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## Fact Sheet – Theme, Concept and Logo

### NDP 2016 Theme

The theme for this year's National Day Parade (NDP) is **"Building our Singapore of Tomorrow"**. *"Building"* implies that nation-building is a continuous endeavour and that the journey towards our future can be realised with hard work. *"Our Singapore"* invokes in Singaporeans a sense of belonging and rootedness to the country and our future. *"Tomorrow"* is forward looking and connotes the start of the next chapter post SG50. Taken together, the theme is a call to action for Singaporeans to build our future together.

### NDP 2016 Concept

NDP 2016 marks the first NDP for the next 50 years in our journey towards SG100. It will return to the iconic National Stadium after a ten-year hiatus. In line with building on the efforts of our pioneers and recognising the need to move into the future, NDP 2016 will leverage on technologies to present a different and refreshed NDP experience, while retaining traditional elements such as a dignified Parade and Ceremony, a military tattoo with a precision drill display and combined band and riders from the Singapore Armed Forces and the Home Team, and the Republic of Singapore Air Force's State Flag Flypast. These traditional elements will be complemented by new displays which will be part of NDP for the first time, such as unmanned technologies, 3D projection displays, aerial displays involving performers and props, and indoor fireworks.

NDP 2016 also seeks to encourage collective ownership and active participation as well as promote inclusiveness in the NDP celebrations among Singaporeans. This will be achieved through initiatives such as the opening up a second Preview for more Singaporeans to have the opportunity to attend the celebrations "live"; encouraging Singaporeans to contribute actively to NDP 2016 by providing suggestions via the official website and NDPeeps Facebook page; and weaving in participatory elements and making the audience part of the celebratory spectacle through activities during the parade and items in their funpacks.



### **NDP 2016 Logo**



The NDP 2016 logo reminds Singaporeans of our love for our nation, and to be thankful for the people who have contributed to making Singapore what it is today.

The heart, with its four shades of red, represents the diversity of Singapore and our various races and religions living together in harmony. It celebrates this diversity and harmony, and reflects our love for Singapore, where we are happy and proud to call home.

In brush stroke, the number "51" marks our nation's 51st birthday and the first chapter of our next 50 years towards SG100.

The handwritten font represents our future, which is ours to write and build together.

The upward brushstroke of the number "6" demonstrates that Singapore is forward-looking, always striving to reach even greater heights. The tip of the "6" bursting into a firework of five stars depicts the nation's ideals as represented in our national flag.

The NDP 2016 logo was created by 19 year-old Chelsea Lim, a Singapore Polytechnic student pursuing a Diploma in Visual Communications and Media Design.

### **NDP 2016 Logo Competition**

In line with the overarching theme of NDP 2016 to collectively build our Singapore of the future, the logo competition sought to engage Singaporeans to collectively participate in the NDP journey and play a part in the celebrations for our nation's 51st birthday. This is the first time the NDP EXCO has opened up the logo competition beyond schools to all Singaporeans as well as allowed the public to vote for their favourite logo. The competition drew about 250 entries over a seven-week submission period. The result was determined by over 2700 public votes and the decision of a judging panel of individuals from varied backgrounds comprising:

- Mr Choo Meng Foo, full-time artist
- Ms Theresa Goh, national para athlete
- Mr Dennis Mark, Vice President & General Manager, Services and Solutions-Asia Pacific Japan, HP Inc
- Ms Peck Hsiao Tyng, recipient of the Silver Award (Emerging Artist) in 2015's UOB Painting of the Year competition
- Mr Drayson Phua, Creative Director, That Design Agency

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