




THE  
ROJAK  
PROJEK

FOOD FOR THOUGHT?  
HUNGRY FOR A BETTER MALAYSIA

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VOLUME 2

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## MAKING MALAYSIA

MALAYSIANS MAKING A DIFFERENCE

ORIGINS OF NASI LEMAK

## EAT THE STREET

IPOH STYLE

## SATU BIG FAMILY

THE MANY FACES OF BIG

Come home to Ben's

INTRODUCING A NEW MENU  
MADE WITH LOVE AND OTHER THINGS

Uniting Malaysia  
through our love  
for food





Nasi Lemak

—

"A friend to me has no race, no class and belongs to no minority. My friendships were formed out of affection, mutual respect and a feeling of having something strong in common. These are eternal values that cannot be racially classified. This is the way I look at race." - Frank Sinatra



# HUNGRY FOR A BETTER MALAYSIA



## Community

### THE ROJAK PROJEK

"Food is symbolic of love when words are inadequate" And so began The Rojak Projek, creating art that shows Malaysian individuals, reimagined as their favourite food. Nasi lemak, char kuey teow, kuih onde-onde, putu mayam and more local favourites are translated into equally diverse Malaysian faces of various ethnicities.

More than just food art for the sake of aesthetics, these "portraits" are a way to spotlight the diversity in our culture that makes us unique, as well as the visions that we have for our country. Food is arguably what unites Malaysians together, so what better form of medium to use? "Our food has always been the gesture of peace which allows us to sit, eat and enjoy each other's company despite our differences."

"People would think that the way to achieve unity among these differences is to be a colour-blind nation, however, we, The Rojak team, think otherwise," they said.

Rojak Projek is hungry for a better Malaysia. An initiative by TRP creatives, this social enterprise is on a mission to inspire Malaysian unity through creativity, and ignite pride in our Malaysian diversity.

