



VISUAL ARTS EXPO 2018

SHAH ALAM  
CONVENTION CENTER  
21-22 JULY 2018

[www.vax.asia](http://www.vax.asia)



# INTRODUCTION

WHAT IS VISUAL ARTS EXPO?







## WHAT IS VISUAL ARTS EXPO?

---

**Visual Arts Expo (VAX)** is a **two-day** pop culture event, featuring exhibitions, presentations and contents that involve **animation, comics, video games, film, music, design, photography** and **performing arts**.

**VAX** is a space where **ideas are shared**. Every single participant stands to gain new insights, ideas and inspiration.

It is a wholesome package of **unique experiences** from the front door right until the exit – **a cross-cultural platform for learning, sharing and growth.**



# ENDORSEMENTS: WORLD-CLASS CREATIVES

---

MAPPA

TRIGGER

GAINAX

  
Visual Arts

  
SATELIGHT

GOODSMILE  
COMPANY

ASIAcenter  
JAPAN FOUNDATION

Cure  
WorldCosplay

I.O.E.A  
International Otaku Expo Association

VAX has been proudly supported by a network creative organisations in Japan including animation studios, game developers, merchandisers and web services.

# ENDORSEMENTS: GLOBAL BRANDS

---

The logo for 'selangorku' features the word 'selangor' in yellow and 'ku' in red, with a small red heart icon between them.The logo for MDEC consists of the letters 'MDEC' in a bold, black, sans-serif font, with a stylized grey and blue icon above the 'E'.The Intel logo, featuring the word 'intel' in a blue, lowercase, sans-serif font, enclosed within a blue swoosh that forms a partial circle.The MSI logo, consisting of the lowercase letters 'msi' in a bold, black, italicized sans-serif font.The Western Digital logo, featuring the letters 'WD' in white, bold, sans-serif font, set against a blue rectangular background.The Grab logo, with the word 'Grab' in a green, rounded, sans-serif font.The Uber logo, consisting of the word 'UBER' in a bold, black, uppercase, sans-serif font.The Oishi Green Tea logo, featuring a red circle with a white stylized character inside, above the word 'OISHI' in bold black and 'GREEN TEA' in green below it.The Gempak Starz logo, featuring a black speech bubble with a white smiley face and a camera icon, next to the text 'GEMPAK STARZ' in bold black.The Malay Mail Online logo, with 'malaymail' in black and 'online' in red, both in a bold, sans-serif font.

VAX has also been proudly supported by a global network of government agencies, media entities, and technology companies



# EVENT STATISTICS

---



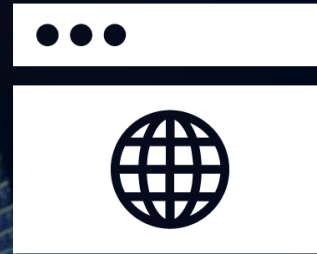
EVENT DAY  
ATTENDANCE

5,000  
participants



PROMOTIONAL  
ROADSHOWS

27,000  
engagements



ONLINE  
CAMPAIGNS

350,000  
reach



PRINT AD  
CAMPAIGNS

600,000  
reach

# PARTICIPANT DEMOGRAPHICS

---



## **PUBLIC VISITORS**

16-28 years old  
Students, Young  
Professionals



## **INDUSTRY EXPERTS**

Directors, Producers,  
Animators, Illustrators,  
Musicians, Artists



## **BUSINESSES**

Publishers, Studios,  
Merchandisers, Distributors,  
Retailers, Technology,  
Telecommunications



A group of people, mostly young adults, are gathered at what appears to be a social event or party. The scene is dimly lit with a strong blue color cast. Several individuals are making peace signs. The text is overlaid on the center of the image.

# KEY ATTRACTIONS

WHAT MAKES PEOPLE COME TO  
VAX?

# ACTIVITIES AND HIGHLIGHTS

---



**INDUSTRY  
TALKS**



**SPECIAL INTEREST  
PANELS**



**HOBBY  
WORKSHOPS**



**PORTFOLIO  
REVIEW**



**VIDEO & TABLE  
TOP GAMES**



**COMMUNITY  
EXHIBITIONS**



**EXCLUSIVE  
SCREENINGS**



**ORIGINAL GOODS  
& MERCHANDISE**

# PAST SPEAKERS AT VAX



**HIROYUKI YAMAGA**  
CEO, Gainax



**SHOJI KAWAMORI**  
Director, Satelight



**ARIMA KEITARO**  
Manga Artist



**HIDETAKA TENJIN**  
Mech Designer, Satelight



**YOSHINORI ASAO**  
CEO, Fukushima Gainax



**MANABU OTSUKA**  
CEO, MAPPA



**NORIKO ITO**  
Animator, MAPPA



**KAZUYA MASUMOTO**  
Producer, TRIGGER



**ORITO SHINJI**  
Composer, VisualArt's/KEY



**TADASHI HIRAMATSU**  
Veteran Animator



# PORTFOLIO REVIEW SESSIONS

---

Visitors will get an opportunity to speak **up close and personal** with veterans of the industry – a rare and unique opportunity to ask burning questions and receive direct input on how to improve their skill sets.

International guests at **VAX** will review the portfolios of Malaysian talents – ranging from **artworks, character designs, background art, and story treatments**.





# SPECIAL INTEREST PANELS

---

The **Special Interest Panels (SIPs)** represent the core of VAX; the **spirit of sharing ideas**.

Passionate individuals, communities, and hobby groups come together to discuss various topics that gives them life and invites newcomers to learn and experience their joy.

To date, 63 panels have been presented at VAX – with full house attendance in each session.





# THE COLOSSEUM

---



VAX2018 will feature a new brand of video game focused experience featuring tournaments, free-to-play areas, exhibitions, sales and launch events.



# THE COLOSSEUM: 5 VS 5 TEAM BATTLES (PC)



**COUNTERSTRIKE:  
GLOBAL OFFENSIVE**



**LEAGUE OF LEGENDS**



**OVERWATCH**

# THE COLOSSEUM: SOLO DUELS (PS4)



**DRAGON BALL  
FIGHTERZ**



**FIFA 2018**



**GRAN TURISMO  
SPORT**



# THE COLOSSEUM: EXPERIENCE ZONE

---



## GAMING LAPTOPS

Explore the latest tech in mobile computing



## VIRTUAL REALITY

Step into a new world of endless possibilities




## MOBILE GAMING

Venture into uncharted waters of competitive mobile gaming



# VAX2018 PROGRAM SUMMARY

VAX2018 MAIN HALL	THE COLOSSEUM	SPECIAL INTEREST PANELS	HOBBY WORKSHOP
<p>Malaysian Speakers</p> <ul style="list-style-type: none"> <li>• Communities &amp; Artists</li> <li>• Companies</li> <li>• Government Agencies</li> <li>• NGOs</li> </ul>	<p><b>Team Games</b></p> <ul style="list-style-type: none"> <li>• Counterstrike: Global Offensive</li> <li>• Overwatch</li> <li>• League of Legends</li> </ul>	<p><b>30-min presentations &amp; discussions</b> (20 sessions total)</p> <ul style="list-style-type: none"> <li>• Hobby &amp; Interest topics</li> <li>• PG and R-rated topics</li> <li>• Non-commercial only</li> </ul>	<p><b>2-hours hands-on Workshops</b></p> <ul style="list-style-type: none"> <li>• Model Kit Tutorials</li> <li>• Miniature Painting</li> <li>• Illustration Workshop</li> <li>• Costume &amp; Prop Making</li> </ul>
<p><b>International Speakers</b></p> <ul style="list-style-type: none"> <li>• Artists &amp; Designers</li> <li>• Animators</li> <li>• Developers</li> <li>• Directors</li> <li>• Writers</li> <li>• Composers</li> <li>• Producers</li> </ul>	<p><b>Solo Games</b></p> <ul style="list-style-type: none"> <li>• Dragon Ball FighterZ</li> <li>• FIFA 2018</li> <li>• Gran Turismo Sport</li> </ul>		<p><b>Portfolio Review</b></p> <ul style="list-style-type: none"> <li>• 20-min sessions per pax</li> <li>• Open to public</li> <li>• Portfolio Reviewed by Industry professionals</li> </ul>
<p><b>Closing Ceremony</b></p> <ul style="list-style-type: none"> <li>• Music show</li> <li>• Local musicians</li> <li>• Sketch/Dance</li> <li>• International Artists</li> </ul>	<p><b>Free-to-Play</b></p> <ul style="list-style-type: none"> <li>• PS4 Lounge</li> <li>• Gaming Laptop Stations</li> <li>• Mobile Game Pavillion</li> </ul>		
<p><b>Show Floor</b></p> <ul style="list-style-type: none"> <li>• Animation Studios &amp; Publishers</li> <li>• Figurines and Toy Exhibitions</li> <li>• SME Vendors</li> <li>• Art Market</li> </ul>	<p><b>Show Floor</b></p> <ul style="list-style-type: none"> <li>• Game Dev Studios &amp; Publishers</li> <li>• PC &amp; Mobile companies</li> <li>• Telco Companies</li> <li>• Game shops</li> </ul>		

# ENGAGING MALAYSIAN TALENTS

---

LES' COPAQUE®  
PRODUCTION SDN. BHD

glue  
STUDIOS

wau  
ANIMATION

lemon  
sky

sigglegarage

NAIMA  
Illustration

studio  
kami

XENDAI SAM STUDIO

SEAD STUDIOS

DIGITAL  
DURIAN

XEVETOR  
XEvetor SDN BHD ( 967162-T)

Animasia  
studio

STREAMLINE  
STUDIOS

DINOHOWL  
ANIMATION STUDIOS

KURECHII

VAX has also hosted the following Malaysian-based multimedia companies in an effort to promote Malaysian talents to wider audiences and for business networking opportunities.

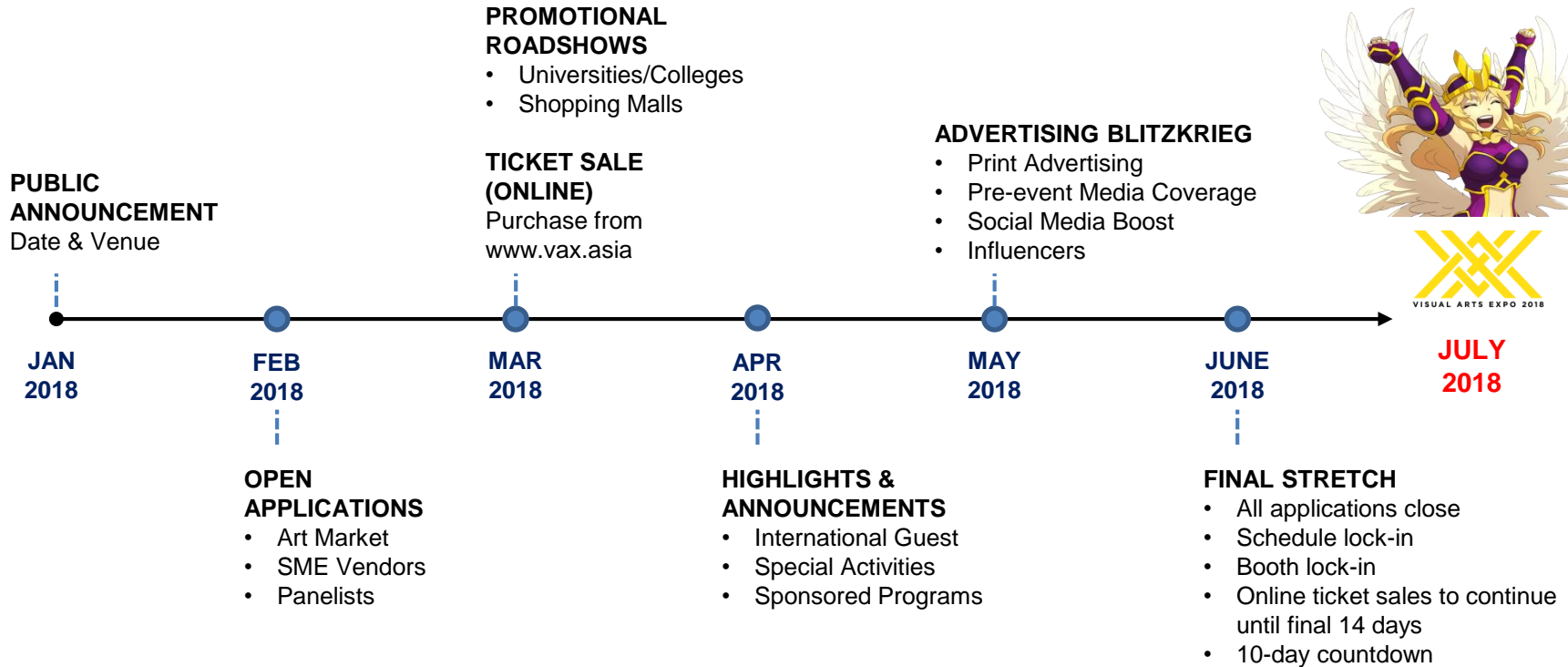


# MARKETING & OUTREACH

HOW YOU AND YOUR BRAND CAN LEVERAGE ON  
VAX



# ROAD TO VAX2018



# FAN COMMUNITY ENGAGEMENT

---



In the spirit of sharing, collaboration and engagement, VAX has also partnered with many Malaysia-based hobby groups, fan communities and small businesses for **cross-promotional efforts** and **creation of exciting content and experiences**.



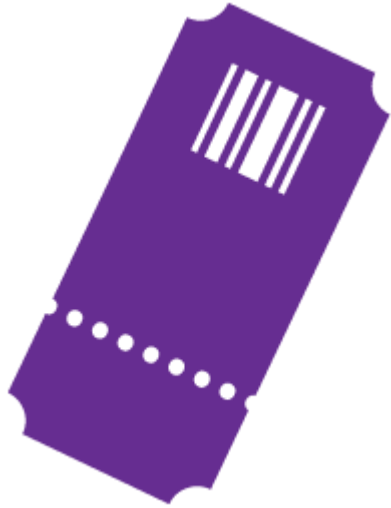
# TICKETING

HOW DO FANS ENJOY VAX?



# TICKETING INFORMATION

---



**RM30 PER DAY**  
Purchased at the door



**RM50 FOR TWO DAYS**  
Early Bird promotion



**RM120 GOLD PASS**  
Exclusive privileges

# LET'S CHAT

**FAZRI NUHA YUSOF**

Project Director

[fazri@valkyrie.com.my](mailto:fazri@valkyrie.com.my)

+6019 383 9564

**CHRISTOPHER LOW**

Business Development

[chris@valkyrie.com.my](mailto:chris@valkyrie.com.my)

+6012 270 9418

**ABIGAIL GOH**

Accounts Manager

[abigail@valkyrie.com.my](mailto:abigail@valkyrie.com.my)

+6016 342 2525

Find us on social media!



Official Website:

[www.vax.asia](http://www.vax.asia)

Official Hashtag:

**#VAX2018**



THANK YOU