

**ISI**

**Institute Sultan Iskandar**

**The New Thinkers**

SCRIPT

Videotape Documentary  
for the marketing of  
the Institute Sultan Iskandar of  
Urban Habitat and High Rise

**4th Draft - 19th November 1996**

<b>VISION</b>	<b>NARRATION</b>
<p><i>A powerful, noise filled opening with a fast moving and visually stimulating montage of images of wheels in motion. They represent the wheels of industry - jet engines in close-up, close up of wheels as a jumbo lands, a high speed industrial turbine in a power station; the wheels of a railway engine in close up, a high technology wheel - a laser disk spinning - then to a traditional wheel, an overhead view in close up of a potter's hands moulding the clay on a wheel. Dramatic changes in vision are punctuated by single statements from the narrator.</i></p>	<p>Wheels are very comforting.</p> <p>They're a metaphor for economic growth and vitality.</p> <p>While they continue to turn, they generate money, as well as power.</p> <p>Wheels take you somewhere - but is it where we want to go?</p> <p>Will technology exceed humanity?</p> <p>Or will we find encouragement in the words of the authors of Mega Trends 2000, - "the most exciting breakthroughs of the 21st Century will occur not because of technology, but because of an expanding concept of what it means to be human."</p>

<p><i>The last wheel in the series is one which is centre screen, and it morphs to a crystal ball. As the ball is brought closer to the viewer, a vision is seen of the future.</i></p>	<p>If we had a crystal ball - how would people live, work and play well into next century.</p>
<p><i>It's a mixture of three dimensional computer animation collected from a variety of sources, but mainly of ISI projects.</i></p> <p><i>We then move to the people, enjoying sport, cultural activities, riding bikes in a race, going to school etc.</i></p>	<p>Is it going to be more of the same - or is there a hope that with progress and technology, standards of living will rise - poverty will be no more - everyone will be well educated and contributing to wealth creation in which all will share?</p> <p>Has everything been figured out - except how to live?</p>

<p><i>OPENING TITLES:</i>  <i>A modern businessman, in a business suit is sitting in typical "thinker" pose. Sitting on top of his briefcase by his side is a mortarboard and a rolled up bundle of plans. Looking up at the thinker is a little child, holding a toy doll, and a serious, hopeful expression on face. The picture turns 180 degrees so that the thinker now has his back to the camera and we see the full face of the little girl. The titles are superimposed -</i></p> <p style="text-align: center;"><b>ISI</b>  <b>INSTITUTE SULTAN</b>  <b>ISKANDAR</b>  <b>The New Thinkers</b></p>	
<p><i>Dissolve to a satellite picture of the world spinning.</i></p>	<p>Some would say the world's Governments have the situation well in hand.</p>
<p><i>A montage of images of ISI leaders at work - Azman acting as moderator at the seminar/talking with people/Dr Bob presenting on stage etc.</i></p>	<p>We prefer to think that somewhere - in the back room of civilisation - there are people who understand the implications of progress and are working on the mosaic of life in the 21st Century.</p>
	<p>The Institute Sultan Iskandar of Urban Habitat and Highrise looks at life with cinemascopic vision.</p>

<p>09:09:16 Graphic: <b>Thai Quang Trung Regional Program Director Hanns Seidel Foundation of Germany</b></p>	<p><i>"ISI is unique. They are a group of street-wise academics with a powerful urban conscience".</i></p>
<p><i>Close up of cover of the Hanns -Seidel-Foundation program book</i></p>	<p>The Hanns Seidel Foundation provides annual grants to ISI.</p>
<p><i>...followed by some general street scenes, preferably those which illustrate below average living standards.</i></p>	<p>It's concentrating its Asian philanthropic efforts on training human resources - having recognised that not all sectors of the population are benefiting sufficiently from economic development.</p>
<p><i>Return to interview with Thai Quang Trung.</i></p> <p>09:09:18</p>	<p><i>"ISI is a kind of institution that manages to blend nicely, very harmoniously urban planning and environmental protection. This is not very common in Asia. We support ISI's work for spreading this kind of blending in particular in countries like Vietnam, Cambodia and Laos where pressure of urbanisation is very very strong and if left unchecked will have a devastating effect on the environment."</i></p>

<p>03:03:11 Graphic: <b>Professor Azman Haji Awang Ph.D</b> <b>Executive Director</b> <b>ISI</b></p>	<p><i>“What we are doing is to marry realism and idealism to come up with something that is valuable.”</i></p>
<p>15:10:06 Graphic: <b>Datuk Haji Abdul Ghani Othman</b> <b>Menteri Besar of Johor</b></p>	<p><i>“I’m impressed with the work that has been undertaken by ISI for the state of Johor and I felt that it was of world standard”</i></p>
<p>13:08:12 Graphic: <b>Dr Azman Firdaus Shafii</b> <b>Managing Director</b> <b>Mekar Idaman Sdn Bhd</b> <b>an ISI sponsor</b></p>	<p><i>“ISI is manned by highly professional people, not just a bunch of academics”</i></p>
<p><i>PAUSE 3 SECONDS:</i> <i>A scene of the signing ceremony at the Hyatt Hotel in December 1995.</i></p>	<p>The majority of ISI projects are funded by the private sector, helped by grants from the Hanns Seidel Foundation and assistance from the Centre for Tall Buildings and Urban Habitat in the USA.</p>
<p><i>From the same footage.. large groups of business people watching on at the MOU signing ceremony.</i></p>	<p>In addition, ISI invites active participation by companies and individuals, as members or associates.</p>
<p><i>The Secretariat on Bukit Timbalan</i></p>	<p>The Johor Government is a major ISI client.</p>
<p><i>We cut to a quick series of campaign images of Dato Ghani, at the microphone, meeting people, cutting ribbons, talking to townfolk.</i></p>	<p>Menteri Besar Datuk Haji Abdul Ghani Othman came to power on a promise of propelling Johor into the 21st Century on a balanced diet of economic growth and social compassion.</p>

<p><i>Some new images of downtown Johor Bahru, showing overworked infrastructure. Crowds coping with traffic, conflict between traffic and pedestrians.</i></p> <p><i>Dissolving to some typical kampong scenes.</i></p>	<p>While ISI was harnessing the resources of international consultants to bring down a new blueprint for the overworked city of Johor Bahru - other researchers were out at the kampongs, trying to find solutions for poverty.</p>
<p><i>Tombstones followed by the Johor Lama fort escarpments</i></p> <p><i>Followed by a close up of the mangroves and general scenes along the Johor River.</i></p>	<p>At historic sites in east Johor, the ecological imperatives of the humble mangrove tree were being written into an ISI study for the Johor Government. The outcome would change the course of development history from waterfront exploitation to sustainable eco-tourism.</p>
<p><b>PAUSE 2 SECONDS AND CHANGE OF PACE</b></p>	<p>ISI was established as a company limited by guarantee in 1991.</p>
<p><i>Some images of UTM, with close up of the logo and perhaps the interior of the main building, with the big wood carving.</i></p> <p><i>The scene can end with a scene of Prof Azman in earnest discussion at a function with some heads of industry.</i></p>	<p>It was a bold move by the University Technology Malaysia to try to provide a research vehicle which had access to university brains, but be independent enough to consult to governments and industry without constraint or indeed accusations of bias.</p>

<p><i>Images taken from stills or brochures on the World Council on Tall Buildings. If KL becomes a shooting option, we can embellish this scene with some images of the new twin tower complex, the tallest buildings in the world.</i></p>	<p>The World Council on Tall Buildings and Urban Habitat in the USA collaborated on the formation of ISI and remains a valuable ally.</p>
<p><i>File footage of the Sultan would be appropriate.- although not totally appropriate, use the image of the Sultan conferring honours on the MB from the RTM tape</i></p>	<p>A one million ringgit grant from His Majesty Sultan Iskandar of Johor ensured the Institute's survival in its formative years.</p>
<p><i>The PM, speaking at a UTM function (From Ismail's file footage), then cutting to scenes of industrial complexes and Dato Ghani visiting the sick in hospital.</i></p>	<p>The motivation for ISI came from the Prime Minister's Vision 2020 plan to be an industrialised and developed country with a caring society.</p>
<p><i>A scene from the recent convocation ceremony at UTM, showing gowned academics,. Then cut to montage showing scene of workers in a factory situation, working on electronics.</i></p>	<p>The academics who master-minded ISI knew, however, that a caring society was contingent on certain economic , technological and human resource fundamentals.</p>
<p><i>A scene from the Pan Pac seminar or similar</i></p>	<p>The only way to access and harness these fundamentals was to employ <b>synergy</b>.</p>



<p>03:01:06 Graphic: <b>Professor Azman Haji Awang Ph.D Executive Director ISI</b></p> <p>03:01:57</p>	<p><i>“ISI is unique in the sense that it is a mechanism in which the university and the private sector are brought together by ISI for a certain client either the government or the private sector. It is funded by the private sector.</i></p> <p><i>“In the past it’s always the university on one side, private sector the other and the government somewhere in between, so ISI are bridging all the three together, to bring the three components together to work hand in glove. We orchestrate the whole process of getting together to do something useful for the country, useful for the private sector, useful for the client.”</i></p>
<p><i>OVER AN APPROPRIATE MONTAGE OF IMAGES, THE OBJECTIVES ARE SUPERIMPOSED:</i></p> <p><b>*Basic and applied research into urban habitat and high rise</b></p>	<p>The Institute's objectives are to undertake basic and applied research related into the urban habitat and highrise;</p>
<p><b>*Sharing of research findings</b></p>	<p>to share their research findings;</p>
<p><b>*Collaborate and draw experience from international organisations</b></p>	<p>to collaborate with and draw from the experiences of institutes and centres of learning internationally;</p>

<p><b>*Provide platforms for exchange of views and experiences</b></p>	<p>to provide platforms for exchange of views and experiences through seminars and discussion groups;</p>
<p><b>*Promote discussion</b></p>	<p>to promote discussion of issues of national, regional and international dimension to do with the urban habitat and highrise;</p>
<p><b>*Assist UTM in research and post graduate programs</b></p>	<p>...and to assist its parent, UTM in research activities and in post graduate programs.</p>
<p>Tan Sri Sallehudin - from the JB documentary</p>	<p>Governments- and therefore whole communities - benefit from ISI's work, as summarised by Institute Chairman, Tan Sri Sallehuddin Mohamed-</p>
<p>File video from JB Central documentary.</p>	<p><i>"Everyone wins - the State gains valuable research which is essential to meet our rapid economic expansion - and the private sector funds and builds the projects."</i></p>
<p><i>Some of the new building sites and hoardings around JB.</i></p>	<p>The commercial world viewed ISI with some scepticism at first, but the mood has changed.</p> <p>Developers are beginning to appreciate the long term economic rationale in ISI's insistence that development rights embrace social responsibility.</p>

<p><i>A sequence in Prof Azman's office, with discussion on the JB study under way.</i></p>	<p>The Five million ringgit study to develop a new master plan for the central district of Johor Bahru was the turning point in ISI's acceptance by corporate Malaysia.</p>
<p><i>The computer animated fly over of JB</i></p>	<p>ISI and their hand-picked local and international consultants ventured further into the social impacts of planning than any other study had dared.</p>
<p><i>...and then dissolving to general scenes around the town.</i></p>	<p>With this single exercise, over a period of one year, ISI proved its intellectual clout and showed that it could handle authority with style and wisdom.</p>
<p><i>Some of the new projects, like Waterfront City - the massive shopping centre on the side of the road at Tampoi, on the way to the University and high rise under construction down town.</i></p>	<p>Where conventional planning authorities may have been timid with high-impact development applications, ISI didn't hesitate to call developers to account for their design policies - some being modified to improve the rights of pedestrians, motorists and the handicapped.</p>
<p><i>A continuing range of development around JB. A scene of the big intersection outside Plaza Pelangi. The other new big shopping centre on the outskirts of town, showing massive - but overpowering facades.</i></p>	<p>The Institute is not anti-development. On the contrary, they are as committed to economic growth as anyone, but they are determined that carte blanche development will ultimately fail society.</p>

<p><i>The State Secretariat on Bukit Timbalan, followed by a scene of the people at work in the building .</i></p> <p><i>Some scenes along the coastline, showing boating, estuaries....general activity along the foreshore. Also the foreshore at Desaru would be appropriate.</i></p> <p><i>The scene in the state secretariat of a sea of desks full of paper, then cut to people at computers</i></p>	<p>ISI's work is quite diverse. Across the growth state of Johor, they are master planning a proposed new administrative city for the state government; have brought down benchmark planning guidelines for dwindling coastal land resources along rivers and estuaries; and are developing a strategy for Johor to become the nation's first paperless or electronic government.</p>
<p><i>A montage of images showing the people of Malaysia in a range of pursuits. Shopping, enjoying a meal in a restaurant, going about their daily business. A compressed shot of a crowd of motorcycle riders taking off at an intersection. Artisans at work, from the Kota Tinggi pottery centre</i></p>	<p>The ISI researchers who cover a multi-disciplinary range of economists, planners, engineers and social scientists, are concerning themselves with the impact of developments on the people of Malaysia.</p>
<p><i>Prof Azman taking a lead role as moderator of the seminar on town planning. We hear him do an appropriate summing up dealing with the impact of development on people. Runs about five or six seconds and then narrator begins over general conference scenes.</i></p>	<p>ISI spends a lot of its time and resources encouraging debate and analysis of planning issues - like this seminar</p>

<p><i>Prof Azman's piece to camera</i> 03:04:32 GRAPHIC: <b>Professor Azman Haji Awang</b></p>	<p><i>"This is an example of ISI's contribution towards providing the synergy between private sector, government and the university. Events like this make ISI relevant to industry and the government."</i></p>
<p><i>Two second pause for a change of pace.</i></p>	<p>There appears to be no limit to the diversity of ISI's project portfolio.</p>
<p><i>Big industrial complex; sweeping acres of plantations; some IT images which we will organise at UTM; the port at Pasir Gudang</i></p>	<p>They handle industrialisation challenges as well as land use planning. They enthusiastically promote information technologies and encourage export potential.</p>
<p><i>PAUSE 4 seconds to introduce the lighting sequence in the library.....Paul to choose appropriate collection of images for impact.</i></p>	<p>Under the ISI umbrella is the Centre for Energy Studies, which can measure its worth already in money terms. The UTM library was a grateful client.</p>
<p>08:21:43 GRAPHIC <b>Prof Ir. Dr. K S Kannan</b> <b>Head - Centre for Energy Studies</b>  08:22:46</p>	<p><i>"The electrical consumption of the library, which included air conditioning, came to 80,000 a month, after retrofit, it came to 60,000 a month, a reduction of 25%."</i></p> <p><i>".....in the overall we can bring down the national energy consumption of the country."</i></p>

<p><i>The building project in KL.</i></p>	<p>The planning and design of “intelligent buildings” - with built-in energy savings, information technology and pedestrian friendly access is a spin-off from ISI research.</p> <p>Their service extends right through to project management - demonstrated at this Kuala Lumpur project.</p>
<p>13:21:00  <b>GRAPHIC:</b>  <b>Assoc. Prof. Ahmad Rosdan Razak</b>  <b>ISI Deputy Director (Projects)</b></p>	<p><i>“The institute also provides value added services for clients who demand better buildings. For example we provide project management services, acoustic services, energy efficiency and building maintenance services. It is a result of the enormous amount of energy and effort that we put into our studies and research.”</i></p>
<p><i>A close up of some of the hard covers of publications which have been written by ISI.</i></p>	<p>ISI may be working for Malaysia, but the implications of what they do will one day be felt around the world.</p>

<p><i>Prof. Azman continues on camera....dissolving to some real urban challenges....new pics of downtown JB showing the ugly and the beautiful..old broken down buildings in front of the Public Bank for example. Scenes around the Hyatt hotel showing dilapidated buildings against the skyline of a majestic hotel.</i></p>	<p>They are building a reputation of global usefulness and relevance to a caring society.</p>
<p>09:19:00 Graphic:  <b>Thai Quang Trung Hanns Seidel Foundation</b></p>	<p><i>“ISI could play the role of coordinator for region wide programs of environment covering all Asean countries and also some other emerging countries particularly in the field of urban planning.”</i></p>
<p>13:05:00 Graphic:  <b>Dato’ Ghazali Mohamed Ali Boustead Group An ISI Sponsor</b></p>	<p><i>“ISI has a very bright future as long as it keeps itself non political and approaches the question or study in a very professional sort of way. “Other communities and other cities in Malaysia and in the region would benefit from a study to be undertaken by ISI.”</i></p>
<p>13:09:50 Graphic: <b>Dr Azman Firdaus Shafii</b></p>	<p><i>“We saw dedication, we saw future value in working with ISI and for that reason we look forward to working with them in the future.”</i></p>

<p>14:05:00 Graphic: <b>Datuk Dr. Ahmad Zaharudin bin Idrus</b> <i>Vice Chancellor</i> <i>Universiti Teknologi Malaysia</i></p>	<p><i>“I wouldn’t be surprised that if in ten years time ISI could play a major international role even go as far away as Africa and other countries which require our services”.</i></p>
<p>03:18:24 Graphic: <b>Prof. Dr. Azman Haji Awang</b></p>	<p><i>“We like to maintain it as an R and D institution to provide research to the world in the relevant areas. But at the same time, we would also, because of our position, because of our financial capability, be able to spread our wealth back to the world as a contributor to research. Probably one day ISI as a foundation can give scholarships to people from the developing countries.”</i></p>
<p>13:15:00 Graphic: <b>Dr Azman Firdaus Shafii</b></p>	<p><i>“I do believe that we need a catalyst and in this case ISI is the perfect candidate that could marry the needs of the state government which provides the long term vision of the government and also the growth opportunities fuelled by the private sector.”</i></p>



<p>15:16:00 Graphic: <b>Datuk Haji Abdul Ghani Othman Menteri Besar of Johor</b></p>	<p><i>“ISI with the right kind of approach would also be able to tap opportunities internationally but mainly within Asean and the Asian region so that the Malaysian government encourages that kind of export to different parts of the world, so ISI can be part of that kind of service oriented export.”</i></p>
<p><i>Remaining images to be determined, but reflecting ISI activity in the field. The images will undoubtedly emerge from our shooting this week of ISI at work.</i></p>	<p>ISI has achieved a standard of performance and professional respect which is the envy of private enterprise and government alike.</p>
	<p>It is well on the way to achieving global recognition as one of the world's great thinking institutes.</p>
<p><i>Closing Titles: Reintroduce the Thinker, still with his back to camera - the little girl is still in position. Superimpose the Title:</i> <b>ISI Institute Sultan Iskandar of Urban Habitat and High Rise The New Thinkers</b></p>	

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<p><b><u>National Headquarters:</u></b>  <b>University Technology</b>  <b>Malaysia</b>  <b>Skudai</b>  <b>Johor</b></p> <p><b><u>Kuala Lumpur Office:</u></b>  <b>Semarak Campus</b>  <b>University Technology</b>  <b>Malaysia</b>  <b>Kuala Lumpur</b></p>	
<p><b>Production:</b>  <b>ISI</b>  <b>and Newton's (logo with</b>  <b>falling apple)</b></p>	
<b>PRONUNCIATION SCHEDULE</b>	
<p><b>In Bahasa - there is no the most complex of a mono-tone, with equal One can almost get the phonetically, applying general most "a"'s are soft such as Abdul which is a</b></p>	<p><b>stress on syllables. Even words are reproduced in stress on all syllables. right effect from reading equal stress and pace. In as in ah, with exceptions sharp A.</b></p>
<p><b>Sultan Iskandar</b></p>	<p><b>Institute</b>  <b>Sool-tarn Iss-can-dar</b></p>
<p><b>Hanns Seidel</b></p>	<p><b>Hanns Sigh-del</b></p>
<p><b>Menteri Besar Datuk Haji Abdul Ghani Othman</b></p>	<p><b>Men-tree Be-sar</b>  <b>Dah-took Hah-gee Abdul</b>  <b>Gharnee Oth-man</b></p>
<p><b>Johor Bahru</b></p>	<p><b>Jo-hore Barroo, (with the hint of a roll of the tongue on the word Barroo. The 'h' in Bahru is silent).</b></p>

ringgit	<b>ringit (as in ring it - the g is quite soft)</b>
Tan Sri Sallehuddin Mohamed	<b>Tan Sri Sahllay-hoo-din Mo-hahm-ed</b>