



#### Contact Detail|

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Ayob Ibrahim is a lecturer at the Faculty of Music, National Academy of Arts, Culture and Heritage ASWARA, Kuala Lumpur. He has also served as Dean in the Faculty of Music in ASWARA from 2008-2013 and as Director of The Centre of Traditional Performing Arts PuTRA. Before joining ASWARA, he worked as Head of Music Program, in The Cultural Centre, University Malaya. Ayob holds a Master's Degree in Music Composition MMus from the University of Manchester UK (2001-2003) and a Bachelor's Degree (Music) from UiTM Shah Alam, Malaysia.

Among his accolades are: recipient of the Best Music Award 50<sup>th</sup> Asia-Pacific Film Festival 2006 (Qaisy & Laila), Best Film Scoring, Malaysia Film Festival 2005 (Paloh), Best Theme Song Malaysia Film Festival 2006, Song of the Year 2006 AIM Malaysian Music Industry Award, winner of Ethnic Creative Juara Lagu TV3 2006 and winner of Komposer, a song writing competition organized by TV3 1996.

Ayob is one of the core team in the setting of the National Academy of Arts ASK in 1994, now known as ASWARA. He had participated in research works on ethnomusicology such as The Making of The Ethnic Music Instruments of Wayang Kulit Kelantan, The Engkerurai Ensemble in Sarawak, Main Putri and The Sewang Ritual of Semai Aborigines in Malaysia.

At the international level, he has been involved as a Malaysia representative in programs such as World Youth Music Camp Japan 1990, ASEAN Youth Music Camp Brunei 1992; ASEAN Dance Festival Singapore 1995; ASEAN Creative Artists Interaction Indonesia 1995; ASEAN Youth Camp Malaysia 2000; and NAMM Show 2009 in Los Angeles US. For the year 2021-2023, Ayob has been appointed as Subject Matter Expert (Music) from Chinese Arts Media, People's Republic of China, the main event organizer for the China College Music Union.