



Signing of Wisma Yeap Chor Ee as a Creative Animation Triggers (CAT) Hub



On June 29, property owner Wawasan Open University signed a 30-year lease agreement with Penang Development Corporation (PDC) to occupy the majestic colonial heritage building, Wisma Yeap Chor Ee.

The 3,939.27 sq. m building will be used to support the development of the **Creative Animation Triggers (CAT)** and Penang Science Cluster. It will develop and build an interactive connection between science and students as well as the creative multimedia content (CMC) industries.



The **Creative Animation Triggers (CAT)** centres in George Town are Penang government’s plans to better position the state for opportunities in the creative multimedia industry. **CAT** aims to enhance capacity and capability in Penang’s creative industry to produce world-class content and ultimately become a global hub for multimedia information and digital content services as well as drive entrepreneurship in the creative industry.

Incubation of this knowledge cluster in the centre of George Town UNESCO world cultural heritage enclave will grow the heritage community, boost the standard of professionalism and quality of the creative content entrepreneurs, and make Penang a creative city. The restoration works is expected to be completed by end of this year and tenants will be able to move in by Q1, 2015.

Creative Animation Triggers (CAT), George Town

The **Creative Animation Triggers (CAT)** is a state initiative located within the George Town UNESCO World Heritage Site with 100,000 sq. ft. of heritage building space to spearhead the creative multimedia industry by inviting local and international studios to set up in Penang. These are buildings over 100 years old which will be retro-fitted with world class infrastructure and amenities but still maintaining their character and old world charms.

CAT – Wisma Yeap Chor



Built-up: ~36,400 sqft
Timeline: Q1 2015

CAT – Victoria Street



Built-up: 100,000 sqft
Timeline: Q4 2016

CAT – Sia Boey, Magazine Road



Built-up: ~42,000 sqft