



The HSBC Living Heritage Treasures Award with the Penang Heritage Trust Successfully Preserves Local Culture

HSBC Malaysia embarked on a six-year partnership with the Penang Heritage Trust to preserve local culture through the HSBC Living Heritage Treasures Awards (LHTA) programme.

Launched in 2005, the LHTA recognises any person who embodies or has the skills and techniques necessary for the production of certain aspects of social and cultural heritage, especially in Penang.

These aspects of cultural life may be exceptional to Penang and they may be experiencing scarcity, vulnerability or loss of significance. They may have had a critical place in the historical human development of Penang

Through time, dedication, practice and persistence, these persons may also have advanced, promoted or preserved skills and techniques considered traditional and core to the Penang cultural heritage. Categories in the LHTA programme include:

- Applied Skills & Arts – visual arts (e.g. artists, carvers, weavers, artisans); culinary skills (e.g. production of famous Penang foods; martial arts (e.g. masters in traditional self defence, in traditional medicine, bone-setting etc)
- Performing Arts – musicians, performers, dancers (e.g. Bangsawan, Boria, Teochew opera)
- Literary Arts - poets, playwrights, novelists, journalists
- Holders / Performers of Cultural rites /customs – herbalists & spiritual healers, conductors of rites de passage

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Recipients of the LHTA are awarded based on their skill and usually possess a dedication and commitment to their craft, as well as the ability to maintain the original authentic form of the cultural product or art.

Past recipients of the HSBC LHTA:

Dato' Chuah Thean Teng (2005 Awardee)	Master of batik art
Mr Lim Bian Yam (2005 Awardee)	Art of flower arrangement & local culinary skills
Cikgu Mohamed Bahroodin Ahmad (2005 Awardee)	Teacher and producer of the Malay performing arts, especially Bangsawan and Boria
Mr Kok Ah Wah (2006 Awardee)	Signboard engraver
Mdm Ooi Ah Kan (2006 Awardee)	Performer at the Hokkien Puppet Opera
Mr Yeap Seong Kee (2006 Awardee) – <i>Sadly, Mr Yeap passed away on 21 December 2007</i>	Nyonya kebaya designer
Mr Lee Ah Hock (2007 Awardee)	Traditional lantern maker
Mr Wan Dee Aroonratna (2007 Awardee)	Menora dancer, teacher and cultural expert in Thai-Penang rituals, and Thai Wayang Kulit

The HSBC Living Heritage Treasures Award is part of the Bank's corporate sustainability initiatives. HSBC has always been an advocate for the conservation and development of the arts, especially those related to heritage, culture and local performing arts. This programme will end in 2010.

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