

Our Reference : PBBPP.UKK.100-2/1/2(3)
Date : 23 January 2024

PRESS RELEASE

THE ONE ACADEMY STUDENT PROJECT: EXPLORING THE PENANG HILL FUNICULAR SYSTEM THROUGH 3D ANIMATION

Penang Hill Corporation (PHC) is collaborating with **The One Academy Penang** to produce an informative 3D animation that highlights how the Penang Hill funicular system works through multimedia and animation. Created by talented students from The One Academy Penang, this project offers an educational and unique perspective of the intricate workings of the iconic funicular.

This collaboration serves as a special project to commemorate the centenary celebration of the Penang Hill funicular railway. Aligned with PHC's dedication to raising awareness of the historical importance of the railway, this initiative further reinforces PHC's commitment to fostering more collaborations with local colleges and universities, utilising Penang Hill as a research and education platform as well as a testbed for innovation.

The journey began in May of last year whereby a team of The One Academy Penang students, guided by their lecturers Ooi Chek Tung and Yeow Zhi Hang, embarked on a visit to Penang Hill. During their visit, students Chloe Ch'ng Pey En, Angie Yeap Ern Qi, Teh Pin Pin, Vivian Loh Voan Xiun, and Eunice Goh Xia Xin conducted on-site visits and received briefings from the PHC funicular operations team to gain insights into the funicular engineering systems. This set the groundwork for crafting a visually engaging 3D animation narrating the funicular's operation.

These students were tasked with modeling the funicular to create a realistic and visually captivating three-dimensional model. The creation of 3D animation is a complex and highly detailed process, and the works of The One Academy Penang students are nothing short of impressive.

“Designing the engineering operation system of the Penang Hill funicular is no simple task whereby the students not only require an in-depth understanding of the funicular's operating system but also the need to master various 3D animation applications to bring the stories to life. Attention to detail is crucial, and producing attractive animations demanded an in-depth understanding of concepts such as dynamics and aesthetics,” said Dato’ Cheek Lay Leng, General Manager of Penang Hill Corporation.

“We extend our heartfelt thanks to the dedicated students and instructors from The One Academy Penang for their hard work and invaluable contributions to this project,” added Dato’ Cheek.

The collaboration showcases the exceptional artistic talent and creative skills of the students enrolled in the Digital Animation programme at The One Academy Penang. Their creations, breathe life into the funicular and its surroundings, captivating audiences with their intricate touch.

Beyond the celebration of artistic talent, PHC is committed to preserving and showcasing the heritage of the Penang Hill funicular system. The educational part of the animation is especially important, as it will be used to illuminate students and interested parties on the 100-year-old funicular system, aligning with PHC's broader mission of historical preservation and education.

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About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

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