



MEDIA RELEASE

HERITAGE TAKES TO THE HEART OF THE COMMUNITY

NHB galvanises Singaporeans in championing heritage through Heritage Town and other community initiatives island-wide

19 February 2011 – The National Heritage Board (NHB) moves to spur Singaporeans to take up greater roles in heritage projects, by providing more platforms for the community to share and contribute. Further extending its outreach efforts to involve students and like-minded partners from the community this year, NHB will attune its approach to promote greater pride and ownership of our heritage among the population.

Over the past three years, NHB's outreach participation has doubled¹, with an unprecedented 8.8 million participants in 2010. This shows Singaporeans' growing interest in heritage, while a sprouting of heritage projects reflects the maturity of the community to be increasingly involved.

One significant highlight kick-starting NHB's outreach initiatives this year is the birth of Singapore's first Heritage Town, an innovative project that supports constituencies in taking the lead to promote their heritage and seeks to increase heritage heartshare at the community level.

The winning Heritage Town – Joo Chiat distinguished itself with an outstanding submission: Its enriching programmes made it a unanimous choice by the judging panel during the selection process. It featured a remarkable variety of past heritage activities and proposed a range of vibrant activities for 2011, such as its thematic heritage months which involve the participation of the community and grassroots organisations, as well as associations.

The success which Joo Chiat has had in rallying community support in its activities shows that Singaporeans are ready to take on more proactive roles in showcasing and preserving our heritage.

Speaking at the Heritage Town award presentation ceremony, Guest of Honour Mr Lui Tuck Yew, Minister for Information, Communications and the Arts, said: "By engaging the population – via programming in the heartlands and partnerships to develop heritage content, among others – we strive to promote active participation

¹ About 4.3 million participants attended NHB's outreach events in 2008.

and ownership of heritage. We hope the community can connect with one another, and be part of Singapore's heritage."

Mr Chan Soo Sen, Member of Parliament for Joo Chiat Constituency said: "We are honoured to be awarded the distinction of being Singapore's first Heritage Town. NHB's recognition and funding will be a great encouragement for us to continue sharing our treasured heritage through developing innovative and enriching activities that showcase Joo Chiat's multi-faceted legacy to our people."

NHB will also work with the other towns that participated in the *Heritage Town* competition to co-develop heritage related projects throughout the year.

Heritage Close to Hearts and Homes

Beyond the Heritage Town, NHB further inspires schools and community groups to partake in heritage development actively, through propagating heritage touch-points in communities island-wide.

Singaporeans will get to participate and be involved in developing meaningful activities such as contributing to trails which incorporate monuments and heritage site markers, organising guided walks, as well as holding festive events to attract and help the public relate to various places. NHB will collaborate with schools, community organisations, societies and associations as well as the general public to develop community based heritage activities so as to strengthen Singaporeans' national identity and anchor their sense of belonging in the places that matter. For instance, students would be involved in conducting oral history interviews, research, or be trained as trail guides; while residents' local knowledge would be tapped on when generating contents.

In addition to bring heritage closer to our homes, NHB is working with other Government agencies to incorporate local heritage content into estates and libraries island-wide. From heritage corners, galleries to travelling exhibitions enriched with local themes, these heritage features in the neighbourhoods not only resonate with the public and remind them of our common history and achievements, their ease of accessibility will also better connect the population to our heritage.

This year, NHB's iconic *Singapore HeritageFest (SHF)*, which celebrates Singapore's multicultural heritage, will be making its way increasingly into the neighbourhoods too. The winning Heritage Town, Joo Chiat, and its residents, will also be participating in *SHF*. In addition, expect more nation-wide initiatives such as student-led heritage trails, nostalgia-themed mass activities and competitions involving multi-generational or inter-racial teams which will inject an element of fun and community bonding.

For more information, please refer to:

- **Annex A** – For NHB's *Heritage Town* award presentation details
- **Annex B** – For highlights of NHB's heritage outreach calendar 2011

-END-

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 partnerships with both private and people sector counterparts. 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, the Preservation of Monuments Board and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA). Please visit www.nhb.gov.sg for more information.

For media queries, please contact:

Sylvia Goh
Manager
Marketing & Corporate Communications
National Heritage Board
DID: (65) 6332 4485
Email: sylvia_goh@nhb.gov.sg

Sharon Cheong
Manager
Marketing & Corporate Communications
National Heritage Board
DID: (65) 6332 5401
Email: sharon_cheong@nhb.gov.sg

NHB's Heritage Town Award Presentation

In October 2010, the NHB introduced its inaugural *Heritage Town* competition to increase heritage heartshare at the community level by equipping the community with the relevant skills and funds to develop and organise heritage activities in the heartlands. The project commenced with a national call for submissions and received enthusiastic responses from five towns.

The results are finally out, with Joo Chiat emerging as the winner. On 19 Feb 2011, Guest of Honour Mr Lui Tuck Yew, Minister for Information, Communications and the Arts, announced Joo Chiat as Singapore's first Heritage Town during the award presentation ceremony held in conjunction with the winning constituency's Lunar New Year celebrations.

The judging panel was unanimous in its decision to award the title to Joo Chiat due to its outstanding submission. It featured a remarkable variety of past heritage activities in 2010 with strong supporting materials, and a promising list of innovative heritage activities for 2011, including a Eurasian Heritage Month and a Peranakan Heritage Month. These events can offer opportunities for the community, such as the grassroots organisations, religious groups and associations, to participate actively.

Project leader Mr Alvin Tan, Director of Heritage Institutions and Industry Development said: "Joo Chiat is a good example of a neighbourhood which not only has strong ties to its heritage, but also proactively contributes to heritage development in Singapore through its many related activities. We hope that the *Heritage Town* competition and the subsequent activities organised by Joo Chiat for its residents will spur people in other parts of Singapore to participate in heritage activities and take pride in the heritage of their neighbourhoods."

All submissions were assessed according to the following criteria:

- a) Proposed Heritage Town Vision (10%)
- b) Past Heritage Activities for 2010 (40%)
- c) Proposed Heritage Activities for 2011 (40%)
- d) Innovation in Proposed Activities (10%)

Joo Chiat will be designated NHB's Heritage Town for the year, given rights to NHB's *Heritage Town* branding and awarded funding of S\$100,000 to develop and organise heritage activities. In return, the constituency will also be required to support NHB's *Singapore HeritageFest 2011* as well as promote national education, friendship amongst neighbours and the integration of new citizens through heritage activities.

Highlights of NHB's Heritage Outreach Calendar 2011

Travelling Exhibitions

What	When	Where
<p>Heritage On The Move @ Public Libraries</p> <p>At libraries island-wide, visitors can look forward to enriching exhibitions covering aspects of local culture such as ethnic wedding customs, traditional games and kampong life, as well as stories of our nationhood. These travelling exhibitions, along with special stage performances and children's activities, have been enhanced with more local content and are designed to be educational and interactive.</p> <p>NHB is collaborating with the National Library Board (NLB) to showcase exhibitions on the following themes:</p> <ul style="list-style-type: none"> • Festivals of Singapore – Chinese New Year, Hari Raya, Deepavali, Mid-Autumn Festival • Romance, Hopes and Dreams – wedding customs of local ethnic communities • Kampong spirit, Kampong fun – traditional games and kampong life revisited • Tales From Our Shores – myths and legends of Singapore • Delicious Heritage – origins of famous local dishes and favourite food haunts in Singapore • Year of The Rabbit Exhibition • Project U & I • Costumes of Singapore • Naming Rites • Family Fun in The Past • Heritage in Photos: 1950-2000 • 10 Years that Shaped a Nation: 1965-1975 • Congo River: Arts of Central Asia • Symbolic Asia • Terracotta Warriors • What do you know of Singapore in 1957? • Road to Nationhood: Libration, Self-Government and the Grand Plan, 1945-1965 • Five-Footway Traders 	Throughout 2011	Various libraries island-wide such as Jurong Regional Library, Marine Parade Public Library and Ang Mo Kio Public Library.
<p>Of Monuments and Memories travelling exhibition</p> <p>Featuring 27 National Monuments spectacularly portrayed through the camera lens, <i>Of Monuments and Memories</i> highlights iconic buildings that have stood the test of time, and continue to be symbols of pioneers and</p>	Throughout 2011	At various schools

<p>leaders who have made indelible marks on Singapore's history. The exhibition is presented by the Preservation of Monuments Board.</p> <p>All school tours have been fully booked for the whole of 2011.</p>		
<p>10 Years that Shaped a Nation, 1965-1975 This exhibition presented by the National Archives of Singapore traces an important period of Singapore's history – our first decade of independence.</p> <p>On 9 August 1965, barely two years after a political merger with Malaysia in 1963, Singapore was suddenly thrust into independence and separated from the Federation. As a small country with no natural resources and facing unemployment, vulnerable security and far from satisfactory health conditions, the leaders of Singapore had to stand up to the challenges to build a viable nation. Our nation building history is very short but we have achieved much to be proud of.</p> <p>Learn about the major contributions of our founding generation of leaders and appreciate how they laid the foundation for Singapore as an independent city state. Many of the lessons learnt remain relevant today and in the future.</p>	<p>Open for bookings throughout 2011</p>	<p>Various schools and libraries</p>
<p>Travelling exhibition on Kampong Buangkok</p> <p>NHB mentored a group of students from Hwa Chong Institution in documenting the history and stories of Kampong Buangkok which will be developed into a travelling exhibition co-curated by the students and NHB.</p>	<p>Apr</p>	<p>At HCI, various schools, libraries and community centres.</p>

Trails, Walks and Other Outreach Events

What	When	Where
<p>Heritage features in HDB's <i>Remaking Our Heartland</i> programme</p> <p>Taking heritage closer to our homes, NHB is working with fellow Government agencies to incorporate heritage content in the estates. Heritage corners, galleries and trails are some of the elements featured in HDB's <i>Remaking Our Heartland</i> programme, including <i>Heritage Garden @ Yishun</i>, which is Singapore's first and largest outdoor heritage corner.</p> <p>The programme is expanding to other estates to encourage more residents to better appreciate the heritage of their area, as well as discover the meaningful stories behind it.</p>	<p>Throughout 2011</p>	<p>Punggol, Yishun-Sembawang, Dawson</p> <p>Upcoming – Hougang, East Coast, Jurong</p>
<p>MONUMENTAL Walking Tours</p> <p>Explore Singapore's National Monuments with the Preservation of Monuments Board! Take an expedition back in time and let the streets come alive with history. Visit the Armenian Church in a tour perfect for families, discover the faiths of Indian immigrants in Chinatown, or explore the rich history of the iconic Raffles Hotel and St. Andrew's Cathedral. Learn more about our historic buildings along the different routes.</p> <p>Designed and led by adult volunteers, each tour looks at a unique aspect of Singapore society and our built heritage.</p> <p>For more details of the tours, please visit www.pmb.sg</p> <p>Pre-registration is required.</p>	<p>Throughout 2011 (Every last Sunday of the month)</p>	<p>Various National Monuments featured monthly. E.g. in February, participants can choose to visit Armenian Church; or Jamae Mosque and Sri Mariamman Temple; or Raffles Hotel and St. Andrew's Cathedral.</p>
<p>Monument Ambassadors Programme (For schools only)</p> <p>Preservation of Monuments Board recently introduced its <i>Monument Ambassadors Programme</i> that trains students to design and guide their own monument trails. This programme empowers the student Ambassadors and allows them to use the knowledge and skills they have learnt to gather information on the monuments and design their trails, and conduct tours for their peers and members of the public.</p>	<p>Training for schools only (Throughout 2011).</p> <p>Tours led by student Monument Ambassadors will be available to the public in mid 2011.</p>	<p>Various National Monuments, depending on the trail.</p>

<p>Heritage walks organised by Singapore Heritage Society and National Heritage Board</p> <p>NHB has partnered the Singapore Heritage Society (SHS) to organise a series of monthly heritage walks guided by SHS volunteers. For more information on past and upcoming heritage walks, visit the SHS website: www.singaporeheritage.org.</p>	Jan	Singapore's KTM Railway Line
	Feb	Siong Lim Monastery and Temple
	Mar	Bukit Brown Chinese Cemetery
	May	Kampung Gelam
<p>Bridges as "Heritage Galleries"</p> <p>NHB's heritage institutions, the Sun Yat Sen Nanyang Memorial Hall and the Malay Heritage Centre, will transform two pedestrian bridges into "heritage galleries" showcasing the rich history of the Balestier and Kampung Gelam precincts respectively.</p>	Mar	Balestier and Kampung Gelam
<p>Illuminate 175 at Armenian Church</p> <p>In 2011, Preservation of Monuments Board (PMB) is working with monument owners through a series of events aimed at bringing the public into our National Monuments.</p> <p>The first is <i>Illuminate 175</i> at Armenian Church, a special weekend celebration of the 175th anniversary of the oldest Christian Church in Singapore. The event is organised in conjunction with the Armenian Church.</p>	12 to 13 Mar	Armenian Church
<p>Tiong Bahru Heritage Gallery</p> <p>NHB is working with the residents of Tiong Bahru to develop a gallery showcasing the heritage of the area to be displayed at the Tiong Bahru Market.</p>	Jun	Tiong Bahru
<p>Singapore HeritageFest 2011</p> <p>The theme for <i>Singapore HeritageFest (SHF) 2011</i> is "Home-What We Love About it!" and the tagline is "What Makes A Great Home?" Be greeted by a slew of events starting with a grand opening, island-wide satellite festival hubs and closing events in two major heartlands. These will be complemented by other unique events to bring across the message of what is wonderful about living in Singapore.</p>	16 to 31 Jul	At various neighbourhoods

<p>The exciting activities lined up for <i>SHF 2011</i> will bring heritage, culture and the arts closer to the people. In a bid to garner greater community engagement and participation in the festival, NHB is working with partners MOE, NLB and PA on three nationwide competitions, “Mad about Mapping”, “The Great Kampong Cookout!” and “Family Fun in the Past” which will be organised for the schools and the general public.</p> <p><i>SHF 2011</i> will offer more than 200 events, performances, exhibitions and activities for everyone. The festival reaches between 1.5 and 2 million people each year and it aims to celebrate Singapore’s multicultural heritage and raise awareness and appreciation levels for our shared heritage. It also promotes inter-religious and inter-racial harmony and engages communities to get to know and bond with one another through shared memories and various events.</p> <p>For more information on past festivals, please visit www.heritagefest.sg.</p>		
<p>Ang Mo Kio Heritage Trail 2011 As part of the <i>Singapore HeritageFest (SHF) 2011</i>, NHB will launch a permanent Heritage Trail in Ang Mo Kio as one of the anchor events of the festival’s opening. The trail will be developed in partnership with the Ang Mo Kio Grassroots, and selected schools in Ang Mo Kio. NHB will involve the students in conducting oral history interviews and ground research. We also hope to tap into the residents’ wealth of knowledge on Ang Mo Kio’s history. Students and volunteers will be trained as trail guides to conduct tours of the trail during <i>SHF 2011</i> and beyond.</p> <p>For more information on heritage trails, please visit http://heritagetrails.sg/</p>	<p>Mid-Jul (Launch of trail)</p>	<p>Ang Mo Kio</p>
<p>Enhanced Balestier Trail 2011 Since its launch in 2006, the <i>Balestier Heritage Trail</i> has brought many people on a nostalgic journey as they walked down the old shop houses and explored the area to discover interesting trades, and landmarks and good food. In conjunction with the reopening of the Sun Yat Sen Nanyang Memorial Hall, NHB and the Urban Redevelopment Authority (URA) are</p>	<p>Early Oct (Launch of enhanced trail)</p>	<p>Balestier</p>

working closely together to further enhance and promote the appreciation of the area's heritage through an updated trail.

One of the highlights of the trail is the Sun Yat Sen Nanyang Memorial Hall (SYSNMH), now under NHB's management. Since 11 October 2010, the museum has been closed for redevelopment, and is scheduled to re-open on 8 October 2011 to commemorate the 100th anniversary of the 1911 Chinese Revolution. The new *Balestier Heritage Trail* will be launched at the re-opening of SYSNMH and hopes to attract more Singaporeans and tourists alike to discover the charms of Balestier for themselves.

For more information on the existing Balestier trail, please visit:

http://heritagetrails.sg/content/242/Balestier_Trail.html