



IN HER OWN WORDS

A CELEBRATION OF HUMANITY AND UNIVERSAL LOVE

Press release

One year on, visual artist Kevin Bathman remembers the life and legacy of Malaysian visionary, Yasmin Ahmad with a new digital art exhibition. Using Yasmin's own blog as inspiration, Kevin has blended her own words with striking visual images to create an art series as progressive as Yasmin's own thoughts.

Yasmin is best known as the international award-winning Malaysian film director and Executive Creative Director of Leo Burnett Kuala Lumpur. She is responsible for writing and directing Petronas television commercials and films such as Sepet, Mukhsin, Muallaf and Talentime that shattered social boundaries and barriers in Malaysia. In July last year Yasmin suffered a stroke: the subsequent neurosurgery failed to save her.

Kevin Bathman, a Malaysian who resides in Sydney, currently works as an Art Director. He was so inspired with Yasmin's outlook on life and her inspirational body of work, that Kevin devoted his skill to paying tribute to one of Malaysia's seminal figures.

For more information on the project please contact Kevin Bathman **+61 4 04 962 992** or email **kevinbathman@gmail.com**. You can also join the facebook group **"In Her Own Words: A Celebration of Humanity and Universal Love"**

Exhibition Dates:

Kuala Lumpur, Malaysia

5th - 18th July

The Kuala Lumpur Performing Arts Centre

Sentul Park

Jalan Strachan

51100 Kuala Lumpur

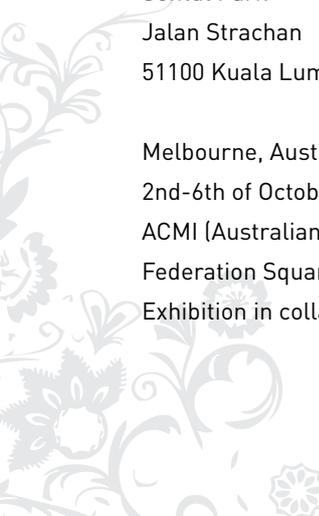
Melbourne, Australia

2nd-6th of October

ACMI (Australian Centre for Moving Image)

Federation Square, Flinders Street, Melbourne

Exhibition in collaboration with Australia-Malaysia Film Festival 2010





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About the exhibition

Words and images are powerful tools. When language and visuals are combined the messages they convey become all the more powerful. Through her films and advertisements, Yasmin Ahmad revolutionised the way Malaysians view life. With her enormous thirst for understanding life, she was 'colour-blind' and consistently touched the hearts of a nation.

On a personal level, her deeply felt depictions of everyday struggles with racial prejudice and social barriers spoke to me directly. Having grown up with a mixed parentage, an Indian father and a Chinese mother, it has made me even more sensitive to racial issues. Living abroad for the past 10 years I have also experienced first-hand the differences between the Eastern and Western culture.

Being a big fan of her work and a keen follower of her blog, I remember thinking there were 'gems' that I just wanted to share with other Malaysians and Australians. This exhibition is an interpretation and a celebration of her words.

This July marks one year since her untimely passing and this exhibition pays tribute to her immortal words - words which serve as a reminder to us to continually strive to celebrate humanity and universal love

I hope you enjoy it as much I enjoyed creating it.

Kevin Bathman

About the artist

Kevin first met Yasmin in a professional capacity for a brief 10 minutes in 1997, after he had phoned requesting a job interview to work at Leo Burnett. He remembered that she was very busy but found time after work to meet and together with her husband and Art Director, Tan Yew Leong he spoke about his work.

He had just finished his studies in New Zealand and was keen to embark on a career as a Copywriter. He had always admired Yasmin's work and she had influenced him immensely.

At the interview they both looked through his portfolio and then silence. He wasn't sure if they liked what they saw or not. They turned to a project that struck them, a print advertisement for the Kiwanis Centre for Down's Syndrome Children.

"Why do you think this speaks to me?" said Yasmin.

"It was controversial and in-your-face," he replied.

"Because it has heart," said Yasmin.

He has since lived his life being guided by his feelings: following his heart in all his professional work and personal experiences.

Kevin has an Arts Degree in Graphic Design/Advertising from Auckland University of Technology. As an Art Director, Kevin has worked both locally and internationally with leading advertising agencies in Sydney, Auckland and Kuala Lumpur. His passion lies in combining imagery and words to advocate social change, which includes devising campaigns for non-profit organisations and green initiatives.

For more information on this exhibition and to reserve an artwork, please email kevinbathman@gmail.com or join the Facebook group: "**In Her Own Words: A Celebration of Humanity and Universal Love**"

Kevin can also be reached on **+61 4 04 962 992**

