



FOR IMMEDIATE RELEASE

Think City and DBKL Launch Creative KL Schemes to Bring More People to City's Heart
Budget 2023 initiatives target to accelerate urban renewal of Downtown Kuala Lumpur as a destination for creative and cultural sectors

Kuala Lumpur, 2 June 2023 – **Think City**, an impact organisation to create more liveable, resilient, and sustainable places, activated their recently signed Memorandum of Understanding (MoU) with Kuala Lumpur City Hall (DBKL) and announced the launch of the **Creative KL Grants Programme** and the **Creative KL Urban Challenge** as part of the rejuvenation efforts of Kuala Lumpur. The rejuvenation of Malaysia's capital city takes centre stage as one of the key highlights of Budget 2023, as announced by YAB Prime Minister Datuk Seri Anwar Ibrahim. This significant emphasis underscores the Government's commitment to fostering liveable, resilient, and sustainable cities that prioritise the well-being and quality of life for all Malaysians.

Kuala Lumpur Mayor YBhg. Datuk Kamarulzaman Mat Salleh said, "I am thrilled to see the launch of the Creative KL Grants Programme and the Creative KL Urban Challenge. These initiatives provide an opportunity for different levels of society to play an active role in rejuvenating Downtown KL as a creative and cultural district. This effort is part of the third MoU recently signed between DBKL and Think City to accelerate our collaboration in strengthening the city as a creative destination, improving liveability, public realm improvement, space activation and more."

Hamdan Abdul Majeed, Managing Director of Think City said, "Harnessing the rich culture and heritage assets of Downtown KL, Think City recognises the potential of the creative economy in shaping vibrant cities. As an impact organisation dedicated to making cities liveable, we firmly believe that a strong creative and cultural scene is vital."

"The RM15 million allocated under Budget 2023 will further catalyse the rejuvenation and revitalisation of Downtown KL and its adjacent significant areas, and help address some of the pertinent issues in making the city centre move sustainable and liveable. It is estimated that these initiatives will create more than 1,300 job opportunities and generate 200 activities that will fuel the city centre. In addition to that, the programmes are also aimed at improving the lives of the local community and how innovative solutions will improve the area's overall liveability," he added.

The schemes have been developed to attract more people to **Downtown KL** and create a thriving environment for cultural endeavours, creative businesses, start-ups, innovation, research and many more. The programme will provide financial support, resources, and opportunities for individuals and organisations involved in the creative and cultural sectors, and other industries that will foster the growth of Kuala Lumpur as a dynamic destination that celebrates art, design, music, and all forms of creative expression.

This is in line with the **Kuala Lumpur Creative and Cultural District Strategic Master Plan (KLCCD)**, that was developed in 2019 between Think City and DBKL, Ministry of Tourism, Arts, and Culture (MOTAC), Department of National Heritage (JWN) and Yayasan Hasanah, with the goal to revitalise the historical district of Kuala Lumpur towards the formation of an inclusive, creative, vibrant and thriving hub for businesses and people living in it to enhance its liveability and visitor appeal.



This undertaking was prompted by the challenges faced by communities within the heritage core of the city now known as Downtown KL, where less activities and a gradual shift of activity away from the city centre have been observed. Over the years due to the citizens choosing to reside in suburban areas while commuting to the city for work, business opening operations outside of the city and key institutions and administrative hubs moving out of the city centre. This results in a significant impact on commercial activities and the overall makeup of the community.

Creative KL Grants Programme

Now open for application, the Creative KL Grants Programme aims to safeguard and promote the rich cultural heritage of Downtown KL, revitalise underutilised and undervalued cultural heritage assets, empowering local communities through capacity-building initiatives and community programmes, stimulate the establishment of cultural and creative nodes within the city, and promote knowledge sharing and collaboration between various stakeholders.

Creative KL Urban Challenge

The Creative KL Urban Challenge will open for applications on June 19, 2023. The Challenge (implemented with Proficeo and OpenAcademy) aims to connect citizens, universities, creative practitioners, professionals, hackers, designers, innovators, urban planners and experts as well as developers and programmers to collaborate and design innovative urban solutions that will improve Downtown KL, and the lives of people living in it.

It aims to showcase Malaysia's finest urban solutions, utilising Downtown KL as a regional stage for culture-based urban rejuvenation and spearheading the growth of the cultural and creative economy for other cities in the country and the region.

"Through the implementation of these programmes, Think City remains dedicated to preserving and celebrating the diverse cultural assets that grace Downtown KL. With the support of the Ministry of Finance, DBKL and our partners, we aim to strengthen the City's sense of place and identity, encouraging community engagement and active participation from citizens, thus paving the way for a more vibrant and resilient future for Downtown Kuala Lumpur," Hamdan concluded.

For more information about the Creative KL Grants Programme and Creative KL Urban Challenge, please visit thinkcity.com.my.

-END-

About Think City

Think City is an impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to www.thinkcity.com.my.

For media queries, please contact:

Kevin Tan
kevin.tan@sprg.com.my | +60127001666

Michael Lee
michael.lee@sprg.com.my | +60162804602