz), a newly established non-profit organisation.

Foundation chairman Ch'ng Huck Theng said the book was a tribute to "Penangites who have done us proud" and it was also to pay homage to the cultural heritage that had made Penang one of the most unique and developed states in Malaysia.

The hardcover book will be available in all major book-

stores by September at RM80 per copy. All proceeds will be channelled towards various charity organisations, including the Enyu Counselling Centre and Asia Community Service (ACS).

The book features stories on heritage buildings like the Cheong Fatt Tze Mansion and those responsible for its conservation and restoration. There are articles on the dying trades of Penang, the inner city of George Town and the famous shopping spots on the island.

He said many local personalities, artists and successful local companies were supportive of the project including UK-based celebrity shoemaker Datuk Jimmy Choo who sent over an article to be included in the book.

"He has also graciously agreed to fly down to Penang for the book's launch.

"Even Penang's longest-serving Chief Minister Tun Dr Lim Chong Eu had granted us an interview.

"Rather than a heavy, text-laden publication, "Pinang" is intended to be a coffee-table book with interesting short sto-

ries that complement the captivating images of Penang," he said.

According to Ch'ng, the book was put together with the help of sponsors with *pro-bono* services rendered by advertising, marketing, multimedia and publishing house INTACT Communications.

INTACT partner and Dreamz co-founder Angelina Cheong said the company's creative team had volunteered to work on the project every day after office hours for the past two months.

"This is not your typical tourist guide book. It is more a publication that acknowledges the very essence of Penang – an introspective and retrospective take on those whose vision and dedication have helped shape modern-day Penang into the industrial hub and cultural centre of the northern region.

"The book basically serves two purposes – to raise funds for the less fortunate and as a 'Thank You' gesture to the outstanding individuals who have inspired us in so many ways," she said.

PINANG
Beyond Aspirations



(From left) Cheong, Ch'ng and co-founder Khoo Seok Wah with their book.