



Maybank



Maybank Foundation

THE ART OF THE TIGER

A Global Tiger Day Exhibition

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.

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PLATES





MONICA LEE

My main source of inspiration comes from photography. I like black and white photographs because of their classic quality. Thus, my drawings are done in pencils and charcoal.

The idea of using something as simple as a pencil to create a piece of art appealed to me. My style of drawing emphasises the details and textures of the subject matter.

Through this piece, I hope to portray the beauty of the tiger. The tiger has been classified as an endangered species. With awareness and conservation efforts, hopefully they will not face the risk of disappearing forever in the coming decades.

Furthermore, the tiger represents bravery and strength. Hopefully a symbol of inspiration for women to have the courage to press forward and progress. Part of the progress can be as simple as believing in yourself and the courage to be whoever you want to be.



Hide and Seek

Graphite and charcoal
23.5 inch (H) X 35.5 inch (W)
2018

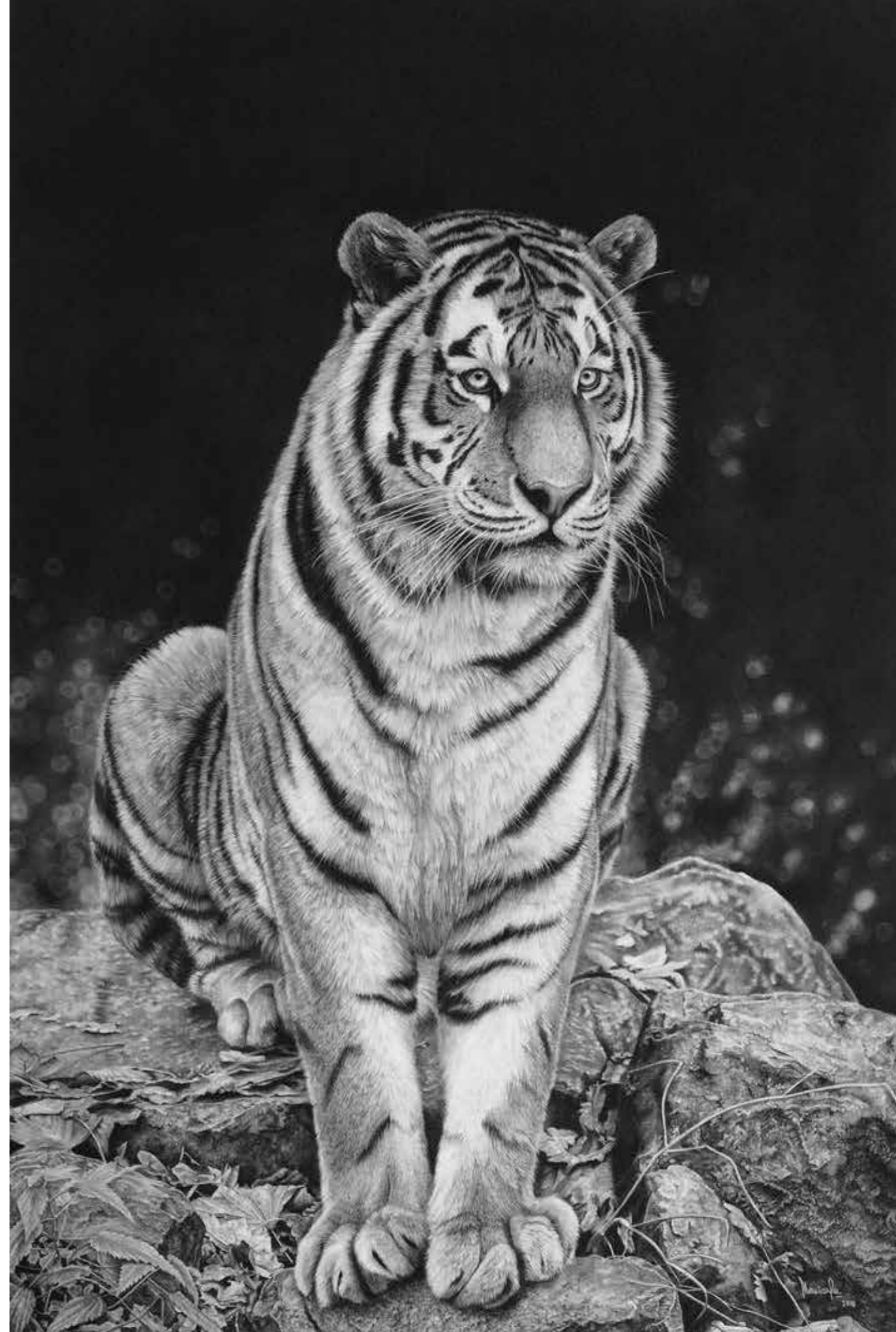


Afternoon Swim

Graphite and charcoal
23.5 inch (H) X 35.5 inch (W)
2018

Daydreaming

Graphite and charcoal
35.5 inch (H) X 23.5 inch (W)
2018





The Courageous Tiger
Graphite and charcoal
29 inch (H) X 54 inch (W)
2018



Connor
Graphite pencils
21 inch (H) X 31 inch (W)
2016



CHUA ENG (SUZI)

My name is Suzi Chua , a Malaysian born in Malacca. My journey with arts began relatively late although art was my favourite subject during school days. I am inspired by the love of the animal kingdom and i have a burning passion to create them on canvas and other different mediums. I want to share what i love and to motivate and inspire others to appreciate the beauty of these animals i paint.

Our wildlife plays an integral part of the forest ecosystem and the survival of different species in an ecosystem depends on each member of that ecosystem. If they become extinct the balance of our nature will be disrupted.

I have many favourite animals and one of them is our Malayan Tiger. The tiger is the biggest cat on earth and it is a truly majestic and powerful animal. Many cultures consider the tiger to be a symbol of strength and courage. With yellow brown coat striped with black, they are the predators that rely on the camouflage their stripes provide. Illegal hunting, poaching and habitat loss has put our tigers high on the endangered list.

Now more than ever, our existing tigers need our love, care and protection before its too late .

Tiger

Acrylic on canvas

42 x 59.4 cm

2018

Special thanks to Indonesian photographer Irawan Subingar for photo reference





Malayan Tiger

Acrylic on canvas

153 x 153 cm

2018

Special thanks to Indonesian photographer Irawan Subingar for photo reference



ANIS CHE MAT

Saya begitu tertarik dengan peribahasa melayu iaitu "harimau mati meninggalkan belang, manusia mati meninggalkan nama". Maksudnya seseorang yang berjasa akan disebut-sebut walaupun beliau telah lama mati. Jadi saya ingin mengajak penonton supaya berfikir sejenak apakah jasa yang telah kita taburkan atau semaikan sama ada untuk masyarakat mahupun negara. Dalam konteks ini siapakah dan bagaimana?

Penggunaan imej harimau mengaum pula simbolik kepada keberanian dan metaphor kepada anak muda yang berani dan agresif didalam melakukan sesuatu perkara.

Manakala bagi imej harimau yang sedang tidur pula simbolik kepada anak muda tak boleh disentuh atau pun digasak didalam sesuatu perkara. Ini kerana mereka pantang dicabar. Mungkin inilah sifat sebenar anak muda.



Darah Muda

Colour pencil and board

50 x 36 cm

2013



RAJIMIN

This drawing shows one of the most endangered animals in Malaysia today, the *Panthera Tigris Jacksoni* (Malayan Tiger). The objective of this illustration is to create awareness regarding the gravity of endangered animals in Malaysia.



"Tiger"

Ballpoint pen on watercolor paper
54.9 x 42 cm



AZAIKMAL AHMAD RASHID

I started participating in art shows from year 2000 and till today I have 3 solo exhibitions to my name. My first solo was in 2008 with my Nature series where I took the Great Heron as my main subject. However, in 2013 I shifted my major subject to the Tiger for my second solo. In 2017, I received a special request from the Sultan of Johor to produce another series of paintings on tigers. In this special series I focused more on the face and eyes of the tigers. Furthermore, I also highlighted issues relating to tigers such as illegal poaching, its behaviour, movements while experimenting with different types of medium when painting these images.

For the pieces 'Playtime' and 'Walk Away', I used bitumen, charcoal & soot to applied in the drawings as well as combining them with oil paint in my other paintings.

The piece 'I'm Not Your Target' highlights the critical situation of the tigers as they are always on top of the hunting list of illegal poachers. I applied red on the background as a symbol of "red alert" to this issue.



I'm Not Your Target

Oil & bitumen on canvas

152 x 302 cm

2017

Maybank's Collection



Playtime

Oil & bitumen on canvas

122 x 122 cm

2017

Maybank's Collection



Drawing Studies 7: Walkaway

Charcoal on watercolor paper

32 x 92 cm

2013

Maybank's Collection

Drawing Studies 2: Don't Disturb Me!

Charcoal on watercolor paper

32 x 92 cm

2013

Maybank's Collection





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 for their time and outstanding works.

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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