



**FOR IMMEDIATE RELEASE**

## **Fall in Love with Museums at *Explore Singapore! 2009***

**Singapore, 3 November 2009:** Rekindle your romance with Singapore's museums as *Explore Singapore!* returns for its fourth season. Adopting the theme 'I Love Museums', the annual campaign organised by the National Heritage Board (NHB) features exciting new events designed to captivate and capture the hearts and minds of the community.

This year, *Explore Singapore!* which runs from 14 November to 6 December aims to develop long lasting, loving bonds between Singapore's museums and children, young adults, as well as families and ensure that museum-going becomes part of everyday life.

Over 50 activities<sup>1</sup> will be held at more than 20 museums around the island to delight the young and old and give all visitors a refreshing experience at our museums.

This year also sees NHB embarking on new events that have been specially created to complement the 'I Love Museums' theme.

- Fancy an afternoon of romance with chocolate, wine and soulful a capella in the serenity of the National Museum of Singapore? The ***I Love Museums*** event<sup>2</sup> on 27 November promises a series of activities and entertainment where one can experience the museum in a different way!
- Families and young adults can take a trip down memory lane and re-live history as they embark upon an interactive adventure showcasing Singapore's lesser-known WWII war sites during ***War-on-Wheels***<sup>3</sup> tour.

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<sup>1</sup> See attached list of events for *Explore Singapore! 2009*

<sup>2</sup> See Annex A for more information on *I Love Museums* event

<sup>3</sup> See Annex B for more information on *War On Wheels*

- In **The Little Explorer's Travels**<sup>4</sup>, children will have an opportunity to be like Marco Polo and uncover Asia through performances, workshops and activities at the Asian Civilisations Museum on 22 November.
- The hip and trendy can also enjoy a day out at the **Flea & Music Alley @ Peranakan Museum, Timbre & The Substation**<sup>5</sup> on 5 December where they can learn about the intricate Peranakan gems, hunt down the best bargains at the flea bazaar and in the evening, be entertained by local bands such as Jack & Rai and Reverie at Timbre nearby!

Mr Michael Koh, CEO of NHB, said: “*Explore Singapore!* this year seeks to entrench a deeper sense of belonging to Singapore through our museums and evoke emotive responses to the campaign’s theme ‘I Love Museums’. We hope to spark an active dialogue through various social media platforms<sup>6</sup> and rekindle the community’s love for museums through these activities.”

Spreading of the “I Love Museums” message will continue into 2010, with a series of unique programmes at various museums each designed to appeal to a different audience mix.

NHB’s outreach efforts go beyond connecting with people<sup>7</sup>. Said Ms Cheryl Koh, Deputy Director of Marketing & Communications, NHB: “We want to reach out to Corporate Singapore to help us spread our message of love. Three companies - Timbre, New Urban Male, and HTC and already working with us and we hope more will soon follow in cherishing our unique heritage.”

For more information and updates of activities, please visit [www.museums.com.sg](http://www.museums.com.sg).

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### **About Explore Singapore!**

*Explore Singapore!*, championed by the National Heritage Board, encourages members of the public to embark on fun and fascinating journeys to discover our colourful past, rich heritage, exciting art and vibrant cultures. Aimed at making heritage and museums

<sup>4</sup> See Annex C for more information on *The Little Explorer's Travels*

<sup>5</sup> See Annex D for more information on *Flea & Music Alley @ Peranakan Museum, Timbre & The Substation*

<sup>6</sup> See Annex E on NHB’s social media initiatives during *Explore Singapore! 2009*

<sup>7</sup> See Annex G on how these companies are involved with *Explore Singapore! 2009*

accessible and enjoyable, *Explore Singapore!* features an eclectic and unique brew of enriching yet entertaining activities happening at our island's museums and heritage attractions. For more information, please visit [www.museums.com.sg](http://www.museums.com.sg).

### **About The National Heritage Board**

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships with both private and people sector counterparts. The NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. The NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).

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# National Archives of Singapore



I Love Museums event (Factsheet)

Part of *Explore Singapore! 2009*

Background:

In line with the theme this year, "I Love Museums", the National Museum of Singapore dedicates an afternoon of pure indulgence. *I Love Museums* and its line up of activities gives visitors a reason to fall in love with our museums all over again.

The first of its series, *I Love Museums* will take place in different museums at different times of the year, with its first instalment at National Museum of Singapore (NMS) this November 27<sup>th</sup>. Targeted at young adults between 18 to 35 years old, activities are designed to appeal to them and present an alternative venue to hang out in town. Interactive elements are included in the programme to promote dialogues among visitors and perhaps make a new friend.

Programme details:

**10am – 12.30pm: Photography Workshop\* (free)**

Shutterbugs will love this black & white photography workshop by local photography maestro, Lim Seng Tiong. The workshop will offer participants both theoretical and practical experience in the medium.

**12.30pm – 2pm: Chocolate Appreciation Workshop\* (\$25 per pax)**

Calling all Chocoholics! This workshop, conducted by world-renowned chef and Valrhona choc guru, Vincent Bourdin, will cover the history, evolution and appreciation of all things chocolate. Participants will receive Valrhona chocolate samples as doorgifts.

**2.30pm – 4pm: Wine Appreciation Workshop\* (\$20 per pax)**

Get acquainted with a range of selected wines and indulge in the tasting of the liquid of love in this workshop by wine expert and food author, Edwin Soon.

**1pm – 4pm: Love Pictionary Challenge (free, in hourly intervals beginning at 1pm)**

Looking to make more friends? Then grab your mates and play alongside other like-minded social bugs in the exciting Love Pictionary challenge. Attractive prizes to be won!

**1pm – 6pm: Culture Chic! (free, in hourly intervals beginning at 1pm)**

Take home a photo of you and your sweetheart – if not, a friend - attractively donned in couple costumes. Choose from a range of iconic pairs to dress up as and get pictured by prolific photographer, Lim Seng Tiong, amidst the lush ambience of the National Museum.

**12.30pm / 2pm / 3.30pm: Acapella Performances (free)**

Let local A-Cappella sensation, VoCollision serenade you and your sweetie with their resounding repertoire of jazz, pop, oldies and modern love melodies guaranteed to tug at the heartstrings!

**1pm – 5pm: Calligraphy Painting (free)**

Surprise your sweetheart with a personalised calligraphy painting by calligraphist, Jessie Ren. Choose from a range of love sonnets or bring your own poem to immortalize your love.

**1.30pm – 3pm / 3.30pm – 5pm: Caricature Sessions (free)**

Get a cool caricature of yourself and your sweetheart within the wondrous walls of the National Museums drawn by famous Singapore artist and art educator, Kamal Dollah.

**5pm – 6pm: Contemporary Art Walk (free)**

Toss your cares away and go on a winding walkabout through the enchanting grounds of the National Museum, S'pore Management University and S'pore Art Museum and learn about the impressive sculptures and installations by Li Chen.

**Ongoing: Quizzes, Live Tweeting**

Test your heritage IQ in our quirky cultural quizzes and stand to win attractive prizes! Or, simply leave a tweet at our Twitter booth and tell us about your day at the museum.

\* Registration required

Log on to [www.museums.com.sg](http://www.museums.com.sg) for more details and registration for workshops.

Register through email to [ilovemuseums.sg@gmail.com](mailto:ilovemuseums.sg@gmail.com)

Biographies of participating vendors:

**Edwin Soon, presenter for Wine Tasting workshop**

Edwin Soon has picked grapes, worked as a cellar rat and made wine in Australia, the US and in France. An economist as well as an enologist by training, he juggles many hats. He organizes wine competitions and attends them too. In Asia, he speaks for VinItaly, the California Wine Institute and SOPEXA.



Ed is also a wine writer and wine educator who trains sommeliers in South-east Asia. He is also a qualified oenologist from Australia's renowned wine school, Roseworthy College, Adelaide University. He is contributing wine editor to various magazines and newspapers such as Wine and Dine, Harpers Bazaar and Malaysian 'Star'; including several books under his sleeve such as Pairing Wine with Asian Food, Wine with Asian Food – New Frontiers in Taste, The Wines of France, and The Dilmah Way of Tea.

Today, Ed is the consulting wine editor of Appetite magazine and wine columnist for Time Out Singapore and The Star Malaysia.

**Vincent Bourdin, presenter for Chocolate Tasting workshop**

The regional pastry consultant for Valrhona, Chef Vincent is responsible for the opening of Valrhona Far East representative office in Singapore. His career started by a traditional apprenticeship in Antibes and Cannes, after which he left France to work in England with Pierre Kaufmann (3 Michelin star) and for Intercontinental Hotel.



Since then Vincent has participated in many Food Festivals including Singapore World Gourmet Summit, New World Food and Wine at the Ritz Carlton Singapore, Food and Wine Festival of Melbourne and Brisbane, "Salon du Chocolat" in Paris and Tokyo, as well as World Gourmet Festival at Four Seasons Bangkok. He is also the founding member of the Tea Drinker Club in Paris.

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**VoCollision, a capella group**

Made up of three ladies and two gentlemen, VoCollision first earned the adoration and respect of a capella enthusiasts when they clinched the 2<sup>nd</sup> place in the Open Category of 2005's National A Capella Championships. Since then, this quintet has thrilled crowds with their refreshing repertoire. Jazzy fare with sassy servings of pop confectionary, and classic oldies laced with a modern twist mark their style.

The local group has sung their way into high-profile corporate functions, music festivals and radio programmes, memorable gigs include 2006 IMF dinner for international delegates, Marina Barrage opening, and Singapore's Annual A Capella Festival. They have also written an original number which was selected as a favourite in Noise Singapore 2006.



**Kamal Dollah, caricaturist**

Mohamed Kamal Bin Dollah (born in 1967) is a Singaporean artist, art-educator and professional caricaturist. He is a multi-disciplined painter with expertise in various mediums ranging from traditional craft of batik-painting to contemporary art and street level graffiti.

Having a portfolio-career in visual arts since 1994, which included co-founder of graphic design firm Bob Associates Design Consultants. He is currently associate faculty at a local university and an appointed Art Education provider for the National Arts Council of Singapore with proprietary programmes in cartoon caricature drawing, graffiti mural art, watercolour and ink techniques.



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**War On Wheels (Factsheet)**  
**Part of *Explore Singapore!* 2009**

Background:

War on Wheels is a unique and exciting part of this year's *Explore Singapore!* campaign. For the first time ever, the National Heritage Board (NHB) is giving everyone the opportunity to enjoy experiential bus tours of some of Singapore's most significant World War II history sites.

Two versions of the War on Wheels tour await; a day tour entitled *Invasion Singapore*; and a night excursion, *Singapore Under the Gun*. Both will take participants to discover little known sites of great historical significance.

War on Wheels gives everyone the opportunity to make new discoveries and enjoy stories from yesteryear. Both tours will be highly interactive and memorable. The day tour is designed to appeal to families with young children while the night appeals to young adults. Each tour gives participants a deeper insight into Singapore's WWII history and expose them to museums and lesser known historical sites around Singapore.

Tour Details

**Day Tour: *Invasion Singapore***

**Target Audience** Families with young children (8 – 16 years old) and young adults (18 – 35 years old):

**Dates:** 14, 21 and 28 November 2009

**Time:** 9am – 4pm OR 9.30am – 4.30pm

**Admission Fees:** Adult: \$10, Children (12 yrs and below): \$6, Family (2 adults & 2 children): \$20

*Admission fees do not include lunch*

**Description:** Hop on the bus and follow the advance of the Japanese war machine from their landing on Kranji beach. Visit the tragic grounds of the Kranji War Memorial, the Old Ford Factory, Alexandra Barracks, Bukit Chandu and finally City Hall where occupying

Japanese forces in Singapore eventually surrendered to the Allied contingent. Special family-centric activities have been included to make this an insightful educational experience.

Sites covered include:

- *The Horror Begins at Japanese Landing Site* in Kranji
- *Remembering the Soldiers* at Kranji War Memorial
- *Surrender of the British* at Memories of Old Ford Factory
- *Massacre of Allied Forces* at Alexandra Hospital
- *The Last Battle* at Reflections at Bukit Chandu

### **Night Tour: Singapore Under the Gun**

**Target Audience:** Young Adults (18 – 35 years old)

**Dates:** 14, 21 and 28 November 2009

**Time:** 4pm – 10pm OR 4.30pm – 10.30pm

**Admission Fees:** \$10 per person, Package for 2: \$15

*Admission fees include dinner*

**Description:** Discover the horrors of the Japanese Occupation as you visit the Changi Chapel Museum and the Sook Ching Massacre site. Learn more about Changi's rich but often forgotten war history, and visit the giant Johore Gun Battery before arriving at the underground bunker at Fort Canning - the Battle Box.

**Sites covered include:**

- *The Killing Beach at Sook Ching Massacre site*
- *Through the Eyes of Prisoners-of-Wars* at Changi Chapel
- *Behold the Monsterguns* at Johore Battery
- *Hours before the Surrender* at Fort Canning/Battle Box
- *The Surrender of the Japanese* at City Hall

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Registration for both tours can be done online, please log on to [www.museums.com.sg](http://www.museums.com.sg) for details and for more information on **Explore Singapore! 2009**.

### ***Invasion Singapore Tour Programme***

<b>Venue</b>	<b>Activity</b>
Peranakan Museum	Arrival and briefing of participants
Kranji Landing Site	
Kranji War Memorial	Public invited to pin poppies to a wreath
Memories of Old Ford Factory	Gallery walkabout <i>Pick your Essential worksheet activity</i> <i>Each person is given a sheet with a list of essential items (see Annex 1). Given one minute before the Japanese soldiers advance onto your homegrounds, what are the 5 items you'll take when you run to safety?</i>
Syonan Garden	Ration Activity <i>Hungry, thirsty and tired but all you get during the World War II are limited rations. Participants expect a typical lunch but are surprised with steamed tapiocas, bananas, biscuits and plain water.</i>
Alexandra Hospital (drive through)	Viewing of video montage
Queensway Hawker Centre	<b>Lunch</b>
Reflections at Bukit Chandu	Gallery walkabout <i>Reflections worksheet activity</i> <i>After learning about the fierce battle fought by the Malay regiment. Participants decide if they should stay and fight, or run for their safety. Which will you choose?</i>
City Hall	<i>Aerogramme activity</i> <i>Participants pen their thoughts on how they feel about the tour and other feedback.</i>
Drop off at Peranakan Museum	End

*Group 1 will start at 9am and end at 4pm Group 2 will start at 9.30am and end at 4.30pm.*

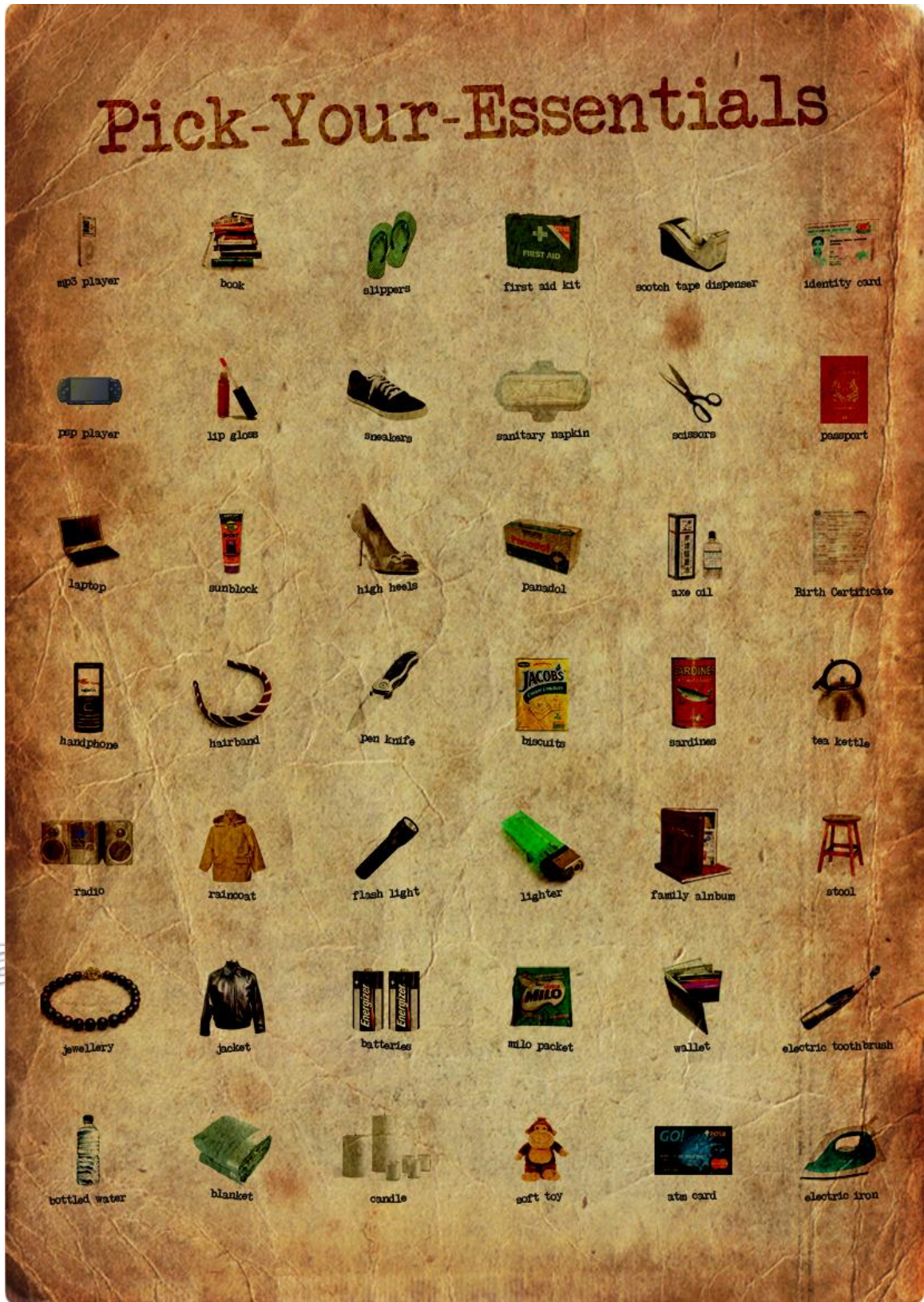
### **Singapore Under the Gun Tour Programme**

<b>Venue</b>	<b>Activity</b>
Peranakan Museum	Arrival and briefing of participants
Changi Chapel	Gallery walkabout
Johore Battery	<i>Feel small next to this monster gun and attempt to lift the 15 inch gunshell.</i>
Changi Beach	<i>Imagine the blood-soaked scene as unfortunate victims dig their own graves in this very beach. We take a moment to remember the ones who were killed ruthlessly by the Japanese.</i> Candle lighting Poetry recital
Fort Canning Park/Battle Box	Battle Box guided tour <b>Dinner</b> Battle Box Q&A worksheet activity
City Hall	<i>Aerogramme activity</i> <i>Participants pen their thoughts on how they feel about the tour and other feedback.</i>
Drop off at Peranakan Museum	End

*Group 1 will start at 4pm and end at 10pm.*

*Group 2 will start at 4.30pm and end at 10.30pm.*

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**The Little Explorer's Travels (Factsheet)**

**Part of Explore Singapore! 2009**

Background:

Retrace the footsteps of Marco Polo's adventures by visiting various playzones in the Asian Civilisations Museum. Children can almost imagine themselves journeying across the vast lands of Asia as they collect stamps of these regions to redeem a goodie bag.

Details:

Date: 22 November 2009

Venue: Asian Civilisations Museum

Time: Noon till 5pm

The zones are divided into the following:

**East Asia playzone (River Room)**

- Taiko drumming workshop
- Make your own Korean dessert by AppleTreeHaus
- Craft activities like making Chinese lantern and Japanese koi flags
- Wearing the Hanbok

**West Asia playzone (Shaw Foyer)**

- Ali Baba and the 40 Thieves (interactive story-telling with ACT 3 Theatrics)
- Mosaic workshop
- Papercraft activity

**Southeast Asia playzone (ACM Green)**

- Kite-making
- Make your own Malay dessert
- Other craft activities

**South Asia playzone (Basement foyer)**

- Kathakali, Indian opera workshop (by Bhaskar's Academy)
- Face-painting *Kathakali* style
- Sand art in *Rangoli* patterns
- *Rangoli* demonstration
- Henna tattoos

Other ongoing activities include marionette puppets and a roving magician. Children can also satisfy their sweet tooth with free ice-cream (while stocks last) made available during that afternoon.



**Flea & Music Alley @ Peranakan Museum, Timbre & The SubStation (Factsheet)**

**Part of Explore Singapore! 2009**

Background:

The Flea & Music Alley combines a perfect day out for young adults, families and teens as the Peranakan Museum, Timbre and The Substation come together to present an extravaganza of dazzling Peranakan jewellery, hands-on craft activities, good bargains and good ol' music.

The *Baba Bling* Open House at the Peranakan Museum grants visitors free admission to be wowed by the fine collections of Peranakans' prized jewels while children (and adults) get busy with creating their own takeaways from the museum. Lifestyle activities await in the afternoon till night when heritage flea markets and Timbre's resident musicians take the spotlight of entertainment.

Details

**Target Audience:** Families with young children, and young adults

**Date:** 5 December 2009, Saturday

**Time:** Noon till late

**Free Admission**

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Programme

**Noon – 6pm**

Check out the *Baba Bling: The Peranakans and their Jewellery* exhibition to admire the exquisite collection of the women's fine gems. Children can learn to make their own jewellery and take home for a keepsake. There will also be batik painting, scrapbooking, face painting and a choir performance by Vox Cammerata. Free Timbre beer and pizza coupons from 7pm while stocks last. Coupons are available upon visiting The Peranakan Museum.

Shopaholics alert: go crazy from 2pm onwards at the Timbre flea markets outside the Peranakan Museum, The Substation and along the alleyway leading up to Timbre. Also

catch local bands Jack & Rai and others as they jam it up at Timbre @ The Substation from 7pm.

*\*While Stocks last.*

For more information, please log on to [www.museums.com.sg](http://www.museums.com.sg) or call 6527 3493.

### Live Performances

#### **Jack & Rai**

Popular cover band EIC is led by Jack & Rai who have come a long way since they first met as solo musicians in 2000. So good are they at playing covers that one can be forgiven for thinking that Dave Matthews, John Mayer or whoever else they try to replicate is in the room. But now armed with their self-penned debut album "In stores now", the duo are on a mission to win you over with their self-styled original music. Jack & Rai also performed at *Explore Singapore! 2008* held at the Asian Civilisations Museum.

#### **Alicia Pan & Band**

Alicia Pan's strong passion for music, particularly for soul, R & B and house, has led to her involvement in Disney's High School musical, as well as an EP release in Taiwan, which allowed her to gain substantial exposure in the music scene in recent years.

Earlier this year, she collaborated with Mark Bonafide in the recording of a pop-version of a song from the musical 'Sleepless Town', and also opened for Craig David's 'Greatest Hits Tour' in Singapore. She has performed at numerous events around Singapore, Taipei, Hong Kong and Shanghai including the 51st Asia-Pacific film festival in Taipei. She recently decided to split her focus between academia and her interest in yoga teaching, while continuing to pursue her love for music.

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### **Reverie**

Reverie had its roots in a group of boys who decided to get together and play music on rooftops. Playing regular gigs at hotspots like Timbre and Bar None, and having performed at hot events at venues like Zouk and the NDP Floating Stage, Reverie delivers an electrifying concoction of ol' school rock and roll as its forte. At the same time, Reverie takes pride in its versatility and is equally comfortable playing acoustic unplugged gigs as it is in a full blown rock concert.



**NHB Social Media Initiatives (Factsheet)**  
**During *Explore Singapore!* 2009**

During *Explore Singapore!*, NHB will engage audiences on the following platforms:

**Microsite**

All information and updates are available on *Explore Singapore!*'s microsite,  
[www.museums.com.sg](http://www.museums.com.sg)

**Yesterday.sg**

- A column on "I Love Museums" will include blog posts, viral videos and public write-ups on *Explore Singapore!* events. Quotes from the public will be posted up on Yesterday.sg and updated every week

**Facebook**

- "I Love Museums" Facebook fan page has more than 250 fans and is still growing.
- Facebook photo contest begins 1<sup>st</sup> November – users may upload funny and quirky museum photos and add a caption to it. They stand to win HTC phones and iPod Nanos.  
Go to <http://www.museums.com.sg/es09/i-love-museum-contest.html>

**Twitter** National Archives of Singapore

- Daily Twitter updates broadcasting quotes, event news, talkback and photos of *Explore Singapore!* and its theme, "I Love Museums"
- Live Tweeting will take place on *I Love Museums* day at National Museum of Singapore on 27 November. Visitors may tweet on our account about their visit to the museum and receive a souvenir in return.

**Viral Messaging**

- For the first time, NHB will release a series of web videos as part of our viral messaging. Check back on [www.museums.com.sg](http://www.museums.com.sg) every week for updates.



**Promotions available during *Explore Singapore! 2009***

- Free entry to senior citizens  
Senior Citizens aged 60 and above, who are Singaporeans or Permanent Residents enjoy free entry daily to Asian Civilisations Museum, Memories at Old Ford Factory, National Museum of Singapore, Peranakan Museum, Reflections at Bukit Chandu, and Singapore Art Museum.
- 3-Day Individual/Family Museum Pass:
  - unlimited admission to all NHB Museums for a period of 3 days. (valid for 3 days from date of purchase)
  - Individual pass: \$20
  - Family pass (up to 5 persons): \$50
  - save more than 50%
- SIA Boarding Pass Holders
  - 50% off admission charges
  - applicable to SIA and SilkAir passengers who present their boarding pass within 7 days from date of travel
- Students and National Servicemen
  - 50% off admission charges
- NHB School Membership
  - Teachers and children in the NHB School Membership programme visit for free
- *Open House Days*
  - Christmas Open House 25 Dec (free entry)
- For other free entries, please see full list of events happening during *Explore Singapore!*

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## Working with Other Corporate Organizations

### New Urban Male

A series of tee-shirts will be designed and produced by New Urban Male. These tee-shirts are targeted to hit the stores in mid-November.



### Timbre

Timbre will work together with NHB to organize the Flea & Music Alley @ Peranakan Museum, Timbre & The Substation on 5 December. Please see Annex D for more details.

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### HTC

HTC will sponsor the following for the Facebook photo contest:

- Two HTC Heros
- Two HTC Snap
- One HTC Magic

