



# A Show Like Never Before

又見  
馬六甲

ENCORE MELAKA  
IMPRESSION SERIES

Untold stories that unleash  
the power of imagination...



“ I’ve always wanted to  
contribute to Melaka. ”

**Datuk Wira Boo Kuang Loon**  
Chief Executive Officer, PTS Impression Sdn Bhd

“ I did not choose Melaka;  
Melaka has chosen me... ”

**Wang Chaoge**  
Director of Encore Melaka

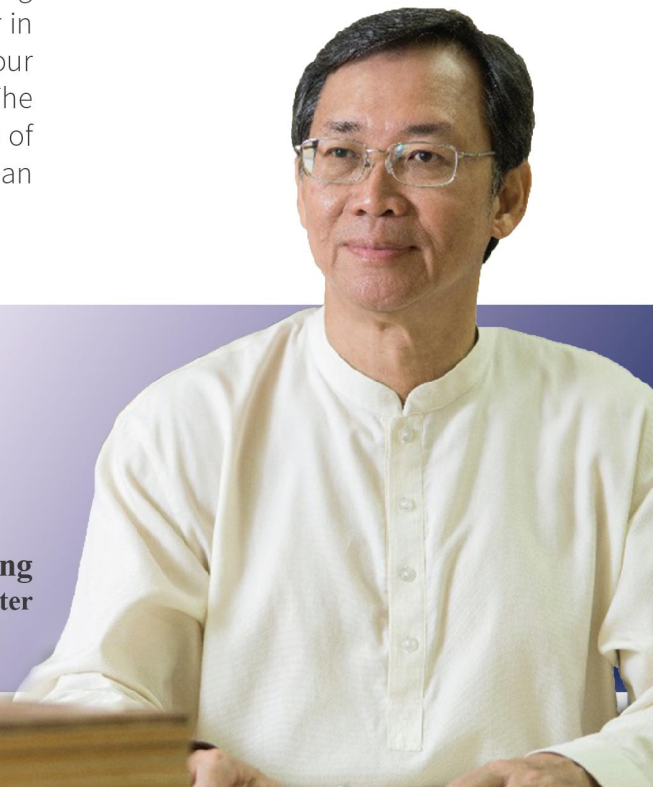






To express the uniqueness of the Encore Melaka, we are proud to have Dr. Wong Kum Peng on board with us. He is a respected veteran Chinese calligrapher in Malaysia. Under Dr. Wong's strength and intuitive nature of the brush work, our logo “又見馬六甲” is written with an uninterrupted flow and rhythm. The direction and pressure he gives to the brush produces variation of thickness of strokes giving life to the words. These strong and powerful strokes form an expressive reflection of the show's unique personality.

**Dr Wong Kum Peng**  
Calligrapher Master

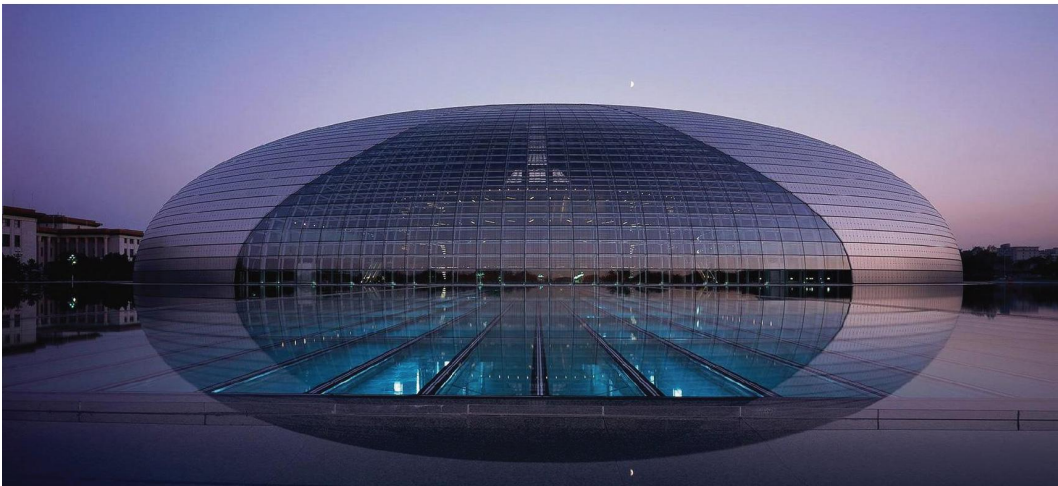




**BIAD** 北京市建筑设计研究院(集团)有限公司  
BEIJING INSTITUTE OF ARCHITECTURAL DESIGN . GROUP

From the iconic Beijing Olympic Stadium to the Phoenix International Media Centre and the China Central Television headquarters, BIAD produces designs that are breath-taking and inspiring.

BIAD is renowned as a technological research center of informatization architecture design and construction in Beijing. Since its inception in 1949 it has become a force to be reckoned with. Their architectural designs have pushed the envelope in terms of aesthetic and engineering design. BIAD produces engineering works of arts that are functional and innovative.



**BIAD's designs have won numerous awards over the last few decades:**

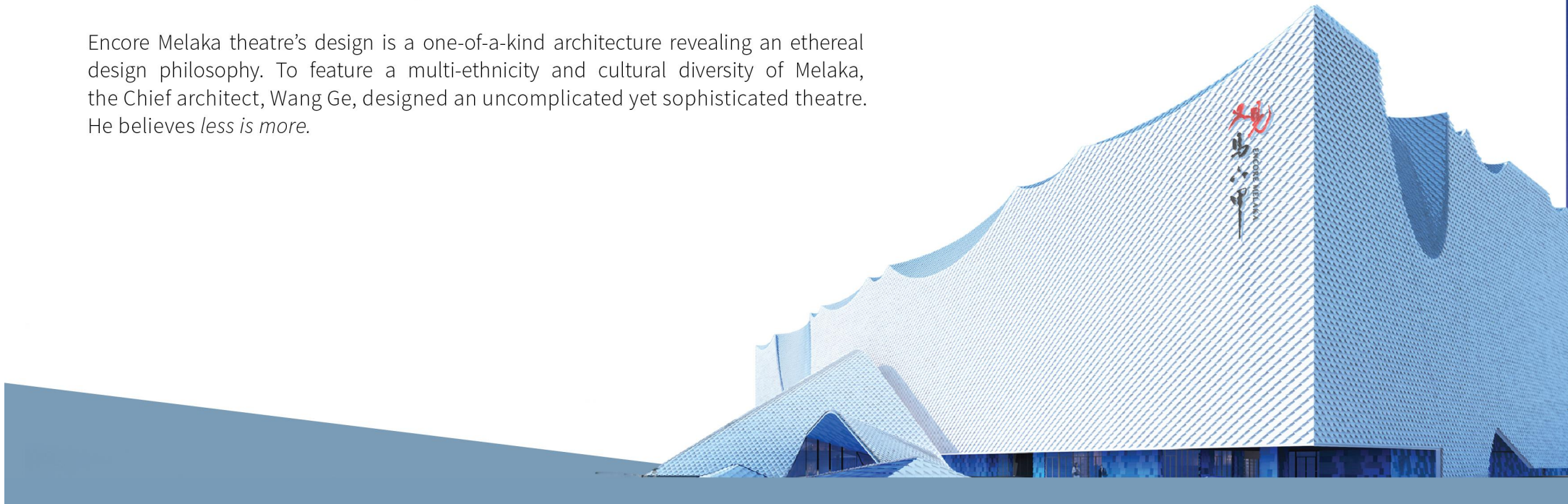
- AEC Excellence Awards Building Category
- Chinese Civil Engineering Zhan Tianyou Awards
- Awards of Architectural Society of China
- Architectural Creation Awards
- ARCASIA Award
- RIBA Stirling Prizes
- RTPi Award for Planning Excellence
- IALD International Lighting Design Award



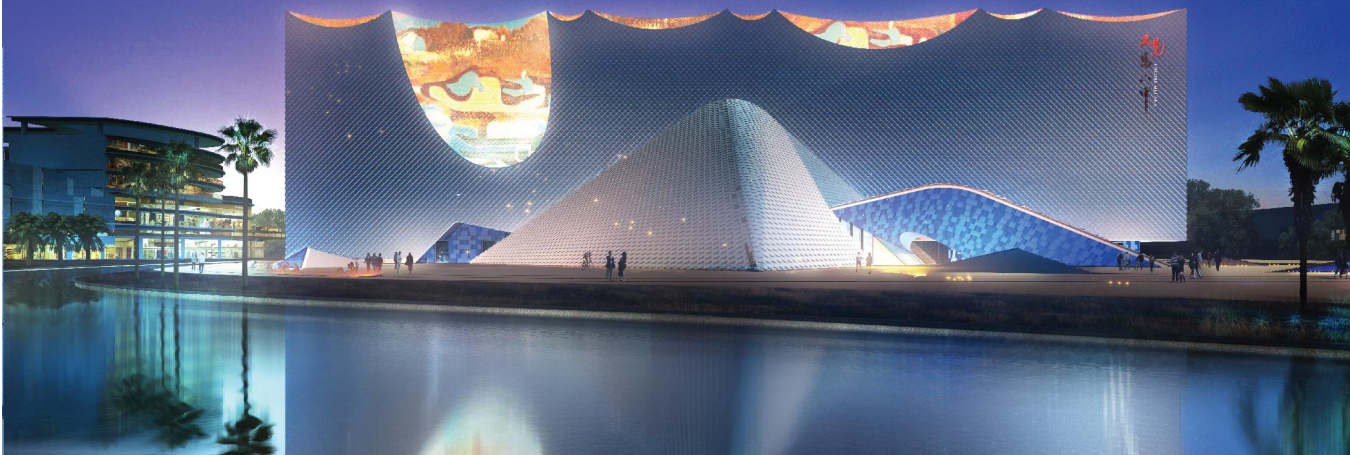
# Encore Melaka Theatre

Encore Melaka theatre is a landmark of contemporary architecture in Melaka, hiding inside seven centuries of Melaka story.

Encore Melaka theatre's design is a one-of-a-kind architecture revealing an ethereal design philosophy. To feature a multi-ethnicity and cultural diversity of Melaka, the Chief architect, Wang Ge, designed an uncomplicated yet sophisticated theatre. He believes *less is more*.



The theatre comprises of blue and white, colours of purity and eternity. The simplicity of Impression Series • Encore Melaka theatre reflects the unpretentious society inviting the world to the compelling story of Melaka. Upon arriving at the theatre, audiences are welcomed by an organic canopy entrance leading to a blue foyer – the marker of the main façade – covering with porcelain tiles.



Different shade of blues adds finishing touches that bring spaces to life. It is a metaphor of Melaka's multiculturalism where they would mingle and naturally merge into a united society as a whole. The rich atmospheric ambience in the interior facade is a preamble of the fullness of the performance of Impression Series • Encore Melaka.



# Technology

The image shows a vast, empty theatre auditorium. The seats are arranged in a semi-circular pattern, and the entire space is bathed in a deep blue light from overhead spotlights. The ceiling is high and features a complex network of structural beams and lighting rigs. The overall atmosphere is one of modern, high-tech entertainment.

The theatre is engineered using latest technology. The performance will be presented in a new genre and innovative art production – our 360-degree rotating auditorium and multi stages, while equipped with advanced audio and a 3D video mapping projection. Audience will not be seated passively but would be made as one of the performers.

Expect to see an astounding performance. Along with the 200 performers, intricate theatre props with special effect are used to enhance the dramatic and visual effects of the show. The inclusiveness of Melaka is expressed through the blend of traditional and contemporary dance forms, not one culture is overshadowed by the other.

***“A Performance Theatre Experience  
That Will Never Be The Same”***

## Audience Experiences

In an approximately 70 mins show, audience will go through 700 hundred years of history literally crossing through time and space. What you bring back is not merely the story of a historical place but a reflection of the true essence of Melaka – the harmonious coexistence of multiculturalism.





# The Melaka Story



Upholding our heritage and culture, Impression Series • Encore Melaka is excited to present a mesmerising performance with a series of touching life stories of the locals. It is not any cultural performance for tourists, it is a performance that reflects a society that embraces diversity and inclusiveness.

Zheng He's discovery of Melaka during his diplomatic mission – as a beautiful and prosperous land blessed with varied features of nature and rich cultural heritage from a single culture to cross-cultural encounters such as the Baba Nyonya.

Melaka remains a cradle of social harmony. Although diverse and inclusive, Melaka offers a peaceful atmosphere welcoming multi-ethnic integration.

200 Performers...  
Multi stages...  
1 Performance...

Impression Series • Encore Melaka is poised to transform the tourism landscape forever. The theatre will be a catalyst for Melaka. Tourists will be presented with an exciting new product. Come 2018 Melaka shall stand-alongside other renowned cities around the world, proud to have a tourism product that is world class.





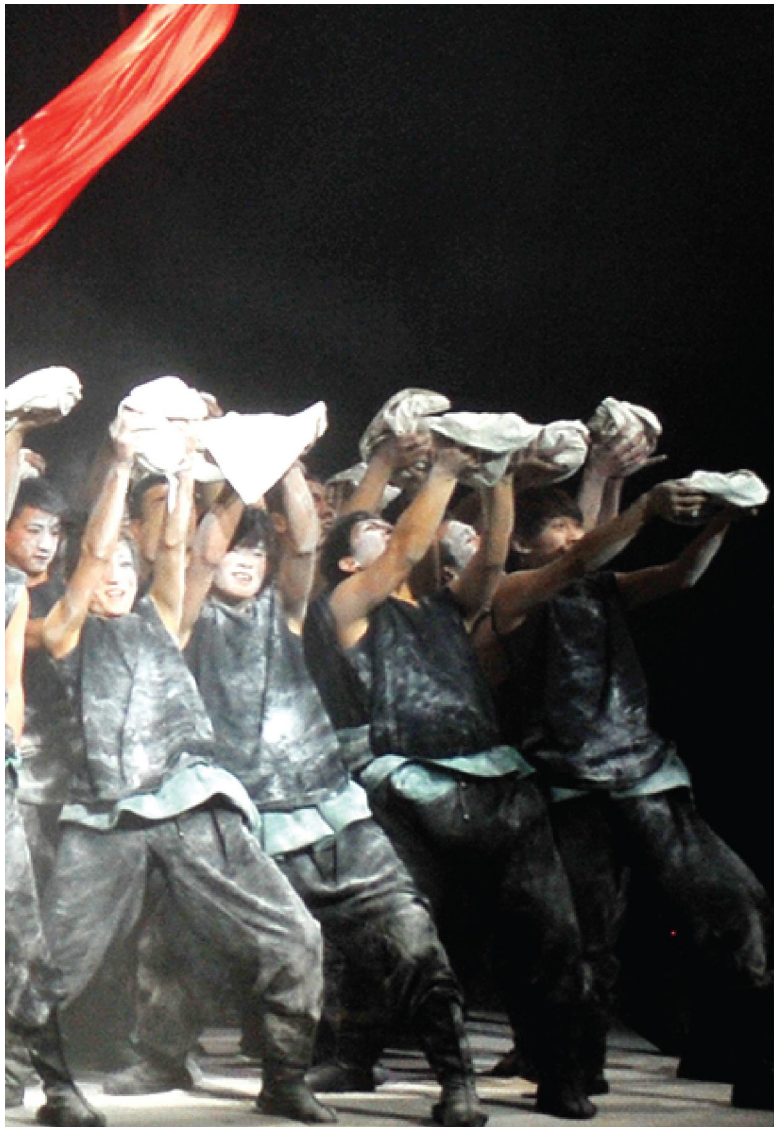
# Our Performers

Impression Series • Encore Melaka has searched the breadth and width of Malaysia to engage the best from within Malaysia. All our performers are Malaysians who dream of performing in a world class theatre.

Discovering the full potential that exists within each person is what we are striving for at Impression Series • Encore Melaka. We create a warm, supportive and culturally rich environment where every performer can feel good about themselves as they grow through creative expression.







## Impression Series



Impression Sanjie Liu



Impression Lijiang



Impression West Lake



Impression Putuo



Impression Wulong



Impression Dahongpao

A new concept in performing arts, the Impression Series has staged nine widely acclaimed productions among which six shows were set outdoors where the natural environment of mountains, lakes and rivers served as its' backdrop. The subsequent shows were staged indoors.

## Encore Series



Encore Mount Wutai



Encore Pingyao



Encore Dunhuang



Upcoming: Encore Melaka

Local cultures and customs were incorporated into the performance and enhanced by a visual feast of breathtaking lights and shadow with music to bring the show to life. To date, more than 8.3 million people have watched an Impression Series performance



Cinematic production in  
an extraordinary atmosphere.



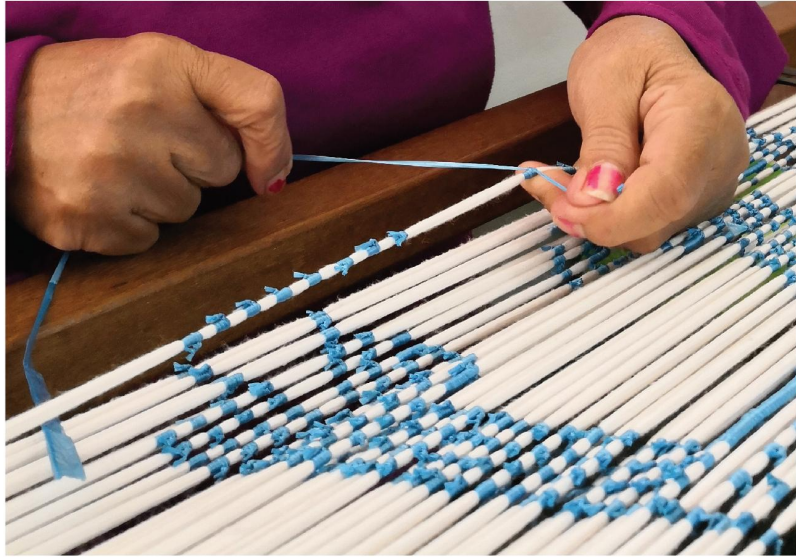


## Accuracy & Details

A performance is not just a performance. The eye for accuracy and detail makes all the difference. In light of this, Impression Series • Encore Melaka ensures the accurate, detailed, unembellished depiction of Melaka life. Research was carefully conducted with local experts in the area of lifestyle, music, dance, song and costume. No expense was spared to ensure this.









# Our Milestones

- 1. 4<sup>th</sup> October 2013  
Signing Ceremony witnessed by President of China and Prime Minister of Malaysia

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- 2. 24<sup>th</sup> February 2013  
Signing Ceremony of Memorandum of Understanding Impression Series • Encore Melaka

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- 3. 15<sup>th</sup> May 2013  
International Press Conference in Beijing witnessed by the ambassador of both countries

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- 4. 3<sup>rd</sup> September 2013  
Endorsed as NKEA Tourism Project

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- 5. 18<sup>th</sup> January 2017  
Site visit by Ambassador of China





6.

6. 22<sup>th</sup> November 2015  
Premier of China, Li Keqiang, attended  
Impression Series • Encore Melaka project briefing

7. Early of February 2017  
First piling work started

8. 8<sup>th</sup> January 2018  
Signing Ceremony and Press Conference of  
Strategic Alliance

9. 31<sup>st</sup> May 2018  
Completion of Encore Melaka Theatre and First Show



7.



8.



9.





印家城

IMPRESSION CITY  
MELAKA





Encore Melaka Theater is situated on a strategic location. Besides fronting the busy Straits of Melaka, it is just 3.5km away from Melaka's UNESCO heritage sites and right beside an upcoming coastal highway to Port Dickson and Klang.









## Opening in 2018

Come 2018, a dream becomes reality. Encore Melaka Theatre awaits the audience to fill its seats and to be spell bound by the performance. The tourism landscape of Melaka will never be the same again.