

Jive at the Hive

By JESSIE LIM

UCSI University is now an even bigger buzz of activity with THE HIVE that stings into action every fortnight.

WITH the shower raining full blast, your voice still manages to soar over the swish and swash in the bathroom. Full of emotion, you belt out... "I can make it through the rain..."

It's not as great as Ms Carey, but you're almost there. You know you're good. But no one's there to hear you. What a waste!

The next day, as you're scrambling an egg over the oven, you croon, "I'm slippin' into lava... who turned the temperature hotter, I'm burnin' up... burnin' up!"

You know you can hold this particular tune as well as the Jonas Brothers but where's the stage? There should be people around you, screaming their lungs out, 'more, more, we want more...'

Ahhhh... if only you had that platform to showcase such wonderful talent. "Wasted, wasted..." you sigh within.

But wait!

There's something abuzz in the air. And the news has been going around for over six months now. It's about The Hive: an avenue for students to unleash and express their creative talents on stage.

At last! Instant recognition within your reach!

And all you need to do is to wow everyone with your God-given talent.

Organised by UCSI University's Student Council, together with Mass Communication Degree Programme's senior student Kua Mei Cher, who is also a musician and arts enthusiast, the Hive opens its "doors" to UCSI students and independent bands every fortnightly on Wednesdays from 12.30-1.30pm.

Indeed, through The Hive, an abundance of hidden talent has been discovered, and what's amazing is that the student performers are mostly non-music students.

Mass Comm major, Celine Tan Swee Yeng, 18, took to the stage recently. As she sang, she was accompanied by a friend who played the guitar.

"I've always wanted to be on stage and the Hive has allowed me this opportunity.

"I just feel happy to be able to perform!



UCSI University student Veronica Wong



The Hive helps makes our university an even livelier and 'happening' place to be in. It's a good way to let students who do not get to perform to actually go on stage.

"Even UCSI lecturers took up the challenge to showcase their talents!"

So, what inspired Mei Cher to come up with The Hive?

"After much exposure to Indie music while working on a project with an event and public relations company where I did my internship, I was motivated to start something in college. I want to help people live their little dream by letting them share their love for the arts,

whether it's in dance, music, poetry..."

She also said that there was still much talent lying latent, dormant and yet undiscovered in Malaysia, hence, The Hive.

But why name it 'The Hive'?

"It's where bees get together, and they go there on their own accord. I want students to have a place to hang out, relax and enjoy the arts, while also being able to perform."

Besides students, Indie local bands/singers are also invited to perform in order to promote local music. Thus far, J4N (2nd runner up of Battle of the Bands), Holy Pimple, Three Plus Band, Djezna's Stalker, and Joe Loy have performed at The Hive.

Any Indie singer/band that wishes to perform at The Hive can contact could Mei Cher, at thehive.ucsi@gmail.com.