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# A new passion for singer

## Erra Fazira launches art club

By **LIM CHIA YING**

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**T**HE experience of being a first-time mother has unleashed a new, creative venture for local celebrity Erra Fazira.

Now, on top of being a singer, actress and model, Erra recently launched her most timely passion yet – the Erra Art Club which is a creative art project to develop the parent-child bond.

“Being a mum and watching my firstborn grow through the stages and see how quickly a child absorbs information, I know how important creativity is to every person,” Erra said.

Her art club was formed with a partnership with Staedtler since Nov 19 last year after long-time friend Richie Rachman played the ‘middleman’ to link up Erra and the brand.

Richie said he had known Erra since 1992 and that she had casually mentioned to him about her interest in setting up an art club.

“She loves art and so do I. Since I knew people inside Staedtler, I thought it’d be a good idea to hook both up for this joint collaboration,” he said.

Erra said she grew up using Staedtler and had always held fond childhood memories of the rich colours of its products.

“Staedtler products, which are mostly produced in Germany, come from sustainably-managed forests which underline the company’s commitment to the environment.”

Since its launch, about three on-ground events have been carried out with activities like storytelling, magic shows, sing-along, art demos, drawing and colouring contests.

Children got to sign up and receive the Erra Art Card at these events.

The Erra Art Club PR executive Darzian Darbi said the membership card is designed like an adult’s cred-

it card that gives the child pride of owning one such card.

“Erra will be present at these roadshows to be held throughout the country aimed as a nationwide push for creative arts. The response has been positive so far,” said Darzian.

The next on-ground event will take place at Gurney Plaza Penang on Feb 5 from 2pm to 7pm. Highlights include the popular historical pencil-making featuring Mr Friedrich Staedtler, creative art workshops and magic shows.

The Erra Fazira-Staedtler fund has also been created to provide talented but less fortunate children an opportunity to pursue their creative passions.

“For every purchase of a Staedtler product bearing the Erra Art Club logo, a portion will be channelled towards the fund,” said Erra, adding that cheque presentations have been made during previous on-ground events to selected NGOs.

Besides these on-ground events, the art club will be organising four excursion programmes annually, with this year’s first on March 13 at KLCC Petrosains.

The second will be at Forest Research Institute of Malaysia on June 11 in conjunction with World Environment Day, Zoo Negara on Sept 3 and the National Science Centre on Dec 17.

Darzian said Erra wanted these excursions not only to be creative but educational as well.

There will be tours, activities like colouring contest and a prize-giving ceremony during these excursions, in which Staedtler will sponsor food and beverage as well as travelling cost and accommodation for those from outstation.

**»She loves art and so do I. Since I knew people inside**

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RICHIE RACHMAN

To be eligible for any one excursions, you need to spend RM100 on any Staedtler products over a period

of one year in a maximum of three receipts.

Seats are limited to between 15 and 20 children for each excursion, which according to Richie, makes it more 'exclusive.'

Each child can be accompanied by one parent during the excursion which is the purpose of the children-parent bonding.

Meanwhile, Erra has also created a series of children's educational and development tools from colouring books to play-school materials to boost creative child development.

"We have designed a series of

Colour-It-Yourself postcards so as to instil in the young the social aspect of giving something personalised and tangible to their friends and family, which are currently available to all," she said.

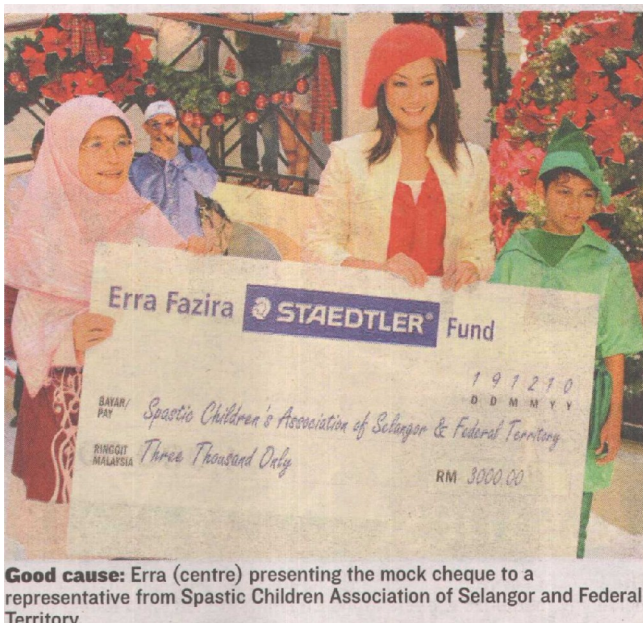
Staedtler Malaysia board of directors chairman Gerhard Wuesten-doerfer had said that this is the first time Staedtler is collaborating with anyone on an ongoing project.

"Erra's vision and intentions for this art club that connects with children and does fun things are exactly what Staedtler is about."

For more info, visit [www.erra-artclub.com.my](http://www.erra-artclub.com.my).



**Bringing out creativity:** An interactive story-telling session in progress.



**Good cause:** Erra (centre) presenting the mock cheque to a representative from Spastic Children Association of Selangor and Federal Territory.