

What About Kuching 2019

Festival Directors' Address

What began as just an idea some three years ago has quickly **grown into a major feature event in our city and state's calendar each year**. Moving us forward is the **outstanding enthusiasm shown by our creative communities**. **This, matched by the belief and support rendered by our sponsors both from the public and private sectors**, creates a platform for us to drive WAK to greater heights with each edition.

WAK 2019 attains new highs this year with the inclusion of new genres to a wider repertoire of events promising to thrill audiences over an entire month. The **synergistic collaborations with visiting guest performers** have also resulted in a programme that is an exciting hybrid of ideas and expressions.

As an **OPEN ACCESS event, WAK's programming is based almost entirely on the proposals received**. The **'Call for Proposal' was announced by our minister on 15 April and closed on 14 June**. We were thrilled at the number and variety of proposals received and soon we can all bear witness to this exciting lineup of events at the calendar to be revealed by our minister today.

Marina and I have had the most rewarding experience steering this festival as festival directors together with our team and the many creative communities. Charting the way forward benchmarked by similar world class festivals globally, we are very energised at **the prospects of WAK becoming a leading arts, culture and lifestyle platform not only locally but in Asia and beyond**. Achieving this will **further cement Kuching and Sarawak as a key destination for festival goers**.

We would like to **congratulate all our collaborators for coming on board the WAK 2019 bandwagon**. Kuching, Sarawak and the whole world is **eagerly waiting to enjoy your event**. WAK central wishes you all the best in **putting on a great show and you well know that we will do our utmost to support all that you do so let the Sarawak Spirit shine through!**

After countless hours of hard work and meticulous programming, it will soon be time for us to enjoy the exciting events lined up. **Let us all share in WAK's success irrespective of whether we are partners, collaborators, sponsors, supporters or simply as members of the audience in the true spirit of COMMUNITY!**

Lets make What About Kuching the iconic platform by **'Liking', 'Sharing' and 'Following' WAK social media platforms** and shout this out to the whole wide world. Please **tag us at @aboutkuching and include #WAK2019, #WAK and #aboutkuching onto all your social media posts**.

By Donald Tan I FD