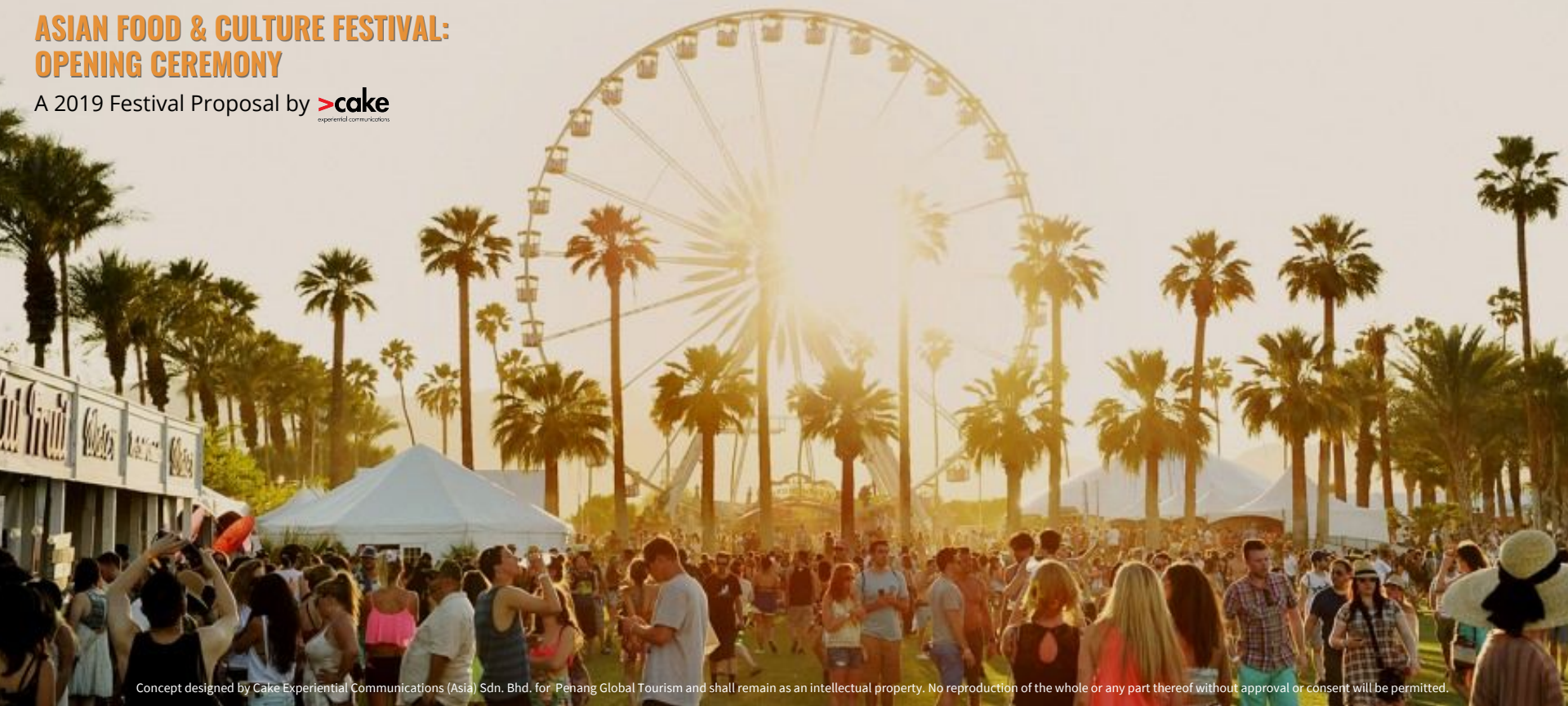




ASIAN FOOD & CULTURE FESTIVAL: OPENING CEREMONY

A 2019 Festival Proposal by **>cake**
experiential communications



FESTIVAL BACKGROUND

Asian Food & Culture Festival celebrates the quintessence and diversity of cuisine as well as cultural characteristics of Asian countries. Through this festival, PGT hopes to bring communities together via mutual love of food and culture, and by building on the exciting growth and creativity taking place in the Asian culinary community. Thus making Penang a cultural and culinary destination for Asian food lovers.

The festival will feature:



Fun and engaging activities for the whole family



A plethora of food from 5 different countries



Country specific “food culture” experiences

SOUTH KOREA
JAPAN / INDONESIA
THAILAND / CHINA



FESTIVAL POSITIONING



Penang is the cultural and culinary destination for food lovers.

FESTIVAL KEY VISUAL



Asian Food & Culture Festival

LAUNCH EVENT DETAILS



Hin Bus Depot



Week before AFCF
Date TBC



150 pax (Media & VIPs)
Public



12pm to 8pm

VENUE OPTION

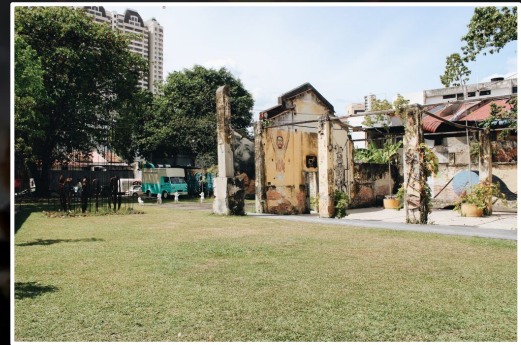
Hin Bus Depot



Proposed Date :

5 September 2018

Waiting list



DECK



Deck at the Hin Bus Depot will be used to cater the main stage, seating and the key food vendors.

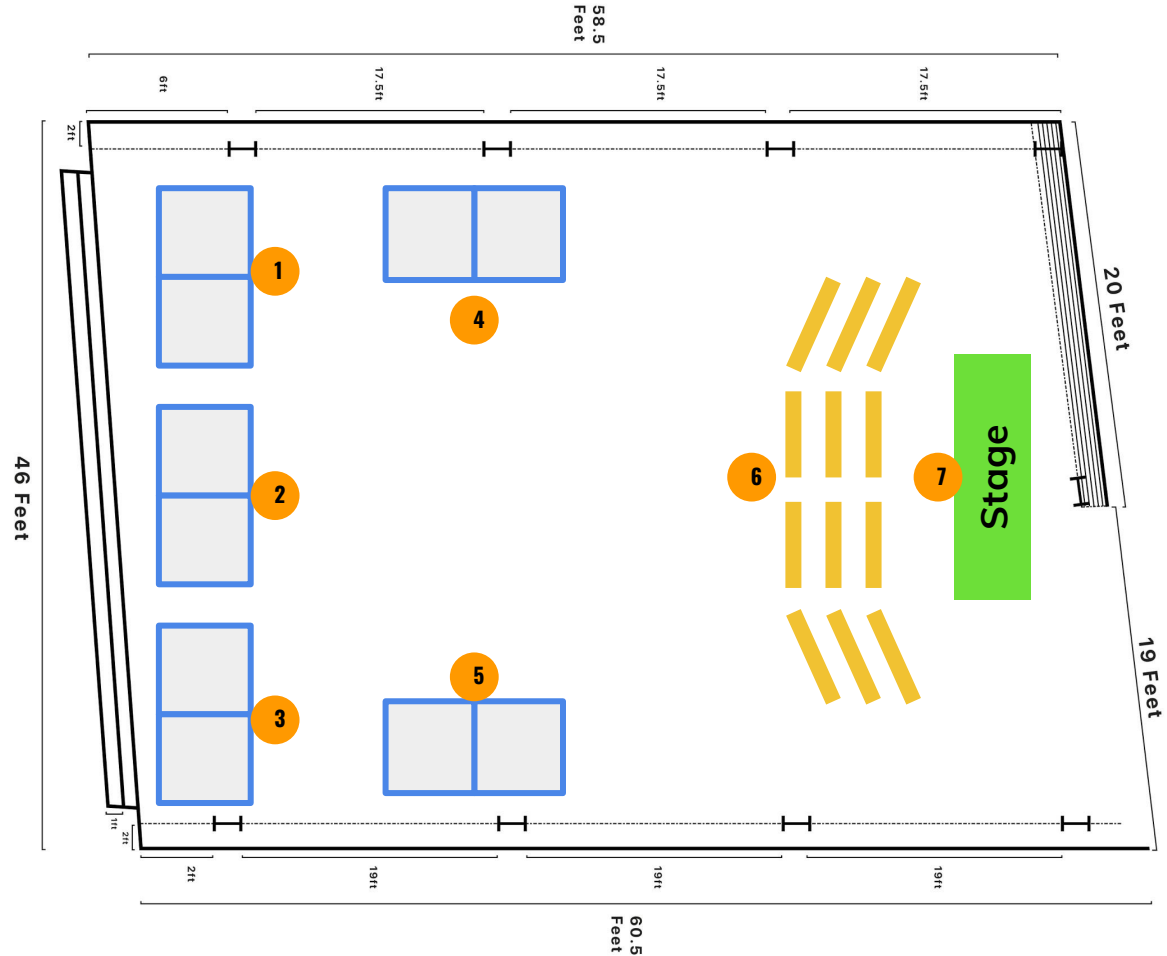
Venue Dimensions & Seating Capacity

Dimensions (m)	12.4 x 15.6
Area (sq m)	193
Heights (m)	4
Booth Capacity	25 Booths
Banquet Seatings	200 pax
Classroom Seatings	180 pax
Theatre Seatings	350 pax
Cocktail Seatings	200 pax

DECK

Legend:

1. Japan Food Kiosk
2. China Food Kiosk
3. Thailand Food Kiosk
4. Indonesia Food Kiosk
5. Korea Food Kiosk
6. 200 pax theatre seating
7. Stage



LAWN



Lawn at the Hin Bus Depot as the picnic area for visitors. Entrance Arch and Photo Op to have it here will set a perfect backdrop for visitors.

Venue Dimensions & Seating Capacity

Dimensions (m)	22 x 10
Area (sq m)	220
Booth Capacity	25 Booths
Banquet Seatings	180 pax
Boardroom Seatings	60 pax
Classroom Seatings	200 pax
Theatre Seatings	400 pax
Cocktail Seatings	200 pax



[illegible]

A horizontal beam of length 6m is shown. It is divided into six 1m segments by vertical lines at 1m intervals. The segments from 1m to 2m, 3m to 4m, and 5m to 6m are shaded black, representing uniformly distributed loads. The beam is labeled with 0, 1, 2, 3, 4, 5, and 6m at the ends of each segment.



TURFING

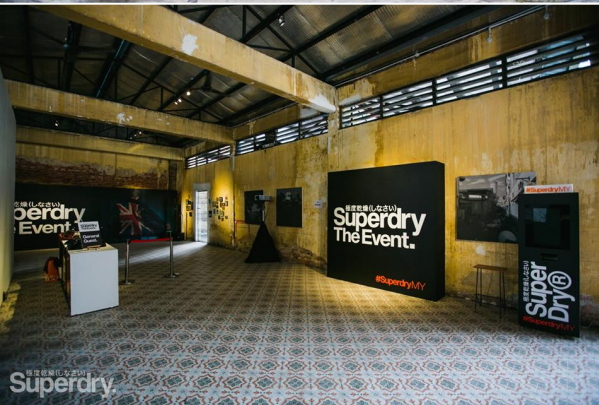
TURFING

BRICK WALL

 WOOD PANELS



GALLERY

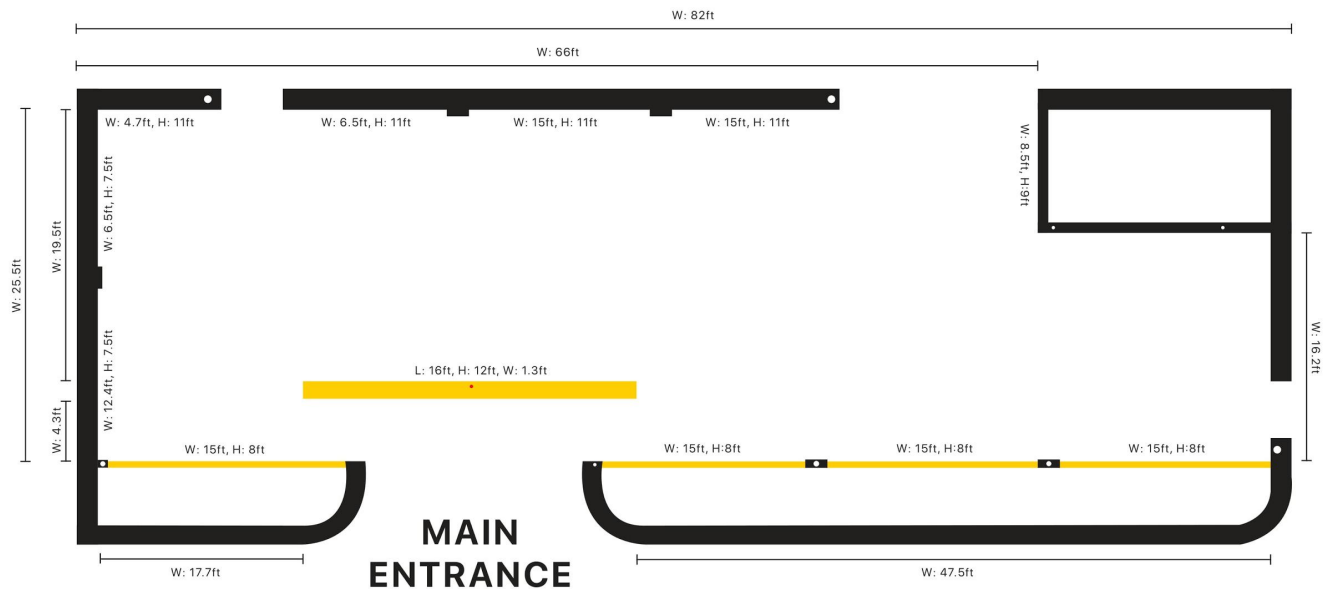


Gallery at the Hin Bus Depot will be used for artisanal workshops.

Venue Dimensions & Seating Capacity

Dimensions (m)	24.7 x 7.4
Area (sq m)	180
Heights (m)	4
Booth Capacity	20 Booths
Banquet Seatings	180 pax
Boardroom Seatings	60 pax
Classroom Seatings	150 pax
Theatre Seatings	300 pax
Cocktail Seatings	150 pax

✧ GALLERY



MURAL GARDEN



Mural Garden at the Hin Bus Depot as the chill out area.

Venue Dimensions & Seating Capacity

Dimensions (m)	13 x 12
Area (sq m)	150
Booth Capacity	6 Booths
Banquet Seatings	30 pax
Classroom Seatings	50 pax
Theatre Seatings	60 pax
Cocktail Seatings	60 pax

OPENING CEREMONY PROGRAMME

TIME:	PROGRAMME
11am	Media and VIP Arrival Registration of VIP and media
11.30am	Welcome Address / Speech
11.40am	Official launching & Photo Op
11.55am	Presentation of appreciation to VIPs
12pm	VIPs and Media Tour
1pm	Event Open to Public Activities commence Food vendors start Performance #1 session (5 countries)
3pm	Performance #2 session (5 countries)
6pm	Performance #3 session (5 countries)

ENTRANCE ARCH

Upon entry to the venue, guests will be welcomed into the main event area under an arch depicting the word "hello" in the languages reflecting the selected countries.

**Artist impression*



こんにちは

안녕하세요

ສວັສດີ

你好

om suastiastu



PHOTO WALL

Once they get inside, guests can also opt to pop behind our 3D Photo Wall for a photo op.

**Artist impression*

FOOD AREA

**Artist impression*

Without giving away too much, thematic shell scheme booths will be built along the outer rim of the venue to as to give more space for queueing and purchasing.



ACTIVITIES AREA

**Artist impression*

In the center of the room, guests will be able to interact with a variety of nation-centric activities, so as to not block the “food” area.



ACTIVITIES FROM AROUND ASIA

Japan: Bento Box Making



China: Dim Sum Making



PHOTOGRAPHY BY SHARTEL

Selected to give media and attendees a sneak peek into what awaits them at the Asian Food and Culture Festival happening in September, our Launch Day activities will reflect just some of the actual activities on the day!

Korea: Kim Chi Making

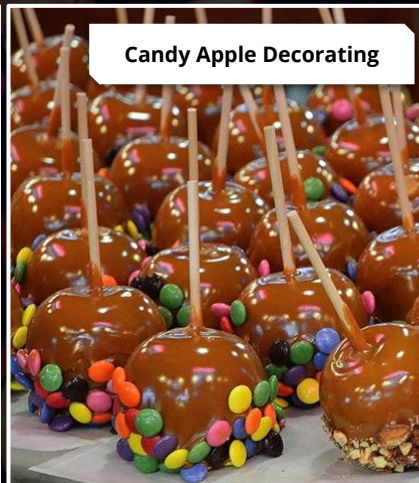


Thailand: Tom Yam Making

Indonesia: Coffee Blind Tasting



Candy Apple Decorating



ARTISANAL WORKSHOPS



Japan : Kokeshi Doll



Japan : Kaga Mizuhiki



Korea: Hanbok Origami



Korea: Osmanthus Wine Making



Indo: Batik Painting



Thai : Leather Craft



China: Needle Work

LAUNCH CEREMONY INSPIRATION



As they have been doing for many years, the Olympics has become recognised for their torch lighting ceremony. ***For us, we propose to kick off the Asian Food and Culture Festival with a simple, yet fun and entertaining "Wok Lighting Ceremony".***

LAUNCH CEREMONY - SEQUENCE



VIP will be invited up on stage to give a speech; introducing the media and invited guests to the Asian Food and Culture Festival 2019, and what it means for Penang.



Post speech, VIP will be handed a golden spatula lighter (will not be lit), and hold it towards the Wok of AFCF.

Why a Wok? Easily a symbol for food only cooked in Asia, the Wok symbolizes unity in our palate, and the place where all asians find comfort.

LAUNCH CEREMONY - SEQUENCE



Once the VIP "clicks" the Wok of AFCF, fake fire and smoke will appear from the wok (think: cooking Char Kuey Teow fire) for dramatic effect.



While the wok smokes and flames, a hydraulic system will push the event masthead up from inside the wok, signifying the launch of the inaugural Asian Food & Culture Festival. This will also trigger the launch video to begin playing.

LAUNCH VIDEO: EXPERIENCE PENANG, TASTE ASIA.



**please click on the image above for video link*

Presenting a flavourful twist to the usual launch video, we propose an upbeat blend of food (tiffin) and festival (MIFF) focused presentation that presents the Asian Food & Culture Festival in a fun and light hearted way. Key points will be highlighted throughout the video for easy understanding.

LAUNCH PERFORMANCE: ASIAN DRUMS



Symbolizing the heartbeat of Asia.

Once the launch video ends, it will trigger a final launch performance that brings together the drum pieces and set used in all the represented countries.

This will show that while we are different countries, there are things that bind us; and when used together, we make a harmonious blend.

PERFORMANCES FROM AROUND ASIA

Japan: Nihon Buyo



Korea: National Opera



Indo: Wayang Kulit



China: Splendid China



Thailand: Muay Thai





FOR ENQUIRIES
coffee@cakexp.com

MALAYSIA HEAD OFFICE

Cake Experiential Communications (Asia) Sdn. Bhd.
A-1-6, Jalan SS25/35, Taman Mayang, 47301 Petaling Jaya, Selangor, Malaysia

CAMBODIA OFFICE

Cake Experiential Communications (Cambodia) Co. Ltd.
No. 1, Street S02, Borey Peng Huoth, The Star Light, Phnom Penh, Cambodia

www.cakexp.com

