



BANDAR AKTIVITI SENI KUALA LUMPUR FAQ

1. What is CENDANA?
 - CENDANA is the Cultural Economy Development Agency launched by the Honourable Prime Minister on 6 September 2017. CENDANA is an effort by the Government of Malaysia under MyCreative Ventures Sdn Bhd (an agency under Ministry of Finance).

2. What is BASKL?
 - BASKL is Bandar Aktiviti Seni Kuala Lumpur - **CENDANA's school holiday campaign** that encourages families and high mobile individuals to visit participating cultural attractions and to escape to the arts together at participating venues around KL.

3. What does BASKL stands for?
 - BASKL stands for Bandar Aktiviti Seni Kuala Lumpur.

4. How did the campaign name come about?
 - We feel that the significant of a **school bus** has a strong link to school during our school years and having BAS as part of the campaign abbreviation, the team came up with the campaign name following this which we believe is apt with promoting Kuala Lumpur as **Bandar Aktiviti Seni**.

5. Why is CENDANA having this campaign?
 - CENDANA aims to build a vibrant, sustainable and ambitious cultural economy for Malaysia. As part of CENDANA's strategic pillar Energising the Arts, It also aims to increase attendance and consumption of the arts by amplifying exhibitions and activities with partnering venues that play host to the arts and cultural scene in Kuala Lumpur. The campaign will also contribute to the sustainability of the arts and culture sector and has set a target to address recommendations in Kuala Lumpur as a Cultural and Creative City Report.

6. How long is the campaign?
 - The campaign starts from 17th March 2018 until 1st April 2018. BASKL is a recurring campaign.

7. Where are the participating venues?
 - We have 14 participating locations in the heart of Kuala Lumpur which are:
 - a. National Arts Gallery
 - b. Jadi Batek
 - c. Lost in Chinatown
 - d. Illusion 3D Art Museum
 - e. KL City Gallery
 - f. Dewan Filharmonik Petronas
 - g. Kuala Lumpur Performing Arts Centre
 - h. Galleri ILHAM



- i. Galeri Petronas
 - j. R!UH
 - k. Bank Negara Malaysia Museum and Gallery
 - l. Carcosa Seri Negara
 - m. Islamic Arts Museum Malaysia
 - n. MaTiC (Malaysia Tourism Centre)
8. Are there admission fees the participating outlet?
- While the general admission of the participating outlets are free, it is up to the **participating cultural attractions' discretion to promote their existing events that take place during the campaign that may require an admission fee.**
9. What is the digital BASKL passport?
- The digital BASKL passport is way to keep track of all the participating locations that you have visited. Visitors will receive an e-stamp for every visit to the participating cultural attraction.
10. How do I collect the e-stamps?
- The e-stamps can be obtained by scanning the QR code available at each participating cultural attraction. Each location will have its own unique QR code which will be strategically placed for scanning.
11. What is a QR code?
- QR stands for Quick Response. It is a machine-readable code consisting of an array of black and white squares which store information.
12. How do I scan the QR code?
- On Android devices: Download a QR-code scanning app from Play Store.
 - On Apple devices: Simply use your in-built camera.
13. What are the benefits of participating in BASKL?
- Aside from the cultural and artistic experiences, the e-stamp collected through the digital BASKL passport can be redeemed for rewards.
14. What are the rewards available for redemption?
- If you have 2 e-stamps, **you're entitled to a free beverage from Tealive**
 - If you have 4 e-stamps, you can redeem a KFC voucher worth up to RM20.00.
 - If you collect up to 5 e-stamps, you will be in the running to win a 2D1N stay at the Journal Hotel in Kuala Lumpur.
15. How do I redeem the rewards?
- Upon completion of the required e-stamps, instructions will be sent to you via the e-mail address used to register your BASKL account.



16. Who is the ambassador?

- Our ambassador is Siti Saleha, known for her work in Nora Elena, Aku Bukan Spy aka (Spy In Love) and Pak Pong.

17. Why is Siti Seleha chosen as BASKL ambassador?

Siti Saleha began to engage in the arts at 13 and that is the sort of target we are looking at instilling if not younger. And with the significant number of her avid followers on her work, through Siti Saleha we hope to increase attendance and consumption of the arts.
