

## DOWNTOWN KUALA LUMPUR GRANTS PROGRAMME 2026

### OVERVIEW

| Application Opens | Application Closes | Applicants Notified by | Approved Applications Workshop |
|-------------------|--------------------|------------------------|--------------------------------|
| 8 July 2026       | 21 August 2026     | 30 September 2026      | 1 week after notification      |

#### 1. Rejuvenating Downtown Kuala Lumpur as a Creative and Cultural District

Downtown Kuala Lumpur, the city's historic core, is evolving as a dynamic creative and cultural district under the Kuala Lumpur Creative and Cultural District (KLCCD) framework.

The KLCCD Strategic Master Plan developed by Think City and Kuala Lumpur City Hall in 2019, with support from the National Heritage Department, Ministry of Tourism, Arts and Culture, and Yayasan Hasanah, established the long-term vision and framework for culture-led regeneration in Downtown Kuala Lumpur. Building upon this foundation, the current Warisan KL Strategic Action Plan advances the vision through coordinated implementation, partnerships, flagship projects, and activation strategies aimed at revitalising the city's historic core into a vibrant, inclusive, liveable, and sustainable creative and cultural district that integrates with Kuala Lumpur's historic urban fabric while enhancing its liveability and visitor appeal.

Over the past decade, Think City has worked across both the physical fabric and cultural vibrancy of the city, improving public spaces, supporting adaptive reuse, and enabling cultural programming that reconnects people to place, with the belief that cities are shaped not only by infrastructure, but by the experiences, narratives, and communities that animate them.

The Downtown Kuala Lumpur Grants Programme is a key initiative under this broader strategy, providing a platform for ideas, partnerships, and interventions that contribute towards shaping a more vibrant, inclusive, and liveable city.

#### 2. What is the Downtown Kuala Lumpur Grants Programme?

Conceived in 2020, the Downtown Kuala Lumpur Grants Programme is designed to revitalise the historical city centre, transforming it into a creative, liveable, and thriving hub. By empowering communities and offering opportunities for creative district revitalisation and economic development, the programme aims to enhance social and environmental resilience within Downtown Kuala Lumpur.

To date, the programme support of the Ministry of Finance has awarded over RM6million to approximately 80 applicants, achieving a co-investment ratio of 1:6.5. These grantees have



focused on areas such as the Civic Precinct, Petaling Street Precinct, Heritage Triangle Precinct, amongst others.

As Kuala Lumpur advances its ambitions as a leading creative city in the region, culture and creativity are increasingly recognised as key drivers of economic opportunity, social connection and place-based transformation. Through our continued partnership with the Ministry of Finance Malaysia, we are able to support a diverse portfolio of revitalisation initiatives that strengthen Downtown Kuala Lumpur's cultural ecosystem, enhance urban vibrancy and generate lasting economic and social value.

### **3. What are the objectives of the Downtown Kuala Lumpur Grants Programme 2026?**

The programme aims to:

- Strengthen the network of creative, cultural, community, and place-based organisations across Downtown Kuala Lumpur.
- Support innovative and collaborative initiatives that generate lasting public value.
- Enhance the quality, accessibility, and inclusivity of places, programmes, and experiences.
- Encourage community participation and strengthen connections between people and place.
- Foster cross-sector collaboration and partnerships that unlock new opportunities.
- Build organisational resilience and contribute to the long-term revitalisation and vibrancy of Downtown Kuala Lumpur.

### **4. Focus Areas of Downtown Kuala Lumpur Grants Programme 2026**

Over the years, Think City has supported a diverse range of community-led, creative, and place-based initiatives that activate public spaces, enhance the visitor experience, strengthen local organisations and enterprises, and contribute to the revitalisation of Downtown Kuala Lumpur.

Building on this foundation, the Downtown Kuala Lumpur Grants Programme 2026 adopts a more focused and strategic approach to generate stronger catalytic impact and deepen collaboration across the city's ecosystem. While continuing to support a broad range of initiatives, this year's Programme introduces a dedicated focus on strengthening smaller, independent, and community-led museums, galleries, and spaces through the Museum and Gallery Network (MAGNET). These organisations and spaces are recognised as important civic and cultural anchors that preserve cultural heritage, support learning and creativity, foster community connections, and enrich public understanding of the layered stories, identities and places that shape Downtown Kuala Lumpur.

At the same time, the Programme continues to support a broad spectrum of initiatives that activate places, strengthen communities and local enterprise, improve public spaces and experiences, encourage participation and collaboration, and address place-based opportunities and urban challenges through creative, cultural, environmental, digital, and community-led approaches.



Accordingly, the 2026 programme is organised around six strategic focus areas, which are:

- Advancing the Museum and Gallery Network (MAGNET)
- Placemaking & Space Rejuvenation
- Cultural Activation & Creative Content
- Creative Business Seeding & Organisational Development
- Community Engagement & Capacity Building
- Digitalisation & Innovation

Expected deliverables include implemented projects or interventions, documentation of outputs, evidence of public engagement, and demonstrated contribution towards the cultural, social, or economic vibrancy of Downtown Kuala Lumpur.

### **5. What is MAGNET?**

The Museum and Gallery Network (MAGNET) is a network of museums, galleries, and spaces across Downtown Kuala Lumpur that brings together public and privately owned heritage and cultural institutions to foster collaboration, strengthen public engagement, and deepen storytelling around the city's histories, communities, and identities.

Developed through a study undertaken in 2024–2025, the MAGNET Framework acknowledges the diverse scales, capacities, and operating models across the network through a tiered framework, including an additional category for independent "Spaces".

For the Downtown Kuala Lumpur Grants Programme 2026, the MAGNET funding theme is open to independent museums, galleries, and spaces that enrich the cultural life of Downtown Kuala Lumpur through exhibitions, storytelling, public programmes, and community engagement. Eligible applicants must be classified as Tier 4 or Spaces under the MAGNET Framework (see Table 1 in the Appendix).

### **6. Who can apply for the Downtown Kuala Lumpur Grants Programme?**

The Programme is open to individuals, as well as entities registered with the Registrar of Businesses (ROB), Registrar of Companies (ROC), or Registrar of Societies (ROS), including community organisations, non-governmental organisations, social enterprises, creative businesses, and other eligible entities. Proposed projects should contribute to the revitalisation of Downtown Kuala Lumpur by enriching visitors' experience, strengthening culturally driven local economic activity, and delivering meaningful benefits to its communities.

Applicants must:

- Be located within, or demonstrate a clear connection to, the Downtown Kuala Lumpur Core or Buffer Zone (refer to Image 1 KLCCD Coverage Area);
- Demonstrate active operations and the capacity to deliver the proposed project, supported by a portfolio of past programmes, projects or activities;



- Demonstrate a commitment to delivering publicly accessible initiatives that benefit local communities and contribute to the vibrancy of Downtown Kuala Lumpur.

While the Programme welcomes a broad range of creative and community-led initiatives across its focus areas, the MAGNET funding theme is specifically open to independent museums, galleries, and spaces that enrich the cultural life of Downtown Kuala Lumpur through exhibitions, storytelling, public programmes, and community engagement. Eligible applicants must be classified as Tier 4 or Spaces under the MAGNET Framework (see Table 1 in the Appendix), have been operating for a minimum of six (6) months, and demonstrate an established track record through a portfolio of past programmes, exhibitions, projects, or activities.

Eligible organisations and spaces include:

- Independent and community-led spaces
- Independent museums and galleries
- Artist-run spaces
- Collective-led spaces
- Hybrid and experimental cultural platforms
- Other independent creative and cultural organisations that foster public engagement and community participation

### **7. What does the Downtown Kuala Lumpur Grants Programme support?**

The programme provides funding for direct expenses related to proposed project, with grant amounts ranging from **RM30,000 to RM100,000** per application.

It is important to note that the programme:

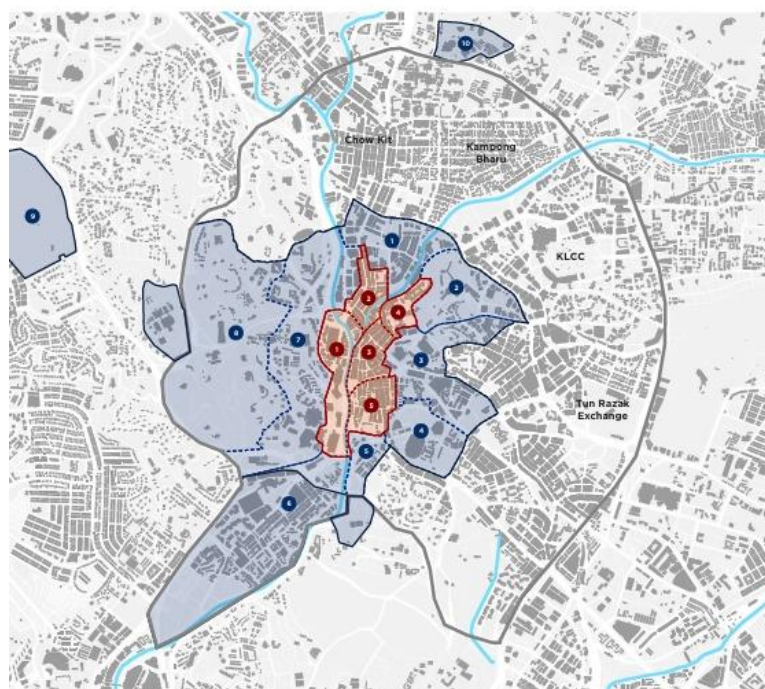
- Prioritises projects that have a 1:1 co-investment;
- Prioritises projects with high impact potential;
- Supports projects that are inclusive to all communities, attract new users to the space, introduce new creative content, or diversify the usage of spaces; and
- Prioritises projects that can be completed by 30 June 2027.\*\*

*\*\* Any request of extension beyond this deadline must be submitted in writing to Think City by 1 May 2027 for review.*

### **8. Where is the geographical focus of the Downtown Kuala Lumpur Grants Programme?**

The programme supports projects within the Warisan KL coverage area in Downtown Kuala Lumpur, a 20 km<sup>2</sup> area comprising the Core and Buffer Zones as identified under the Kuala Lumpur Local Plan 2040. Priority will be given to projects within the Warisan KL Core Zone (highlighted in red) and other significant areas (outlined in blue). Projects within the wider coverage area (outlined in grey) are also eligible for consideration.





- Downtown Kuala Lumpur
- 1 Traditional Shopping Street Precinct
- 2 Education Precinct
- 3 Heritage Triangle Precinct
- 4 Petaling Street Precinct
- 5 Civic Precinct
- Other Significant Areas
- 1 Chow Kit South
- 2 Bukit Nanas
- 3 Bukit Ceylon
- 4 M118 Precinct
- 5 Kg. Attap Enclave
- 6 Brickfields
- 7 Cultural & Institutions
- 8 Taman Tugu & Perdana Botanical Garden
- 9 Istana Negara
- 10 Istana Budaya

Source: Warisan KL – Focus Areas under the Kuala Lumpur Local Plan 2040

### **9. What are the key urban challenges in Downtown Kuala Lumpur?**

|                                                    |                                                |                                                     |                                |
|----------------------------------------------------|------------------------------------------------|-----------------------------------------------------|--------------------------------|
| Dilapidated Built Form                             | Lack of Thermal Comfort                        | Poor Public Realm                                   | Negative Perception of Safety  |
| Lack of First and Last Mile Connectivity           | Homelessness                                   | Limited Night-time Activity                         | Decline in Traditional Trades  |
| Lack of High Value Visitor Experience and Offering | Lack of Support Services for Creative Business | Limited Knowledge-based Content and Incubation Hubs | Lack of Residential Population |

### **10. How can the programme support your project in revitalising Downtown Kuala Lumpur?**

The Programme supports projects across the following key themes that contribute to a more vibrant, liveable, and connected Downtown Kuala Lumpur by strengthening communities, supporting local enterprise, and enriching the city's cultural and public life:





| Theme                                                             | Project Categories                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advancing the Museum and Gallery Network (MAGNET)</b>          | <p>Strengthening the MAGNET ecosystem by supporting independent museums, galleries, and spaces through <b>curatorial development, exhibition and spatial enhancements, organisational capacity building</b>, and collaborative initiatives. This may include, but is not limited to, audience development, accessibility improvements, archiving and documentation, public programming, and partnerships that strengthen organisational resilience and foster greater collaboration across the network.</p> <p><i>Note: Successful recipients under the MAGNET funding theme will receive one-to-one and group consultations with Think City's Museology Team. In addition to grant funding, recipients will benefit from mentorship, advisory support, and knowledge-sharing to strengthen organisational capacity, encourage peer learning, and support the long-term sustainability of the MAGNET ecosystem.</i></p> |
| <b>Placemaking &amp; Space Rejuvenation</b>                       | Revitalisation and enhancement of public, cultural, and community spaces through placemaking, adaptive reuse, spatial improvements, accessibility improvements, tactical interventions, and sustainable urban solutions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cultural Activation &amp; Creative Content</b>                 | Development of cultural programmes, creative content, exhibitions, and public activations that strengthen audience engagement, and build lasting cultural value for Downtown Kuala Lumpur.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Creative Business Seeding &amp; Organisational Development</b> | Strengthening the sustainability, visibility, operational capacity, and growth of creative and cultural organisations, businesses, and collectives through business development, organisational strengthening, marketing, and audience development initiatives.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Community Engagement &amp; Capacity Building</b>               | Initiatives that empower communities through participation, capacity building, mentorship, collaboration, and knowledge-sharing, fostering stronger local networks and long-term community resilience.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Digitalisation &amp; Innovation</b>                            | Supports the development and adoption of innovative ideas, digital solutions, and creative approaches that improve how people experience, engage with, and access Downtown Kuala Lumpur while addressing place-based opportunities and urban challenges.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

Please refer to Table 2 and 3 in the Appendix for the complete theme framework and expected deliverables.

### **11. What types of expenses does the Downtown Kuala Lumpur Grants Programme support?**

Below are examples of eligible expenses supported under the programme:



| <b>ELIGIBLE EXPENSES</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project mobilisation and preliminary works</b> | <ul style="list-style-type: none"> <li>Studies, technical assistance, assessment, and other advisory services required prior to project implementation; and</li> <li>Site mobilisation, clearance, and cleaning.</li> </ul>                                                                                                                                                                                                                                                                 |
| <b>Materials and supplies</b>                     | <ul style="list-style-type: none"> <li>Costs associated with raw or produced materials required for artwork, installation, production, construction, greening and publication.</li> </ul>                                                                                                                                                                                                                                                                                                   |
| <b>Equipment and technology</b>                   | <ul style="list-style-type: none"> <li>Costs may include rental of machinery, equipment, software, or other necessary technology for manufacturing, printing, distribution, and event technical setup.</li> </ul>                                                                                                                                                                                                                                                                           |
| <b>Professional services</b>                      | <ul style="list-style-type: none"> <li>Associated costs required for project implementation which may include fees for hiring specialists, facilitators, collaborators, curators, project leads, consultants, contractors, service providers or other professional or advisory services required for specific project tasks;</li> <li>Costs associated with capacity building activities aimed at enhancing the skills and knowledge of the project team or the wider community.</li> </ul> |
| <b>Marketing and promotional activities</b>       | <ul style="list-style-type: none"> <li>Expenses for promoting and disseminating project information, such as social media/digital ads, marketing collaterals, catalogue printing, and website development; and</li> <li>Inclusive of engagement of creative personnel such as designer, copywriter, photographer, and videographer.</li> </ul>                                                                                                                                              |

*Remarks: The examples listed above may not be exhaustive. Please contact Think City for further clarification regarding eligible expenses.*

## **12. What types of expenses are not supported by the Downtown Kuala Lumpur Grants Programme?**

The following expenses are not eligible for funding:

- Costs incurred prior to the signing of the grant agreement;
- Company registration fees or licensing costs;
- Accommodation expenses;
- Routine repair and ongoing maintenance beyond the initial implementation period;
- Purchase or acquisition of physical assets;
- Existing organisational overheads (e.g. rent, insurance, utility bills, staff salaries, council tax);
- Fines, penalties, or legal fees;
- Sales and Services Tax (SST).



### **13. Who is NOT eligible for the application of Downtown Kuala Lumpur Grants Programme?**

Your application will not be supported if:

#### **You are an individual/collective/organisation that:**

- Has been declared bankrupt or is undergoing bankruptcy proceedings;
- Is currently involved in legal actions, claims, processes, or investigations;
- Is facing criminal process or is named as an accused in an ongoing court case process;
- Has pending outstanding evaluation reports from previous Think City funded programmes; and
- Has adverse findings identified during the due diligence process.

#### **You are proposing a project that:**

- Does not clearly define the project background, issues, objectives, and outputs;
- Fails to comply with applicable laws and ordinances;
- Contains content that denigrate or debase individuals or groups based on race and religion, or that may incite conflict or misunderstanding in our diverse society;
- Poses a threat to national security or public stability; and
- Is not intended for wider public consumption.

### **14. What documents should be submitted with your application?**

Applications must include a detailed proposal that clearly identifies the project's intention, process, and technical requirements (if applicable). Applicants are also required to submit the following supporting documents (if applicable in PDF format), where relevant:

- Portfolio of the applicant (museum, gallery, or space) showing at least 6 months of active period.
- Project proposal that includes:
  - Explanation of the concept
  - Objectives
  - Timeline
  - Project team and roles (including key partners overseeing or advising throughout the project)
  - Budget breakdown (Detailing all costs, including any third-party costing. A summary of these details must also be provided in the grants portal application)
- Appendix that includes:
  - Blanked-out bank statement showing proof of mailing address
  - Company/organisation details – Certificate of Registration with Registrar of Companies/Societies/Business – Forms 9, 13, 24, 44, 49, M&A
  - Other supporting documents such as (optional):
    - Pictures of the project site





- Third-party costings
- Research documents, etc.

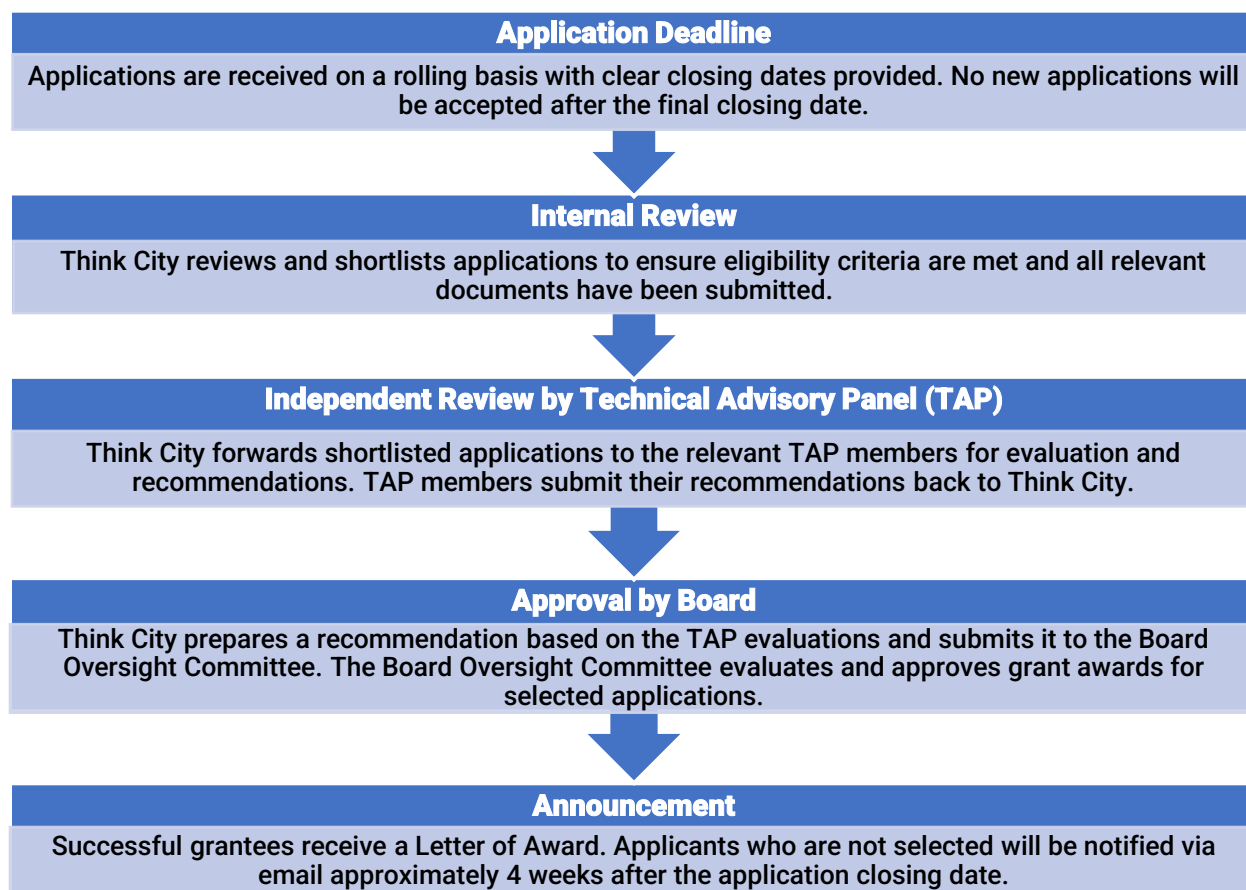
### **15. How can you apply for the Downtown Kuala Lumpur Grants Programme?**

Interested applicants must submit their application and all relevant documents via the grants platform at <https://thinkcity.grantplatform.com/>.

Please note attendance at an Open Day or outreach session is a mandatory part of the application process. Dates for these sessions will be announced and communicated through all relevant Think City and Warisan KL platforms.

### **16. What happens after you apply?**

All applications are jointly assessed and approved through a highly competitive evaluation process. The process shall be as follows, subject to change or modification at any time, at the sole discretion of Think City:



**17. What happens after the applications are assessed?**

**a. Successful Applications**

- i. Successful applicants will receive an official email notification along with the Letter of Offer (LOO).
- ii. The LOO will be valid for seven (7) days from the time the notification email is sent. If the applicant does not accept the offer within this period, the offer will lapse.
- iii. As a successful grantee, you are required to attend an Approved Application Workshop with Think City to confirm the terms and conditions of the grants.
- iv. Once the milestone deliverables are agreed upon by both the grantee and Think City, you will receive a Letter of Award (LOA) detailing:
  - approved grant amount and purpose;
  - terms and conditions of the project; and
  - scope of works and list of milestone deliverables.

**b. Unsuccessful Applications**

Unsuccessful applicants will receive an email notification if the application is not shortlisted within the same notification period.

**c. Appeals**

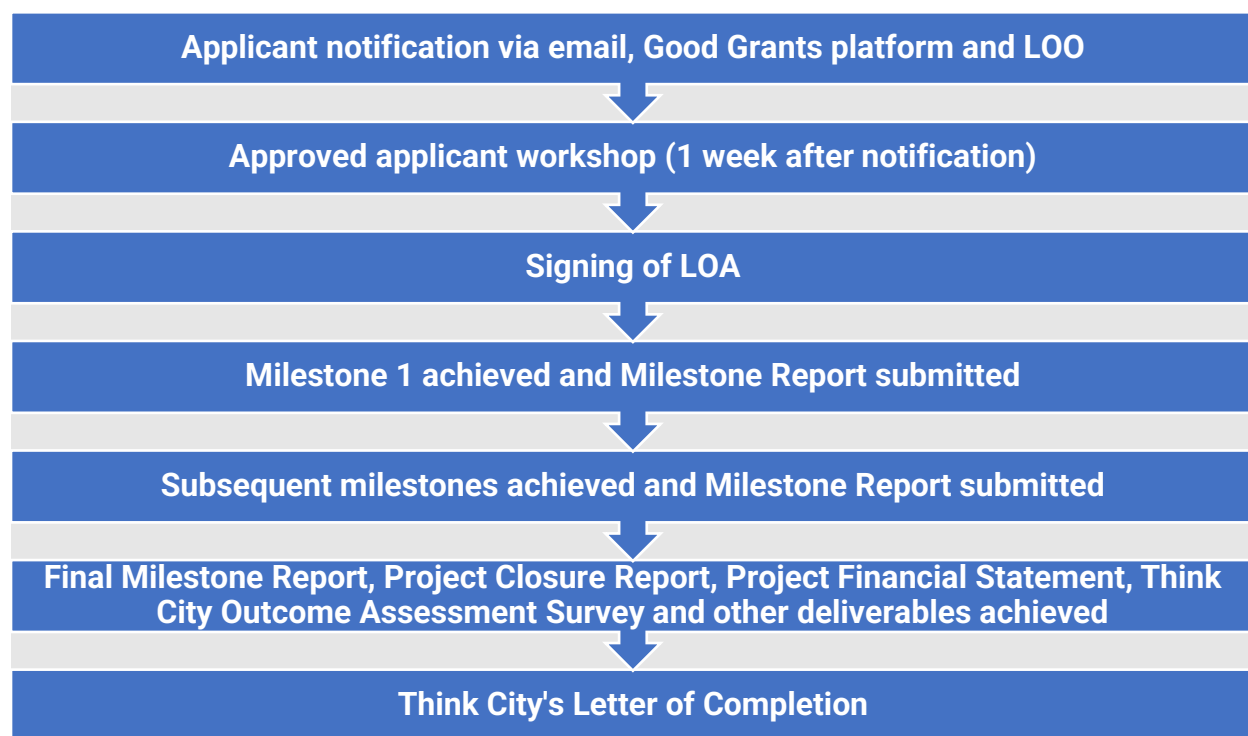
Think City does not accept appeals. All decisions are final.

**18. How will you receive funding?**

Funding will be disbursed upon completion of agreed milestones and deliverables. The funding will be made within 30 days of the approved submission and approval of the milestone report and will be transferred to the recognised bank account of the grantee (individual or organisation).

The outlined percentages and deliverable of each milestone may be refined based on a case-by-case basis and are subject to final approval. The process flow is outlined below:





The cited reports provide Think City with valuable data and outcomes metrics to monitor the performance and progress of each project, ensuring accountability of public funds. They also support and inform Think City's research and communications, allowing us to demonstrate the impact of our funded applicants.

**19. What are the expectations for deliverables and reporting requirements from successful applicants?**

**a. Throughout the grant period, you will be required to:**

- i. Deliver the proposed project within the grant period as outlined in the Letter of Award (LOA) and adhere to agreed reporting requirements;
- ii. Maintain regular communication with Think City to provide updates on project progress, or notify us of any changes to the scope of work or timeline; and
- iii. Acknowledge the support of Think City, the Ministry of Finance and Warisan KL across relevant media platforms and comply to Think City's brand guidelines i.e., to include logos on all publicity and marketing collaterals related to the supported projects.

**b. Milestone Reports must be submitted at the end of each agreed milestone and a Project Closure Report is also required at the end of the project, along with the following:**

- i. An Outcome Assessment Survey that is to be submitted within fourteen (14) days upon completion of the project (template provided by Think City);
- ii. A finance statement outlining the actual budget utilisation (template provided by Think City); and
- iii. Any supplementary materials such as photography, videography and/or collaterals created during the project.



**c. Additional Notes:**

- i. Think City reserves the right to revoke any application or approval under the following circumstances:
  - Changes to the scope of the project without prior notification to and approval from Think City;
  - Failure to complete the project as per the submitted proposal (without valid justification); and
  - Breach of terms and conditions specified and agreed in the Letter of Award (LOA).

**20. Who can you contact if you have questions?**

If you have any questions, or wish to discuss your applications in detail, please contact Think City via WhatsApp message at +6010 201 8930 or email [downtownkl@thinkcity.com.my](mailto:downtownkl@thinkcity.com.my) with your enquiries, or to request an appointment.

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**About Think City**

Think City is an urban impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to thinkcity.com.my.



## Appendix

### 1. Grant Application Submission Checklist – All details to be uploaded online to <https://thinkcity.grantplatform.com>

#### 1. Applicant Information

- ☐ Applicant contact details
- ☐ Organisation/company registration details

#### 2. Project Proposal

|                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Overview</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Project title</li><li><input type="checkbox"/> Explanation of concept</li><li><input type="checkbox"/> Project objectives</li></ul>                                                                                                       | <b>Project Team</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Project team structure</li><li><input type="checkbox"/> Roles and responsibilities</li><li><input type="checkbox"/> Key partners/collaborators/advisors identified</li></ul>                                 |
| <b>Project Implementation</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Project timeline/work plan</li><li><input type="checkbox"/> Project methodology/process</li><li><input type="checkbox"/> Technical requirements (if applicable)</li></ul>                                                           | <b>Budget</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Detailed budget breakdown</li><li><input type="checkbox"/> Third-party costing/quotations included (if applicable)</li><li><input type="checkbox"/> Budget summary included in grants portal application</li></ul> |
| <b>Mandatory Portfolio Submission for MAGNET Theme Application</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Portfolio of applicant (museum, gallery, organisation, collective, or space)</li><li><input type="checkbox"/> Evidence showing at least six (6) months of active operations/practice</li></ul> |                                                                                                                                                                                                                                                                                                 |

#### 3. Appendix Documents

##### Organisation & Verification Documents

- ☐ Blanked-out bank statement showing proof of mailing address
- ☐ Company/organisation registration documents - Examples may include:
  - ☐ Form 9 / ☐ Form 13 / ☐ Form 24 / ☐ Form 44 / ☐ Form 49
  - ☐ Memorandum & Articles of Association (M&A)
  - ☐ Registrar of Companies/Societies/Business certificate(s)

##### Optional Supporting Documents

- ☐ Pictures/photos of project site
- ☐ Research/reference documents
- ☐ Letters of support/partnership (if applicable)
- ☐ Third-party quotations/costings
- ☐ Supporting visuals/renderings/mock-ups
- ☐ Other relevant supporting materials

##### Submission Requirements

- ☐ All documents submitted in PDF format
- ☐ All required sections completed before submission
- ☐ Submission uploaded before application deadline
- ☐ Files clearly labelled and organised



## 2. Classification of Museums and Galleries (MAGNET) in Downtown Kuala Lumpur

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                           |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tier 1</b> | The Muzium Negara and the National Museum complex managed by the Jabatan Muzium Malaysia (JMM) makes up Tier 1. The Muzium Negara building was purpose-built as a museum to house and exhibit the national collection.                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Tier 2</b> | Includes institutions directly managed by the JMM, representing significant government-run establishments that may not be at the national level but nonetheless play an important role in cultural heritage interpretation.                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Tier 3</b> | Refers to substantial institutions associated with government-linked institutions that are physically located within Warisan Kuala Lumpur.                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Tier 4</b> | Includes smaller, ad hoc and independent galleries and cultural assets. While these institutions may have fewer resources, they remain actively engaged in heritage and cultural activities.                                                                                                                                                                                                                                                                                                                                               | Key challenges faced by Tier 4 and Spaces: <ul style="list-style-type: none"> <li>• Curatorial: Cross-institutional collaboration, collection, public programming</li> <li>• Design: Signage, wayfinding, physical exhibition, spatial storytelling, accessibility</li> <li>• Organisational: Funding model, marketing strategy, manpower, expertise, capacity</li> </ul> |
| <b>Spaces</b> | Defined as a location, whether building, room, street, or any physical area that is utilised or can be utilised for the purpose of exhibiting and showcasing all forms of cultural heritage, and for the purpose of community engagement through culturally or creatively thematic and targeted participatory programming.<br><br>These may include but are not limited to: <ol style="list-style-type: none"> <li>a) Historical buildings</li> <li>b) Designated performing arts spaces</li> <li>c) Streets and outdoor spaces</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                           |

**Table 1: Classification of Museums and Galleries (MAGNET)**





### 3. Project Themes and Framework

#### 3.1 Advancing the Museum and Gallery Network (MAGNET) Project Theme Framework

| Category                      | Areas Supported                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Expected Deliverables                                                                                                                                                                                                                                                                                                                   |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Curatorial Development</b> | <ul style="list-style-type: none"> <li>• Creation of innovative and sustainable curatorial frameworks or exhibition models with the capacity for long-term implementation and cross-institutional collaboration;</li> <li>• Research-based, community-led, or experimental curatorial initiatives that deepen understanding of local histories, cultural practices, or contemporary issues;</li> <li>• Documentation, archiving, and interpretive strategies that contribute to knowledge-building and long-term accessibility of cultural materials.</li> </ul>                                                                   | <ul style="list-style-type: none"> <li>• A documented framework (such as a toolkit, guide, methodology, or curatorial model) that outlines the long-term concept and approach;</li> <li>• At least one pilot programme, exhibition, or activity that demonstrates how the proposed framework can be implemented in practice.</li> </ul> |
|                               | <p><b>Note:</b> This category encourages projects that strengthen curatorial thinking and experimentation within independent cultural spaces. It supports initiatives that develop thoughtful frameworks for exhibition-making, interpretation, and knowledge production, while exploring new ways for audiences and communities to engage with collections, histories, and contemporary cultural practices. Projects under this theme should demonstrate how curatorial approaches can evolve beyond individual exhibitions toward models that are sustainable, collaborative, and adaptable across institutions or contexts.</p> |                                                                                                                                                                                                                                                                                                                                         |
| <b>Design Development</b>     | <ul style="list-style-type: none"> <li>• Creation of innovative and sustainable curatorial frameworks or exhibition models with the capacity for long-term</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>• A documented framework (such as a toolkit, guide, methodology, or curatorial model) that outlines the long-term concept and approach;</li> </ul>                                                                                                                                               |



|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                          | <p>implementation and cross-institutional collaboration;</p> <ul style="list-style-type: none"> <li>• Research-based, community-led, or experimental curatorial initiatives that deepen understanding of local histories, cultural practices, or contemporary issues;</li> <li>• Documentation, archiving, and interpretive strategies that contribute to knowledge-building and long-term accessibility of cultural materials.</li> </ul>                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• At least one pilot programme, exhibition, or activity that demonstrates how the proposed framework can be implemented in practice.</li> </ul>                                                                                                                                                                                                                                                                                              |
|                                          | <p><b>Note:</b> This theme encourages projects that improve the physical and spatial conditions of cultural spaces, enabling them to better support exhibitions, programmes, and public engagement. It focuses on practical design solutions that enhance the presentation of cultural content, improve visitor experience, and strengthen the usability of spaces, particularly for organisations operating with limited resources. Projects may explore adaptable, effective, and tactical design strategies that allow spaces to evolve over time while maintaining functional and aesthetic coherence.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>Organisational Development</b></p> | <ul style="list-style-type: none"> <li>• Capacity-building initiatives for teams, collectives, or community operators, including training and skill development;</li> <li>• Marketing and promotional activities that expand visibility and strengthen audience engagement, including the engagement of specialised expertise such as social media strategists or communications professionals.</li> </ul>                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• Clear outcomes related to team development, such as training completion, role restructuring, or the development of standard operating procedures (SOPs), programming, etc etc;</li> <li>• A marketing and audience development strategy, which may include a social media plan or other communication approaches aimed at expanding public reach, as well as a brief engagement report documenting audience reach and outcomes.</li> </ul> |
|                                          | <p><b>Note:</b> This theme encourages projects that strengthen the organisational foundations of independent cultural spaces. It supports initiatives that enhance internal capacity, improve</p>                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |



|  |                                                                                                                                                                                                                                                                                                              |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <i>operational sustainability, and expand the ability of teams or collectives to plan, communicate, and deliver meaningful programmes. Projects may focus on building stronger internal structures, improving strategic communication, or developing new approaches to audience engagement and outreach.</i> |
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**Table 2: Advancing the MAGNET Project Themes and Framework****3.1 Other Project Themes and Framework**

| Theme                                                             | Areas Supported                                                                                                                                                                                                                                                                                                            | Expected Deliverables                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Placemaking &amp; Space Rejuvenation</b>                       | Supports initiatives related to the revitalisation and enhancement of underutilised, heritage, or cultural spaces through spatial planning, exhibition design, adaptive reuse, tactical interventions, accessibility improvements, visitor experience enhancements, greening initiatives, and sustainable urban solutions. | <ul style="list-style-type: none"> <li>• A completed or prototyped spatial, design, or environmental intervention;</li> <li>• Design and technical documentation (e.g. layout plans, renderings, before/after visuals, material samples, wayfinding systems);</li> <li>• Evidence of improved usability, activation, visitor engagement, programming outcomes, or environmental impact.</li> </ul> |
| <b>Cultural Activation &amp; Creative Content</b>                 | Supports the development of cultural content and public programmes that activate spaces and engage audiences, including exhibitions, festivals, workshops, performances, public art, storytelling, research, documentation, and experimental curatorial initiatives.                                                       | <ul style="list-style-type: none"> <li>• Implementation of programme, exhibition, activation, or content output;</li> <li>• Documentation of content and activities (e.g. publication, archive, media, toolkit, research output);</li> <li>• Evidence of audience engagement and participation outcomes.</li> </ul>                                                                                |
| <b>Creative Business Seeding &amp; Organisational Development</b> | Supports initiatives that strengthen the sustainability, operational capacity, and visibility of creative and cultural organisations, businesses, and collectives, including business development, organisational strengthening,                                                                                           | <ul style="list-style-type: none"> <li>• A new or strengthened organisational, business, or operational framework;</li> <li>• Evidence of capacity-building activities (e.g. training, SOPs, workshops, restructuring, strategic plans);</li> </ul>                                                                                                                                                |



|                                                     |                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                     | training, marketing, communications, and audience development initiatives.                                                                                                                              | <ul style="list-style-type: none"> <li>• Documentation of audience development, partnerships, participation, or business ecosystem outcomes.</li> </ul>                                                                                                                                            |
| <b>Community Engagement &amp; Capacity Building</b> | Supports initiatives that strengthen community participation, collaboration, mentorship, youth empowerment, skills development, and knowledge-sharing through inclusive and community-led approaches.   | <ul style="list-style-type: none"> <li>• Implementation of engagement, mentorship, and/or capacity-building activity;</li> <li>• Documentation of participants, sessions, and learning outcomes;</li> <li>• Evidence of skills development, knowledge-sharing, and/or community impact.</li> </ul> |
| <b>Digitalisation &amp; Innovation</b>              | Supports the use of digital tools, platforms, media, and innovative solutions to improve cultural accessibility, operational efficiency, audience engagement, documentation, and urban problem-solving. | <ul style="list-style-type: none"> <li>• A functional digital output, platform, system, or prototype;</li> <li>• Documentation of user experience, accessibility, or engagement outcomes;</li> <li>• Evidence of innovation, applicability, or scalability.</li> </ul>                             |

**Table 3: Other Project Themes and Framework**

