



TAR UMT Collaborates with MIROS and BKR for Inspiring Road Safety Art Exhibition

It showcases a total of 800 artworks selected from 346 participants, 51 countries and five continents

TUNKU Abdul Rahman University of Management and Technology (TAR UMT) has partnered with the Malaysian Road Safety Research Institute (MIROS) and Balai Kartun Rossem (BKR) to unveil the International Cartoon Exhibition: Towards Safer Roads 2023. The exhibition showcases a total of 800 artworks selected from 346 participants, 51 countries and five continents.

Out of these, only 70 artworks have been printed and are on physical display. It is taking place at the university's V Gallery in Block V from Nov 29 to Dec 13.

According to TAR UMT president Prof Dr Lee Sze Wei, the artwork aims to raise awareness about road safety. "Cartoons have a remarkable ability to capture our attention, evoke emotions and communicate complex messages in a simple, yet impactful way. "This exhibition aims to leverage this power to educate the TAR UMT community and the public," he said during her speech.

Meanwhile, MIROS DG Dr Siti Zaharah Ishak said this exhibition would not have been possible without the help of cartoonist Rosidi Semail who is mostly known by Rossem. MIROS' mission focuses on incorporating science and art in road safety interventions, and the MIROS art cluster has successfully implemented various artistic approaches over the past three years.

TAR UMT and MIROS have continued their successful collaboration since 2022, focusing on road safety through video projects. These projects have improved students' journalism and digital skills, leading to a renewed collaboration for the second year in a row.

