

Eye on YOU

Whether they are racking up the column inches or working away from the public eye, you better watch out for these eight trailblazing individuals who are making their ripples felt in big ways.

BY NICOLE FOO

The Go Getter

JASMINE LOW / www.jasminelow.com

Jasmine Low wears so many hats we don't even know how to begin describing her. Successfully pulling off the FEYST Independent Youth Festival in collaboration with Sweden Malaysian Innovation Days forum and exhibition as well as organising Mozilla Firefox's first-ever conference in Asia last year, the managing director of GO International Group has always been passionate about empowering the youth and is constantly searching for ways to provide platforms for young musicians, filmmakers, beat boxers and pro-gamers to strut their stuff.

And to many independent Malaysian musicians, the founder of the indie music movement DoppelgangerKL has been nothing but a godsend. Veteran scenesters like Reza Salleh, Azmyl Yunor, Kevin Brokenscar and Az Samad will remember the days of cramming in tiny venues like the now-defunct La Bodega in Tingkat Tong Shin, revelling in the community spirit and heartfelt, pensive performances by young, untapped talents.

While the recently opened Doppel Kafe in Central Market Annex continues to offer the arts and music community a space to produce, perform and connect, Jasmine has got her sights set on

bigger things. "Awareness of the independent scene is definitely one of the most positive encouragement for new acts, but it is imperative for acts to now go overseas and tour, rather than sit on their laurels back home lamenting their music is not played on radio stations. As audiences mature, they would also expect more quality so gigs alone are good, but no longer good enough. I personally feel we need to move towards better and more fantastic productions!" says Jasmine.

Putting her money where her mouth is, Jasmine is building that all-important bridge, bringing a dose of indie spirit and connecting the nation's wonderful talents to corporate Malaysia, and is constantly sourcing for sponsors and thinking of ways to creatively raise more funds to take Malaysian music international. Which she did by toting a bevy of local musicians like Zalila Lee, Liyana Fizi and One Buck Short on the FEYST World Tour Shanghai in 2010.

With Jasmine at the helm of a dedicated team of colleagues and partners armed with such fervent passion and determination, the day might not be long when independent Malaysian musicians conquer the world.

“Malaysian
independent
music is
good enough
to eat!”

