



Maybank



Maybank Foundation

My TIGER VALUES

exhibition and competition

25th July - 15th August 2018

Balai Seni Maybank



The Brand Identity

The Maybank brand is more than a name. It is a set of values and attributes expressed through a visual identity that reflects the spirit of the organisation.

The Maybank Tiger is a noble and majestic symbol of strength. It demonstrates the assured leadership and power of Maybank

The friendly typeface represents the approachable human character of the brand. The uniquely crafted, easy-to-read letterforms complement the tiger symbol in its strength and boldness.



Corporate Colours

Colours form a significant and important part of the Maybank Brand Identity.

Correct usage, apart from helping maintain the brand's image from a colour perspective, allows the brand to clearly distinguish itself from others. The CMYK colour breakdown serves as a guide only. Please match the final output to the specified Pantone code.

Maybank Yellow

The Maybank Yellow celebrates the warmth of human relationships. Yellow signifies heritage, wealth and prosperity in different parts of Asia.

Maybank Black

The use of Maybank Black for the tiger and the logotype represent the bold and courageous personality of the brand, giving it great visibility and impact.



Pantone 7548C
CMYK Values
0/18/100/0
RGB Values
255/188/0



High Density (HD) Black
CMYK Values
0/0/0/100
RGB Values
0/0/0

CEO's Foreword



Maybank Foundation as the Corporate Responsibility arm of the Maybank Group, is committed to creating positive, long term impact in the communities in the markets where Maybank operates. The Foundation adheres to its 6 pillars as the cornerstones of its programmes, namely Arts & Culture, Education, Community Empowerment, Environmental Diversity, Healthy Living and Disaster Relief.

Recognising the importance of tigers, we have taken steps in conservation efforts to ensure their sustainability. Through various ways including support of art by up-and-coming young artists, we are encouraging the masses to immerse themselves and take charge of the tigers' future moving forward.

The latest, sobering data suggest there are only approximately 3,000 tigers left in the wild around the world and we must do something. Our collaboration with WWF-Malaysia is a testament to our commitment to ensure that tigers have a fighting chance. However, our collective effort, as people of the world, is what really counts.

As a part of our extensive effort, we are having a documentary screening celebrating Global Tiger Day 2018 at Theatre KuAsh, TTDI on 29th July 2018. In addition, we are hosting both the Art of the Tiger and MyTIGER Values art exhibition at Balai Seni, Menara Maybank from 25th July until 15th August 2018. This twin exhibition will also showcase works submitted by participants to our art competition based on our corporate values from some of the best art institutions in the Klang Valley. The documentary screening and exhibition will help promote the conservation efforts to stop tigers from going extinct, at the same time celebrating the Global Tiger Day which promotes a global system of protecting tigers and raise public awareness and support for tiger conservation issues.

Come join us in conserving and celebrating the national treasure. In the immortal words of Edward Abbey, saving one square mile of wilderness, anywhere, by any means, is far more important than to produce another book on the subject. United, we stand for a great cause.

Happy Global Tiger Day!

Shahril Azuar Jimin

CEO, Maybank Foundation

Info on Global Tiger Day (GTD)

The tiger is the largest of the world's big cats and this magnificent creature, with its distinctive orange and black stripes and beautifully marked face, has a day that is dedicated to it. Global Tiger Day is an annual celebration to raise awareness for tiger conservation, held annually on 29 July. It was created in 2010 at the Saint Petersburg Tiger Summit.

The goal of the day is to protect the natural habitats of tigers and to raise public awareness and support tiger conservation issues. This was in response to the shocking news that 97% of all wild tigers had disappeared in the last century, with only around 3,900 left in the wild.

Tigers are on the brink of extinction and Global Tiger Day aims to bring attention to this fact and try to halt their decline. Many factors have caused their numbers to fall, including habitat loss and poaching.

Global Tiger Day aims to protect and expand their habitats and raise awareness of the need for conservation. Many international organisations are committed to this day, including the WWF, the IFAW and the Smithsonian Institute.

Details of MF's effort in tiger conservation project

Tigers are a national treasure, as well as the symbol of bravery and strength, the symbols that Maybank adheres to in the creation of its T.I.G.E.R values. In a collaboration with WWF-Malaysia for its Strengthening Tiger Conservation in the Belum-Temengor Forest Complex programme, Maybank is one of Malaysia's leading organisations that is spearheading the tiger conservation effort in the country. Maybank Foundation has pledged RM5 million over 4 years of the programme, which has commenced since 2016.

Maybank, as the leading bank in Malaysia and one of the leaders in South East Asia, is committed towards fulfilling some of the objectives of the United Nation's Sustainable Development Goals (SDGs). Through its efforts with WWF-Malaysia in conserving tigers in the Royal Belum Forest Complex, Maybank will be trying to fulfil the SDG 15 which is to sustainably manage forests and halt biodiversity loss.

3 strategies have been underpinned to ensure the success of the programme:

Protection

- Introduce SMART patrolling in Royal Belum State Park and Temengor Forest Reserve to ensure comprehensive protection of the Belum-Temengor Forest Complex.
- Advocate for greater effectiveness in protecting Belum-Temengor Forest Complex by introducing the minimum protected area standards for tigers.

Monitoring

- Monitor the population of Malayan tigers and its preys to evaluate if the number of individuals change through various non-invasive methods such as camera-trapping.
- Improve knowledge on the tigers and their preys to better understand the best possible course of action.

Community Engagement

- Increase communities' awareness and participation in anti-poaching initiatives.
- Develop potential sustainable livelihood revenue generation model to reduce the community dependencies on natural resources from tiger habitat.

Since the inception of the programme, we have achieved so much in terms of preservation and conservation of tigers and impacted the wildlife surrounding and supporting them. As of 2018, the programme had already accomplished the following:

- **5,347 km** of dense forest has been covered via foot patrol in the effort to protect not just tigers and its preys, but the ecosystem as a whole as well.
- **177 active wire snares** have been found and deactivated, thereby potentially saving 177 large animals including tigers and its preys as they are essential to the equilibrium of the food chain.
- **498 old snares, 93 old mist nets, 23 hunting hides** and **26 bullet shells** were recorded and collected.
- **83 wildlife crime cases** were reported to PERHILITAN In 2017, the Perak state government announced its commitment to register for the Conservation Assured Tiger Standard (CA|TS) during the Global Tiger Day carnival in Perak on 29 July. CA|TS is an accreditation scheme to ensure every aspect needed for effective conservation is in place within an area. CA|TS encourages tiger conservation areas to meet a set of standards as it will assure effective and long term conservation.

My TIGER VALUES

exhibition

PLATES





AMY NAZIRA

In conjunction with the 'World Tiger Day' celebration, the artist wish to highlight some issues about the coming extinction of animals that are currently happening around the world. These two pieces entitled 'The Hunter' and 'The Dealer' symbolizes the negative aspects of human nature. As a result of these poaching activities, tigers are now categorized as one of the most endangered species of animals in the world. Enforcement of the law is needed to break all these negative activities. In addition, awareness campaigns about wildlife need to be conducted to build up integrity values in the souls of society.

The Dealer
Oil on canvas
122 x 122 cm
2018





The Hunter
Oil on canvas
122 x 122 cm
2018



CWND DIEN (CAWAND)

Cwnd Dien is an illustration and character designer based in Kajang which is famously known as the "Sate Town".

His greatest influences come from street art, graffiti, animation, movies, comics, and toys. It's hard to describe his artistic style though he is open to others labelling it according to their own understanding.

Spirit Of The Tiger

Digital print on canvas

59.5 x 41.5 cm

2018

This piece is inspired by the old Malay adage
"Harimau mati meninggalkan Belang, Manusia
mati meninggalkan Nama."



Tiger Suit

Digital print on canvas

59.5 x 41.5 cm

2018

This piece symbolizes the spirit of the youths...



Smallest Value (Rumah)

Digital print on canvas

59.5 x 41.5 cm

2018

Like everyone else, one's journey in life involves effort and hard work with its ups and downs as we strive to build a comfortable future for ourselves. Sometimes, the results we get may be of the smallest of value but we have to keep moving forward. The Journey has to go on.





DZUL AFIQ ZAKARIA

My work is about the transformation of the soul through lived experience that change, evolve and grow within us. Quietly observing the everyday moments, nature and those events around me, I am fascinated by how each creature and human moves through the world. Using rich, lyrical language and action to express ourselves, we each respond uniquely to the world around us. Although at times these responses may seem inconsequential, they are like atoms and rays of lights that keep blending with each other and all that fit together to beautifully form a picture of our lives – our stories. Semangat 13 is a celebration of every new direction of moments which collides in everyday life and how we respond to them. The expansive, unrelenting power of nature, contrasted with the churn and grind of surviving and thriving, this is the underpinning, the conversation. While it could be described as abstract, expressionism, action painting or mysterious dreamscapes, the composition and strokes allow for freedom of interpretation. These responses are what intrigue and inspire me, and with the hope that it affords to provoke experiences as unique as our own life story.

Semangat 13 (Spirit 13)

Mix media on canvas
191.92 x 191.92 cm
2018





FIZRIE AZHAN

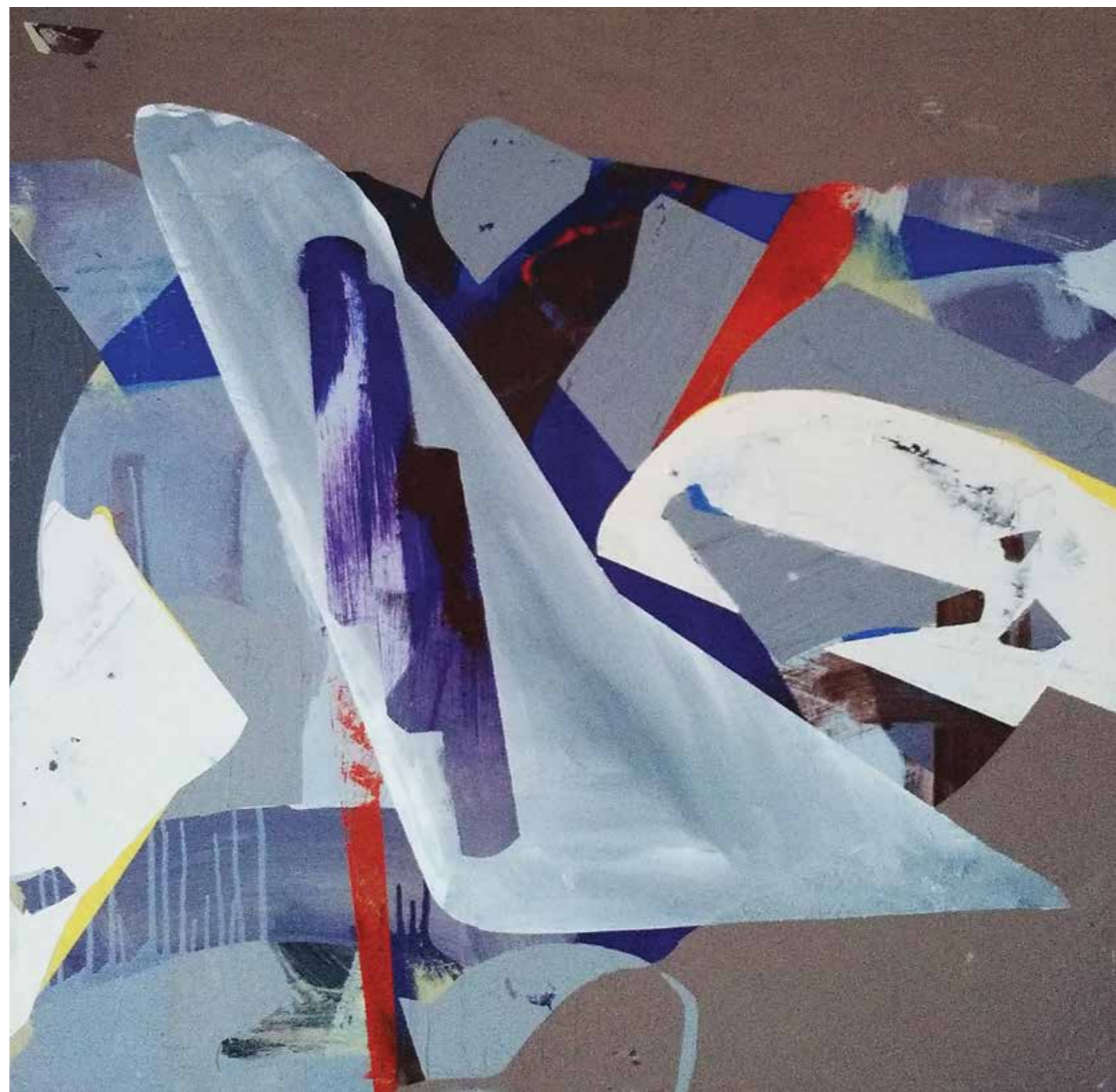
Kedua-dua karya ini ada berkaitan dalam menggambarkan 'growth', iaitu pembangunan sesuatu. Tindak bangun blok-blok yang digambarkan dalam visual statik tapi masih didalam satu pergerakan yang makin rancak dan maju. Bukan hanya menjadi sebuah blok yang kekal, tanpa ada perubahan, tapi penuh dengan aktiviti (proses pergerakan (wang) yang lebih kukuh). Sama seperti Maybank yang kekal kukuh untuk proses-proses pergerakan yang melibatkan wang Malaysia semasa yang menjadi salah satu bank utama yang efficient untuk berurusan oleh Rakyat.

Together

Acrylic & oil on canvas

91 x 91 cm

2018



Harimau merupakan haiwan yang semakin terancam populasinya dan berdepan dengan risiko kepupusan yang sangat tinggi di Malaysia. Hal ini disebabkan oleh manusia itu sendiri yang sangat tamak untuk memburu binatang ini kerana mempunyai nilai pasaran yang sangat tinggi seperti kulit dan tulangnya.

Selain itu juga akibat pembalakan hutan secara haram menyebabkan habitat dan tempat tinggal binatang ini semakin terjejas. Karya bertajuk "World of War" dan "Together" adalah hasil dari penterjemahan karya secara abstrak dengan apa yang terjadi kepada haiwan ini. Semoga kesedaran manusia untuk menjaga hidupan yang semakin pupus ini dapat disemai.

World of war

Acrylic & oil on canvas

91 x 99 cm

2018





MUHAMMAD SHAUFIE B MOHD YATIM

Here I present the Malayan Tiger, also known as Panthera Tigris Malayensis, The tiger is a symbol of bravery, strength and grandeur in Malaysia.

The tiger is also an icon of uniqueness and is found in our cultural heritage.

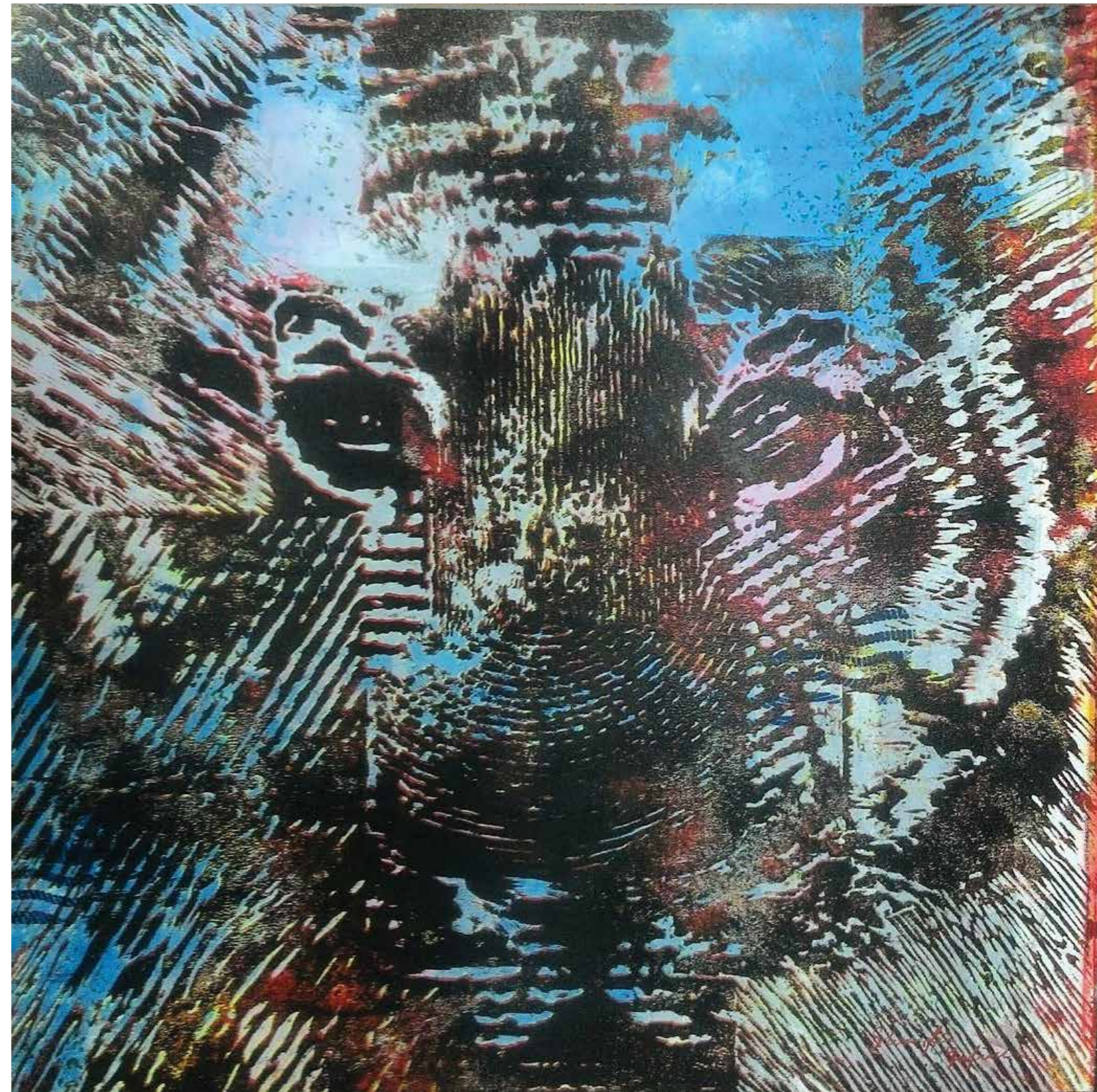
As an artist, the case of the Malayan tiger is reflective of what is happening in the country.

Prey Series 1

Mixed media on canvas

107 x 107 cm

2017



Prey series 2
Mixed media on canvas
107 x 107 cm
2017





MUHAMMAD IZZUDDIN BASIRON

These artworks symbolizes growth, which is the development of something that I tried to visualize through what I see in my every day situations and environment. We see the growth of Malaysia through the numerous buildings which are part of its process of development as we advance towards modernization with all its implications and challenges.

Blok Berirama

Oil & acrylic on canvas

213 x 153 cm

2017



Pecahan Blok
Oil & acrylic on canvas
153 x 213 cm
2017





TAN HOWE QIN

Design is my passion is design, I enjoy creating artworks while experimenting with robotic elements as part of its image.

I created this work based on the concept of the Tiger, an animal that is a symbol of Malaysia and applying this concept with my style of mixing traditional with robotic elements.

Harimau

Digital print on paper

68.5 x 49 cm

2018



MyTIGER VALUES

competition

PLATES



MyTIGER VALUES ART COMPETITION 2018.

The Malayan Tiger is the national emblem of Malaysia. It symbolizes courage, strength and magnificence. Its image is found on the coat of arms of the armed forces, the national football team, the national car to the nation's oldest and leading banking institution. It is also an endangered species around the world. In conjunction with Global Tiger Day 2018, Maybank is pleased to inculcate and celebrate the indomitable spirit of the Malayan Tiger through an art competition based on Maybank's TIGER values.

Launched in 2010, Maybank's core principles is entitled TIGER values which stands for-

- T- TEAMWORK: Working together as a team based on mutual respect and dignity
- I - INTEGRITY : Honest, professional and ethical in all dealings
- G- GROWTH: Passionate and to strive for constant improvement and innovation
- E- EXCELLENCE AND EFFICIENCY: Committed to deliver outstanding performance and superior service
- R- RELATIONSHIP BUILDING: To continuously build long term and mutually beneficial partnerships

As the organization's essential guiding principal, the TIGER values has helped to ensure the continuous success of all Maybank's endeavours while maintaining its position as the nation's top financial institution and one of the best in the region.

MAYBANK FOUNDATION

Maybank Foundation has been the strategic driver and main implementer of Maybank Group's community programmes since it was inaugurated in 2010, in conjunction with the Group's 50th anniversary. The foundation's mandate is to create positive, long-term impact through 6 pillars, namely Education, Community Empowerment, Arts and Culture, Environmental Diversity, Healthy Living and Disaster Relief. The focus of the foundation is to enhance the quality of life for all irrespective of race, gender or creed with an emphasis on the poor and marginalised. As part of its arts and culture initiative to promote artistic creativity of the youths, Maybank Foundation is organizing its first art competition entitled 'MyTIGER Values'. There are three categories to this year's competition-

- Photo Imaging (conventional print/ digital)
- Illustration (conventional/print/ digital)
- Sequential Art - from single panel to 8 panel editorial cartoon/ comics (conventional/print/ digital)

Participants are to interpret and present any of the TIGER Values through the medium listed above. Each participant is required to submit a statement/ rationale with a maximum of 200 words about their work together with their names, title of the work(s) and also contact details.

WHO IS ELIGIBLE TO PARTICIPATE

- Students from art, design and related disciplines from public and private institutions of higher learning in the Klang Valley.
- Participants must be age 18 and above.

TOP 3 PRIZES FOR EACH CATEGORY

- 1st Prize : RM 3 000
- 2nd Prize: RM 2 000
- 3rd Prize: RM 1 000

JUDGING CRITERIA

A panel of judges selected by the foundation together with Maybank will select 3 major prize winners from each category based on the following criteria:

- Creativity and effectiveness in interpreting and presenting the TIGER values through any of the three medium
- Levels of skilfulness and overall finishing of the work

RULES AND REGULATIONS

- Each participant is allowed to submit a maximum of three works for one category or one for each category.
- Artwork submitted for competition must be new, original and never exhibited before.
- Artwork produced must be within the stipulated size of 42cm x 59.4cm (A2).
- Artworks that do not meet the criteria, lacking quality, perceived to be offensive or may cause distress to the public and the organizer will automatically be rejected.
- All decisions made by the judges and Maybank are final and non negotiable.
- Works selected for exhibition must be framed and ready to be displayed.
- Artwork must be clean, sturdy, in good condition and does not pose any hazard to members of the public.
- The organizer reserves the right to use the images of artworks for all non profit and promotional purposes only. (No alterations will be made to any of the works for these purposes)

PHOTO IMAGING (CONVENTIONAL PRINT/ DIGITAL)

1st Prize: Mohamed Shaiful Azre bin Alias

Art and Design (Photomedia Creative), Universiti Teknologi MARA (UiTM)



Hundreds of students hoisted the colors of the Malaysian flag during the 59th Independence Day Celebration at Dataran Merdeka, Kuala Lumpur on August 31. Students all across the Klang Valley worked together for a Merdeka celebration performance since early August, practiced until the day of celebration while under extreme hot weather. This shows the Tiger Values in them for as Malaysians they worked together regardless of race or skin color.

Untitled

Photography

42 x 53 cm

2018

2nd Prize: ISHAK BIN RAMLI

PhD studies in Art and Design, Universiti Teknologi MARA (UiTM)



Hope Series #1 #2 #3

Digital print on photopaper

59.4 x 42 cm (each)

2018

Generasi baru lapisan ketiga yang hidup dalam dunia serba moden dan maju tetapi hidup dalam lingkungan kemiskinan tegar bandar yang menetap dipenempatan Perumahan Awam (PA) setinggi 17 tingkat yang juga dipanggil "*Kampung Menegak*" atau "*Vertical Village*" dan juga dipanggil "*Rumah Burung Merpati*". Generasi baru lapisan ketiga ini secara sadar sebahagian besarnya menetap sekali dengan datuk, nenek, ayah, ibu dan pakcik-makciknyanya. Pemerintah hari ini haruslah memikirkan, merencana dan membina sebuah "Harapan" untuk generasi yang masih dalam "buaiannya" ini, yang masih tidak mengerti kehidupan hari esok, apalagi mengubah nasib keluarga yang masih tidak berubah sejak beberapa generasi yang lepas. Prinsip Kerja Berpasukan, Integriti, Peningkatan, Kecemerlangan dan Kecekapan serta Jalinan Perhubungan jangka masa panjang (*Teamwork, Integrity, Growth, Excellency & Efficiency and Relationship Building – TIGER*) perlu diberi penekanan dalam kepimpinan dan pembangunan diri modal insan bagi menjamin kelangsungan dan perubahan kemajuan bagi generasi dalam "buaiannya" yang jauh lebih positif pada masa akan datang. TIGER bukan hanya untuk Maybank tetapi untuk semua masyarakat dalam semua bidang bagi menjadi prinsip dan asas kepada perkembangan dan kemajuan berterusan tanpa sempadan dan had.

ILLUSTRATION (CONVENTIONAL/PRINT/ DIGITAL)

1st Prize: Kelvin Cheng Zhun Hao

Clazroom College, Petaling Jaya



Vision of Growth

Digital print on paper

59.4 x 42 cm

2018

My artwork, "Vision of Growth", focuses on "passion, growth and vision". Means we have to further and broaden our vision from the top in order to create.

2nd Prize: Cheryl Kok Keat Wei

Raffles College of Higher Education, Kuala Lumpur



"Alone we can do so little; together we can do so much." – Helen Keller

This quote strongly reflects the idea of my illustration. Everyone has his/her own strength. If everyone set a clear vision & work together as a team, the trust & bonding among the team members are stronger. They will feel fiery and fearsome like the TIGER shown in the background of my work.

The composition is designed to emphasise that we are strong when we are united. All the objects were arranged inside the shape of a brushstrokes with watercolour as the medium. This is to give a sense of harmony. The Tiger is a sign of fearsomeness when great teamwork is given, it creates breakthroughs.

Teamwork Creates Breakthrough

Watercolor on paper

59.4 x 42 cm

2018

3rd Prize: Issac Choong

KDU University College Glenmarie



Relationship building is very important in all aspects of life. Whether it is at school, workplace or even at home with your family, it is important for us as human beings to build a healthy relationship with those around us. The tiger and rabbit depicts 2 different types of people coming together. Although the tiger is a hunter, while the rabbit a prey, they are able to come together and get to know each other as individuals, tearing down that hunter-prey boundary. We as humans should also accept each other as individuals and build healthy relationships with people around us despite the fact that we have different races, religions, gender or even sexuality. As the saying goes "No man is an island", we should always come together as individuals and have peace among ourselves.

The Tiger and The Rabbit

Digital print on paper

59.4 x 42 cm

2018

**SEQUENTIAL ART - FROM SINGLE PANEL TO 8 PANEL EDITORIAL CARTOON/ COMICS
(CONVENTIONAL/PRINT/ DIGITAL)**

1st Prize: Teh Sze Shio
Malaysian Institute of Art



Paradise
Digital print on paper
59.4 x 42 cm
2018

In this artwork, I decided to make a paradise for tigers where they can live peacefully. The tigers are showing affection towards each other, as I wanted to show teamwork and relationship building since without these two it is impossible to create such a peaceful atmosphere. The big tiger shows passion and growth and he's not afraid to reach for the stars to achieve its goals.

2nd Prize: Toh Zhen Sien
New Era University College



Team Tiger
Digital print on paper
59.4 x 42 cm
2018

'The word is a jungle, you either fight or run away.'
So, do you want to fight with the team?

3rd Prize: Wong Ke Lee
New Era University College



Be Brave
Mixed media paper
42 x 59.4 cm
2018

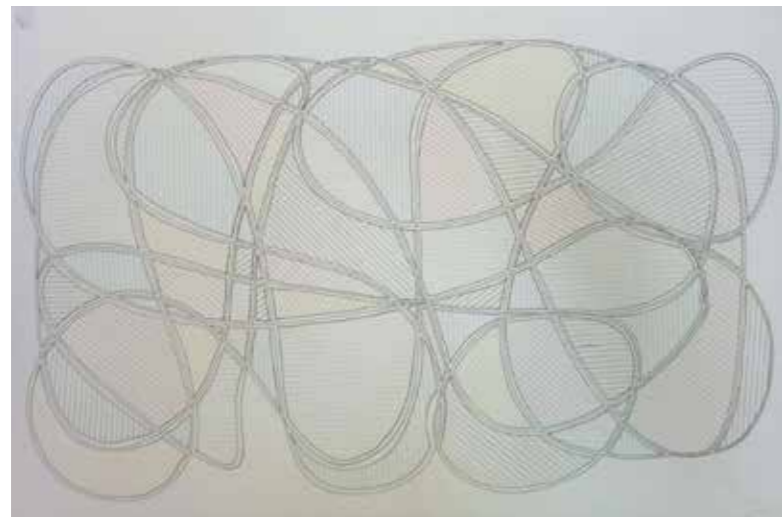
The bravery of the tiger is an improvement based on the spirit. The kitten in the picture always has a brave spirit in my heart. Don't underestimate the little power.



Angela Poi Wai Teng
New Era University College



Chai Hui Yi
New Era University College



Hew Park Yee
New Era University College

Lim Weng Hang
Malaysian Institute of Art



Lim Qian Ru
New Era University College





Isabella Chong Wan Ling
KDU University College Glenmarie



Sim Sze Hong
New Era University College



Koid Yan Xin
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Lee Zhi Wen
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Leong Vee Kee
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Taylor's University



Vivian Loi Yui Jing
Raffles College of Higher Education



Tan Siew Jian
New Era University College

Loh Bei Yi
New Era University College



Yeap Fong Ray
Malaysian Institute of Art





Maybank Foundation has been the strategic driver of Maybank Group's community programs since it was inaugurated in 2010, in conjunction with the Group's 50th anniversary. The Foundation's mandate is to create positive, long-term impact in communities in the markets where Maybank operates. It strives to identify programs that will have the most tangible and sustainable results, in line with Maybank's mission of humanising financial services.

Maybank Foundation focuses on 6 key areas, namely;

EDUCATION	COMMUNITY EMPOWERMENT	HEALTHY LIVING	ARTS & CULTURE	ENVIROMENTAL DIVERSITY	DISASTER RELIEF
Empower future leaders in the finance community	Ensure inclusiveness of those in the communities	Promote community compassion	Promote artistic creativity of the youths	Help protect the planet's diversity for future generations	Mobilize employees together with partners in disaster situation, locally and regionally

In all six areas and in every country it operates in, Maybank Foundation is focused on activities and programs that would create meaningful, measurable and sustainable impact, in line with Maybank's mission of humanising financial services.

Acknowledgements

Maybank Foundation wishes to thank all the artists who participated in this exhibition. Also, our deep appreciation to all students and their lecturers from the various art colleges and tertiary institutions in joining our art competition. Our heartiest congratulations to all the winners!

THE ART OF THE TIGER - A Global Tiger Day Exhibition

This exhibition catalogue is published in conjunction with THE ART OF THE TIGER - A Global Tiger Day Exhibition at Balai Seni Maybank, July 25th - August 15th, 2018.

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