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Thai AirAsia

to Preserve Art programme partnership with Thai AirAsia



 Thailand's Ministry of Culture has partnered with Thai AirAsia for the '[Air Travel to Preserve Art](#)' program, designed to inspire young people to continue their region's arts and traditions by having national artists impart them with their expertise.

The project is being piloted in 10 provinces in the north, northeast and south of the country. This is the second year the Ministry of Culture has worked with Thai AirAsia to provide air travel to Thailand's national artists.

AirAsia's role in the program lies in providing seats at no cost to national artists on all of AirAsia's routes, both domestic and international, when they travel in their capacities as National Artists as well as for personal affairs.

"We see the nation's youth as the main force behind preserving Thailand's art and culture, especially endangered regional traditions. We initiated the 'Air Travel to Preserve Art' program, with the great support of AirAsia, to allow national artists to travel to organize training sessions, camps and other events in 10 provinces to teach their youths and to find those with exemplary works to represent their provinces in cultural promotion events both at the national and international level" said Dr. Preecha Kanthiya, Permanent Secretary of Culture.

Mr. Santisuk Klongchaiya, Director of Commercial for Thai AirAsia, said,

“We are very happy to be continuing this program. We will work with the Ministry of Culture to organize training camps in 10 provinces, namely; Chiang Mai, Chiang Rai, Ubon Ratchathani, Udon Thani, Nakhon Phanom, Khon Kaen, Surat Thani, Nakhon Si Thammarat, Trang and Hat Yai. The events will provide the opportunity for youths to audition their own works so that 30 may be chosen to take part in a special camp with the National Artists from which one distinct individual will be selected to act as a representative nationally and internationally. We believe that by providing the opportunity for young artists to learn from masters, they will be inspired to develop their own work.”

Image: Thai AirAsia taking off from Don Mueang Airport in Bangkok, Thailand

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