KOTA KINABALU: Universiti Malaysia Sabah (UMS) places serious attention on the research and development of traditional art heritage to continue the Eastern cultural legacy.

UMS Vice Chancellor Professor Datuk Dr Mohd Harun Abdullah said the university throughout the years has produced visual arts, some of which were put on display during exhibition.

He said this in his speech delivered by UMS Deputy Vice Chancellor (Research and Innovation) Professor Dr Shahril Yusof during the opening of the UMS Borneo Art Exhibition (NeoARTex 2014) from Nov 29 to 30 themed ‘Sabah Tanah Airku’ at Suria Sabah Shopping Mall, here, Saturday.

““This will help to contribute to the visual arts industry in the State,” he said, expressing hope that all art researchers will get on with their effort to study the compositions of cultural arts in relation to the various ethnic groups in Sabah.

He explained that Sabah is not only rich in flora and fauna but has more than 31 ethnic groups representing different religions, cultures and customs.

“I am sure that there must be something that could be learnt among the future generations, especially in terms of food, clothing, music, dance and languages,” he added.

The programme that was organised by the university’s Faculty of Humanity, Arts and Heritage as well as the Chancellery Department, was graced by the Head of State’s wife, Toh Puan Norlidah Datuk R.M Jasni.

The revenue gained through the art exhibition will be channelled to the Nur Jauhar Board Charity Fund.