

## FOREWORD

*Bismillahirrahmanirrahim*

*Assalamualaikum Warahmatullahi Wabarakatuh* and greetings.

I am delighted to welcome everyone to the **Exhibition of Creativity, Innovation, Technology, and Research in Arts (eCITRA) 2023** brought to you by the Creative Media and Technology Hub (CMTHub), College of Creative Arts UiTM, in collaboration with Universiti Malaysia Sarawak (UNIMAS).

The commitment that UiTM upholds to the field of art and design is not only rooted in its status as a pioneer in this domain but also in its aspiration to be the vanguard of artistic innovation. Through the alliance with UNIMAS, UiTM forges a synergistic relationship that not only enhances the quality of arts education but also contributes to the cultural tapestry of our societies.

Collaborations within the domain of arts among academic institutions can yield multifaceted advantages, fostering a milieu of intellectual richness and dynamism for both students and faculty. These strategic alliances open doors to a plethora of diverse artistic perspectives, techniques, and cultural influences which subsequently enhance the educational experience for our students, exposing them to a comprehensive spectrum of artistic expression.

The establishment **eCITRA** is, therefore, commendable as it serves as a pivotal platform to stimulate the intellectual curiosity of artists and art enthusiasts, thereby making a positive impact on the perception of arts and cultures across the nation.

**eCITRA** is a testament to the unwavering dedication to the advancement of the creative arts industry and a celebration of cultural and artistic journeys. For this reason, I convey my most profound gratitude to the principal patrons of **eCITRA 2023**, namely the Creative Media and Technology Hub (CMTHub) UiTM Shah Alam and PETRONAS, whose invaluable contributions have been instrumental in the success of this event. My hope is that our institutions can sustain this fruitful cooperation.

I also wish to thank the staff and art practitioners of both UiTM and UNIMAS for their commitment to bringing this event to fruition. I have no doubt that the **eCITRA 2023** Committee, in collaboration with the FACA community, will persist in elevating the confidence, quality, and value of local arts on the global stage.

In closing, my best wishes to everyone and I eagerly anticipate the continued success and growth of **eCITRA** in the years to come.

**PROFESSOR DATUK DR SHAHRIN SAHIB @ SAHIBUDDIN, FASc**

Vice-Chancellor

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