

**MEDIA RELEASE**

**Island Hop The 7,107 Islands Of The Philippines At New Exhibition At The Asian Civilisations Museum**

*The exhibition headlines the National Heritage Board's Philippines Fiesta, held in conjunction with the 40<sup>th</sup> anniversary of diplomatic relations between Singapore and the Philippines*

**[14 October 2009, SINGAPORE]** A new exhibition at the Asian Civilisations Museum (ACM) puts the spotlight on the 7,107 islands of the Philippines. ***Land of the Morning: The Philippines and its People*** features more than 290 rare and important exhibits from museums and private collections in the Philippines and Singapore. The exhibition, which will be on show from **16 October 2009 to 10 January 2010**, explores how the identity of the Filipino people has come about through the blending of indigenous Filipino cultures with Spanish, Chinese, Southeast Asian and Islamic influences.

*Land of the Morning* is the highlight of the National Heritage Board's (NHB) *Philippines Fiesta*, held in conjunction with the 40<sup>th</sup> anniversary of diplomatic relations between Singapore and the Philippines. The exhibition is organised in collaboration with the Ayala Museum, Philippines.

"*Land of the Morning* is the second in a series of exhibitions at the Asian Civilisations Museum featuring ASEAN countries. Last year we focused on Vietnam and this year we are delighted to be showcasing the Philippines. This is the first time an exhibition on the material culture of the Philippines has been presented in Southeast Asia (outside the Philippines), and our exhibition is also a first in any museum in Asia. The Philippines is a country of amazing diversity and



visitors will find much in the exhibition that will be a revelation to them,” said Dr. Kenson Kwok, Director of the Asian Civilisations Museum.

The exhibition will look at the many influences that have shaped Filipino identity and how these influences have interacted. Sitting at the crossroads between the Indian and Pacific Oceans, the Philippines was at the centre of the region’s booming economic activity. By the 11<sup>th</sup> century, its trading partners included the Chinese as well as Hindu-Buddhist Southeast Asians, who introduced new ideas along with the goods they came to exchange. Likewise, Arab traders introduced Islam in the 14<sup>th</sup> century and established Muslim communities in the southern islands of the Philippines.

Later, the Philippines’ strategic location drew the attention of the Spanish, who were determined to gain access to the region’s lucrative spice trade. The Spanish colonised the Philippines in the 16<sup>th</sup> century, and would go on to rule the islands for more than 300 years. This period of colonial rule and the assimilation of Western influences mark the Fil-Hispanic culture that the Philippines is most commonly associated with today.

“Due to the influence of the Spanish, the Philippines is regarded by some as being distinct from other Southeast Asian nations. Through this exhibition, we will also highlight the other cultural streams that make up Filipino identity. It is this diversity and the interaction of different cultures that in fact make the Philippines very much a part of Southeast Asia,” said Mr. David Henkel, Curator (Southeast Asia) at the Asian Civilisations Museum and curator of the exhibition.

### ***Exhibition Themes and Highlights – What is Filipino identity?***

The exhibition begins and ends by examining what makes up Filipino identity. Filipino ideals are reflected in their national heroes which include José Rizal, the 19<sup>th</sup> century nationalist as well as the late President Corazon Aquino. Exhibits in

this section include historical oil paintings as well as memorabilia of the People Power movement.

### *The Philippines before the Spanish*

The question of Filipino identity begins with the first inhabitants of the islands, who are believed to have arrived at least 40,000 years ago. Featured in a section on pre-colonial history are displays of burial pottery which date back as much as 2,500 years and pre-Hispanic gold including a group of spectacular gold dagger hilts featuring stylised *Garuda* from around the 10<sup>th</sup> to 13<sup>th</sup> century.

### *The Spanish Colonial Period*

The largest section in the exhibition is devoted to the legacy of Spanish rule and the related Fil-Hispanic culture. Central to this section is an extensive display of Catholic art and icons, including a processional vehicle, known as a *Carozza*, which stands more than 2.4 metres high. This *Carozza* bears an image of Our Lady of Consolation and would have been used during grand processions during major Catholic holidays. The assimilation of Spanish influences with local cultures can be seen in a small wooden statue of the Virgin Mary which was carved wearing a *malong*, a traditional skirt typically worn by women in Filipino Muslim communities.

### *Highlanders and Islanders*

However, not everyone in the Philippines would come under the rule of the Spanish. Muslim communities such as the Tausug, Maranao and Maguindanao, remained resistant to Spanish influence. Islamic influence in Filipino society is seen in artefacts such as a wooden *buraq*, a mythical creature resembling a mule or a donkey with wings and a human face. Although not mentioned in the Qur'an, the *buraq* is traditionally believed to have carried the Prophet Muhammad to heaven.



Other groups, such as the Ifugao people in the heavily forested and mountainous terrain of Northern Luzon were too isolated for the Spanish to reach. A carved figure of a *bulul*, a deity associated with rice production, highlights the practices of these indigenous people, regarded by some as the “original” Filipinos.

### *Re-examining Filipino Identity*

The concluding section of the exhibition looks at how the issue of Filipino identity is addressed in contemporary society. The painting *A Filipina Identity Crisis* by Pacita Abad shows a Filipina confronting two contrasting visions of herself; one the Fil-Hispanic ideal and the other that of her indigenous roots.

“Our image of a country and its people tends to be shaped by our own encounters and by recent events. What we sometimes forget is how the past can play a pivotal role in shaping what happens today. People Power for example had its roots in a long Filipino tradition of patriotic struggle. We know this exhibition will engage the large Filipino community in Singapore. More importantly, we hope that Singaporeans visiting the exhibition will come away having a better appreciation and respect for the long history and rich traditions of the Filipino people,” said Dr Kwok.

### ***Public Programmes In Conjunction With Land of the Morning***

The ACM will present a series of public programmes including a weekend festival, talks and guided tours, in conjunction with the exhibition.

The highlight is ***Celebrate Philippines!***, a weekend festival of spectacular Filipino dances, traditional music and food, held from 7 – 8 November 2009. Visitors can soak up the fiesta atmosphere while learning about the rich blend of Spanish and local influences in Filipino food. Children will enjoy getting hands-on through Filipino craft activities and will stand to win goodie bags by taking part in a gallery hunt in the *Land of the Morning* special exhibition.



Guided tours in English and Mandarin will also be available. For tour timings, please log on to [www.acm.org.sg](http://www.acm.org.sg) or call 6332 7798 / 6332 2982 for details.

*Please refer to the Annex for details on Programmes, Gallery Interactives and the Travelling Exhibition for Land of the Morning.*

### **Acknowledgements**

The Asian Civilisations Museum would like to thank the following for supporting the exhibition:

Organised by



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**J.P.Morgan**

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### **About the Exhibition**

#### **Land of the Morning: The Philippines and its People / 菲律宾文化展**

Date : 16 October 2009 – 10 January 2010  
Opening Hours : 1pm – 7pm (Mon), 9am – 7pm (Tue – Sun), to 9pm on Fri  
Venue : Special Exhibitions Gallery, Asian Civilisations Museum  
Admission : \$8.00 per adult  
\$4.00 for full-time students  
\$20 for family package for up to 5 pax  
*Admission includes entry to ACM permanent galleries.  
Free entry for children aged 6 and below and senior citizens  
(local and Permanent Resident) every day.*



### **Media Invitation**

You and/or your representative are cordially invited to the Official Opening of  
**Land of the Morning: The Philippines and its People**

**Guest-of-Honour** : RAdm (NS) Lui Tuck Yew  
**Acting Minister for Information, Communications and the Arts, Singapore**

**Date** : 21 October 2009 (Wednesday)  
**Time** : 6.30pm (Proceedings begin at 7pm)  
**Venue** : Asian Civilisations Museum  
1 Empress Place, Singapore 179555

*Please RSVP with Ms Natasha Ross by 21 October 2009.*

### **Media Contacts**

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### **About the Asian Civilisations Museum**

*The Asian Civilisations Museum's mission is to explore and present the cultures and civilisations of Asia, so as to promote awareness and appreciation of the ancestral cultures of Singaporeans and their links to Southeast Asia and the World. The Asian Civilisations Museum first began its operations at Armenian Street in 1997, which closed at end-2005, and re-opened on 25 April 2008 as the Peranakan Museum. The ACM's flagship at the historic Empress Place Building opened on 2 March 2003.*

### **Address**

1 Empress Place, Singapore 179555

Museum Front Desk : (65) 6332 7798

Public Programmes Hotline: (65) 6332 3284

### **Opening Hours**

Mondays : 1pm – 7pm

Tuesdays – Sundays : 9am – 7pm (to 9pm on Fridays)



**October 2009 to April 2010**

[www.philippinesfiesta.sg](http://www.philippinesfiesta.sg)

Experience the diverse cultures of the Philippines with *Philippines Fiesta*, the National Heritage Board's second ASEAN country-themed integrated festival. Be it Filipino art, music, food, film or stamps, visitors will get to enjoy the varied cultures of the Philippines and learn more about its multi-faceted heritage and identity through a host of exhibitions and activities at NHB museums.



## **ANNEX**

### **PUBLIC PROGRAMMES FOR LAND OF THE MORNING**

#### **Festivals & Parties**

##### **Celebrate Philippines!**

7 & 8 November 2009 | Saturday – Sunday | 12pm – 5pm

*Free admission to galleries from 9am – 7pm.*



An exciting weekend festival of spectacular dances, traditional music and mouth-watering food awaits you - straight from the Philippines! Test your footwork with the Filipino national dance – the bamboo *tinikling* – and learn more about the rich blend of Spanish and local influences in Filipino food. Children can get hands-on through Filipino craft activities and win goodie bags by taking part in our gallery hunt. Also, get a taste of the Philippines with our free ice-creams\*!

*\*Terms & conditions apply, while stocks last.*

##### **New Year's Eve Countdown Party**

31 December 2009 | Thursday | 8pm – 1am

*Free admission to galleries from 5pm – 1am.*

Party the night away as we usher in 2010 at the Asian Civilisations Museum! Catch top deejays from 91.3FM as they count down to the new year with the top radio hits of 2009. Join us for high-energy dance and musical performances. Explore the galleries of the ACM in the wee hours and catch the special exhibition *The Land of the Morning: The Philippines and its People!* Finally, end your evening with a picnic on the ACM Green - just the place to catch the exciting New Year's Eve fireworks. Enter our galleries and get free ice-cream\*.

*\*While stocks last, terms and conditions apply.*

## Talks

### **The Impact of Culture and Religion in the Philippine Elections**

7 January 2010 | Thursday | 7.30pm – 8.30pm

By Dr. Julius Bautista, Southeast Asian Studies Programme, National University of Singapore

Ngee Ann Auditorium, Basement

*Free admission.*

In May 2010, Filipinos will go to the polls to elect the 15th President of the Republic in a hotly contested race. In the past, Filipino elections were defined by martyrdom and heroism even as they were marred by allegations of corruption and misconduct. But what are the cultural and religious factors that could affect the electoral process? The individual personalities of the candidates, the influence of religious institutions such as the Catholic Church, and even the entertainment value of the campaigns are significant considerations that could mean the difference between victory and defeat.

## Tours

### **Curator's Tours**

20 November 2009, 4 December 2009, 8 January 2010 | Fridays

*\$12 per participant. Limited to 15 participants per tour.*

*Register at [www.acm.org.sg](http://www.acm.org.sg).*

Join our exhibition curator, David Henkel as he gives you a behind-the-scenes look at the exhibition and the eclectic cultural identity of the Filipino people.

### **Guided Tours**

Guided tours for the exhibition are available in English and Mandarin. For tour timings, please log on to [www.acm.org.sg](http://www.acm.org.sg) or call 6332 7798 / 6332 2982 for details.

**Log on to [www.acm.org.sg](http://www.acm.org.sg) for latest updates on programmes for *Land of the Morning!***

## GALLERY INTERACTIVES FOR LAND OF THE MORNING

### Activity Sheets for Kids

FREE! Available from museum frontdesk.



Visit the *Land of the Morning* exhibition and embark on a journey of fun and discovery! Children will have fun with this activity sheet as they pick up new and interesting facts about the Philippines. For example, did you know how many languages Filipino national hero José Rizal could speak?

### In-Gallery Multimedia Interactives

Special Exhibitions Gallery, Level 2

#### 1. HELLO Philippines!



The Philippines is made up of over 7,107 islands and there are more than 100 dialects used across this vast archipelago. Learn how to say 'Hello' in some of these dialects!

## 2. *Talking Portraits*



In the exhibition, a series of prints from the Galerie Royale de Costume depict different members of Filipino society during the colonial times. Learn about the lives of ten of these characters as the portraits get animated at the 'Talking Portraits' multimedia interactive.

## 3. *Jeepney Time Machine Flash game*

Co-created in partnership with Singapore Polytechnic, School of Design



In this series of 4 multimedia games, characters from Filipino folklore team up with Tala, a regular Pinoy teenager on her quest to save the history of the Philippines. Their mode of transport is a trusty Jeepney (a type of vehicle commonly found in Manila) – which can travel through time!

**Photo Opportunity**

Lobby, Level 1



Create a lasting souvenir of your visit to the *Land of the Morning* exhibition at this fun photo opportunity. Step into our giant 3-D photo frame where you can pose with characters dressed in real Filipino costumes. This interactive photo opportunity takes inspiration from the old family portraits which were commissioned by wealthy families in old Manila.

**TRAVELLING EXHIBITION @ National Libraries**

Look out for a Filipino jeepney in a library near you! As part of a travelling exhibition for *Land of the Morning*, the ACM will feature the *Jeepney Time Machine* game at National Library Board (NLB) libraries. Co-created with the School of Design at Singapore Polytechnic, the game is housed in a larger-than-life jeepney which doesn't quite travel through time – although it will travel to NLB libraries including

\*For more information, please refer to *Jeepney Time Machine* flash game under In-Gallery Interactives.



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## **NHB's Philippines Fiesta – Factsheet**

***Embargoed till 14 October 2009 (Wed), 3.00pm***

### **Overview of Philippines Fiesta**

Experience the different facets and influences of Filipino culture at NHB's *Philippines Fiesta*.

From October 2009 to April 2010, visitors – locals and tourists can indulge in the unique and distinct heritage of the Philippines without travelling overseas. And for our sizable Filipino community – it will be a welcomed taste of home.

Held in conjunction with the 40<sup>th</sup> anniversary of diplomatic relations between Singapore and the Philippines, *Philippines Fiesta* is NHB's second ASEAN country-themed integrated festival following the well-received *Vietnam Festival* in 2008.

Visitors can look forward to a slew of exciting thematic exhibitions and lifestyle-oriented events happening across five NHB museums and institutions – ranging from Filipino art to music, film, food, dance, stamps and more. The festival also includes free activities and treats to go easy on the wallets of its visitors. For Singaporeans, the festival aims to enrich their knowledge and grow their appreciation of Philippine culture especially in light of the growing community in Singapore.

The past few years have seen Philippines and Singapore enjoying substantial growth in bilateral cultural relations. The *Philippines Fiesta* will further strengthen our bond with the Philippines.

- Ongoing collaborations for the *Philippines Fiesta* at the Singapore Art Museum and Asian Civilisations Museum include close cooperation with the Ateneo Art Gallery, the Ayala Museum, the Cultural Center of the Philippines, the Lopez Museum, the Metropolitan Museum of Manila, the National Museum of the Philippines, the University of Santo Tomas Museum and private collectors from the Philippines.
- Ambassador of the Embassy of the Republic of the Philippines Minda C. Cruz will be gracing Asian Civilisations Museum's official opening of its exhibition on 21 October 2009, with Acting Minister for Information, Communications and the Arts, RAdm (NS) Lui Tuck Yew as the Guest of Honour.
- In addition, the festival will see plans to renew an existing Memorandum of Understanding between NHB and the Ayala Museum, Philippines. This will lead to more possibilities of collaborative efforts in exhibitions and museological thought.

As a cross-cultural initiative, *Philippines Fiesta* is a significant platform to boost Singapore's standing as a vibrant global city for the arts and culture by adding diversity to the nation. With the partnership and support from luminaries, museums and other passionate individuals in the Philippines, it also showcases



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NHB's thought leadership in the region, while paving the way for more cooperation between the two countries.

Highlights of *Philippines Fiesta* include the following:

- Heralding the start of the festival is Asian Civilisations Museum's exhibition -- ***Land of the Morning: The Philippines and its People***, which explores the identity of the Filipino people. It will feature more than 290 rare and important artefacts, some of which will be on public display for the very first time. Visitors can also look forward to ***Celebrate Philippines!*** – an exciting weekend festival of traditional dances, music and mouth-watering food from the Philippines.
- The National Museum of Singapore will celebrate the vibrancy of the Philippines at ***Mabuhay!*** with performances by popular Filipino artistes Grace Nono, the Tao Music Group, and Bob Aves Jazz Group. Be a part of a memorable celebration that offers scrumptious Filipino street food, film screenings and workshops introducing the wonders of Filipino cooking with family and friends.
- The Singapore Art Museum presents a visual feast of Philippine art with not one but two exhibitions – ***Thrice Upon A Time – A Century of Story in the Art of the Philippines*** and ***In the Eye of Modernity: Philippine Neo-Realist Masterworks from the Ateneo Art Gallery***. Audiences can expect works from both Philippine grand masters and popular contemporary practitioners. On top of the exhibitions, ***Barrio Fiesta***, a two-day event, will evoke the colourful and boisterous street festivals in the rustic towns of provincial Philippines.
- At the Singapore Philatelic Museum, ***Bayanihan: Spirit of the Philippines*** invites you to appreciate Philippines' rich culture and heritage through beautiful stamps and interactive displays. In addition, find out more about the origins of Filipino festivals and the happenings during the celebrations in ***Fiesta! Fiesta! Fiesta!***
- The Memories at Old Ford Factory will offer a special screening of ***Oro, Plata, Mata (Gold, Silver, Death)***. The film launched acclaimed director Peque Gallaga's career and was the official competition entry in the 1983 Manila International Film Festival. It won the Jury prize, the Critics Choice and the Urian award for the Best Picture in 1984. It deals with themes of survival and change in a time when social and political turmoil beset the country.

*For a detailed list of exhibitions and activities, refer to **Annex A**.*

*For NHB promotions during Philippines Fiesta and list of participating institutions, refer to **Annex B**.*

*For past Philippines-Singapore cultural efforts, refer to **Annex C***

*Visit **[www.philippinesfiesta.sg](http://www.philippinesfiesta.sg)** for more information.*



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## Annex A

### Philippines Fiesta (Oct 2009 to Apr 2010) – List of Exhibitions and Activities

#### **ASIAN CIVILISATIONS MUSEUM (ACM)**

- **Land of the Morning: The Philippines and its People**  
16 Oct 2009 to 10 Jan 2010

Made up of 7,107 islands, the Philippines is known for its stunning natural beauty and its people - warm, resilient and synonymous with the People Power movement. ***Land of the Morning: The Philippines and its People*** explores the identity of the Filipino people, created by the blending of indigenous local cultures and foreign influences.

More than 300 years of Spanish colonial rule is most visible in the religion, language, architecture and art of the Philippines. Today, the Philippines has the largest Catholic population in Asia. Muslim communities in the south, indigenous highland communities and the influence of Chinese migrants add to the picture of cultural diversity that is the Philippines.

This special exhibition at the Asian Civilisations Museum features more than 290 rare and important artefacts – pre-Hispanic gold, Catholic icons, ethnographic artefacts and contemporary Philippine art – from museums and private collections in the Philippines, some of which will be on public display for the very first time.

The exhibition is organised in collaboration with the Ayala Museum, Philippines.

- **Celebrate Philippines!**  
7 & 8 Nov 2009, Sat & Sun  
12pm – 5pm  
Free Admission from 9am – 7pm

An exciting weekend festival of spectacular dances, traditional music and mouth-watering food awaits you - direct from the Philippines! Test your footwork with the Filipino national dance – the bamboo *tinikling* – and learn more about the rich blend of Spanish, Mexican and tribal influences in Filipino food. Children can get hands-on through Filipino craft activities and stand to win goodie bags by taking part in our gallery hunt. Also, get a taste of the Philippines with our free ice-creams\*.

*\*Terms and conditions apply, while stocks last.*

- **New Year's Eve Countdown Party**  
31 Dec 2009, Thu  
8pm – 1am  
Free admission from 5pm – 1am



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Ring in the New Year with a difference at the Asian Civilisations Museum. Explore the galleries of the ACM in the wee hours and catch the special exhibition *Land of the Morning: The Philippines and its People*. Join us for some captivating dance and musical performances then end your evening with a picnic on the ACM Green – just the place to catch the exciting New Year's Eve fireworks!

- **Curator's Tours**

20 Nov, 4 Dec 2009 & 8 Jan 2010, Fridays  
\$12 per participant (Limited to 15 participants per tour)

Join our curator, David Henkel, as he takes you on a journey through colourful Philippines, sharing exciting stories behind the artefacts in *Land of the Morning: The Philippines and its People*.

To register, log on to [www.acm.org.sg](http://www.acm.org.sg)

## **NATIONAL MUSEUM OF SINGAPORE**

- **Mabuhay!**

31 Oct & 1 Nov 2009, Sat & Sun

Celebrate the vibrancy and vigour of the Philippines at *Mabuhay!* The National Museum will capture your sense of sight and sound with two of the Philippines' highly lauded artistes in their performances *Songs for the Beloved* by Grace Nono and the Tao Music Group, and *Philippines Contemporary Jazz* by Bob Aves Jazz Group.

If you enjoy the street food of the Philippines, be sure to attend the food and beverage fair too, with lots of scrumptious street treats which you can savour. There will also be a special film screening and a free outdoor screening for movie-goers, and workshops that initiate you into the wonders of Filipino cooking. Enjoy free entry to all galleries during the Open House. With games, crafts, and a host of free activities, it is a carnival for the entire family not to be missed!

### **Key highlights include:**

#### ***Mabuhay!* Open House**

31 Oct & 1 Nov 2009, Sat & Sun

10am – 5pm

National Museum of Singapore

Enjoy free entry to all galleries as National Museum celebrates *Mabuhay!*



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### **Pinoy Street Treats**

#### **-- A Filipino food & beverage fair**

31 Oct 2009, Sat: 5pm – 10pm

1 Nov 2009, Sun: 12pm – 7pm

Stamford Garden

Free Admission

Feast your senses on mouth-watering Filipino street delights like all-time favourites *halo-halo*, *lechon baboy*, *lechon manok*, *kornik*, *addidas*, traditional pastries and cakes and many other delectable treats. Discover the fascinating heritage and food culture of the Philippines as you savour the country's traditional and favourite snacks.

### **Filipino Martial Arts Demonstration**

By Kali Majapahit

31 Oct & 1 Nov 2009, Sat & Sun

12pm

Rotunda, Level 1

Free

See how the pros do it at this demonstration showcasing a range of Filipino martial arts. Performed by a team of martial artists from Kali Majapahit Singapore, each demo lasts approximately 15 minutes.

### **Songs for the Beloved\* – Grace Nono and the Tao Music Group**

30 Oct 2009, Fri: 8pm

31 Oct 2009, Sat: 7.30pm

Gallery Theatre, Basement

\$30 (SISTIC)

Don't miss this intimate performance of sung prayers and intimations passed down from the elderly singers of Northern and Southern Philippines, whose styles relate to other Asian traditional music. It will also feature ballads passed down from village elders of the Central Philippines, greatly influenced by the West in style and instrumentation. These songs transform the heaviness of words into hope and a celebration of love and life.

### **Philippines Contemporary Jazz\* – Bob Aves Jazz Group**

31 Oct 2009, Sat: 3pm

Gallery Theatre, Basement

\$30 (SISTIC)

### **Outdoor Concert: Philippine-Southeast Asian Jazz – Bob Aves Jazz Group**

1 Nov 2009, Sun: 5pm

Stamford Garden

Free Admission



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Be entertained by Bob Aves' unique Philippine-jazz performance, consisting of original works by Bob Aves, as well as innovations of the traditional kulintang music of southern Philippines. Using traditional music as the foundation for building his contemporary pieces influenced by Spanish and American jazz, Bob Aves has developed a personal and artistic aesthetic in his compositions and ensemble performance that expresses transcendence and cultural interaction.

### **Open Air Cinema – Love Me Again**

31 Oct 2009, Sat: 8.30pm  
Stamford Garden  
Free Admission

*Dir: Rory B. Quintos | 2008 | Philippines | 118 mins | 35mm | Rating to be advised  
In Filipino, Tagalog and English with English subtitles*

### **Film Screening – Manila\***

1 Nov 2009, Sun: 7.30pm  
Gallery Theatre, Basement  
\$8 (SISTIC)

*Dir: Raya Martin and Adolfo Alix, Jr. | 2009 | Philippines | 90 mins | 35mm | NC16  
In Filipino with English subtitles*

The film's two stories offer a taste of the steamier side of life in a city and the complex nature of the community – a portrait of a society in which violence and resentment are endemic.

*\*Please book tickets online at [www.sistic.com.sg](http://www.sistic.com.sg), call SISTIC hotline at (65) 6348 5555 or at any SISTIC counters nationwide. Prices listed here exclude SISTIC booking fees.*

## **WORKSHOPS**

### **Beyond Balut: A Fiesta of Salty, Sour, Bitter & Sweet**

31 Oct 2009, Sat: 3pm  
The Salon, Level 1  
S\$20 (with food tasting)  
Presenter: Maida Pineda, Writer and Food stylist.

The Filipino cuisine is a unique medley of salty, sour, bitter and sweet flavours. This talk explores how Filipinos mix and match these taste sensations in an unmistakable culinary blend.

### **Filipino Martial Arts Workshop**

By Kali Majapahit  
1 Nov 2009, Sun: 3pm

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The Salon, Level 1  
Free admission with registration

Try three different styles of Filipino martial arts: using sticks, boxing and with your bare hands. Understand the historical and spiritual origins of combat art in the Philippines. No prerequisites are required, for the instructors from Kali Majapahit Singapore will guide you through the steps.

Registration is required. Please email [nur\\_ain@nhb.gov.sg](mailto:nur_ain@nhb.gov.sg) or contact Nur Ain at 6332 4066.

### **Nothing Goes to Waste in the Filipino Kitchen**

21 Nov 2009, Sat: 3pm

The Salon, Level 1

S\$25 (*with food tasting*)

Presenter: Maida Pineda, Writer and Food stylist.

Marvel at the ingenuity of Filipino cooks who can whip up delicious creations with the resources available around them, as our presenter shares on how nothing is ever wasted in a Filipino kitchen. Like the MacGyver of food, these clever cooks are creative and resourceful in finding the best way to execute their craft.

### **Ticketing Information**

Prices listed exclude SISTIC fee.

#### Counter Sales

Stamford Visitor Services Counter, 10am – 7.30pm

SISTIC counters nationwide

#### Online Booking

[www.sistic.com.sg](http://www.sistic.com.sg)

#### Telephone Booking

SISTIC hotline: (65) 6348 5555

Log on to [www.nationalmuseum.sg](http://www.nationalmuseum.sg) for more event details.

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## **SINGAPORE ART MUSEUM (SAM)**

- **Thrice Upon A Time – A Century of Story in the Art of the Philippines**  
14 Nov 2009 to 31 Jan 2010

The Philippines has a rich tradition of storytelling – from her pre-colonial past to present-day tales. This exhibition presents the epic story of the country and her people through visual art and highlights the role of the artist as a storyteller. Ideas about representation, authenticity, identity and history of the nation and its people are explored.

The exhibition showcases works from the Philippine grand masters to some of her most exciting contemporary artists, including Fernando Amorsolo, Carlos 'Botong' Francisco, Ben Cabrera, Anita Magsaysay-Ho, Charlie Co and Geraldine Javier. Audiences will also have the exceptional opportunity to see two of Philippines' most iconic and legendary masterworks, from Juan Luna and Félix Resurrección Hidalgo, and a rarely seen painting by the Philippines' national hero, Jose Rizal.

- **In the Eye of Modernity: Philippine Neo-Realist Masterworks from the Ateneo Art Gallery**  
14 Nov 2009 to 14 Mar 2010

*In the Eye of Modernity* presents the Neo-Realist Masterworks from the renowned Ateneo Art Gallery in Philippines. It revolves around what many art historians consider to be one of the most important junctures in the development of modern visual art in the Philippines, the so-called Philippine Art Gallery years from 1950 to 1964.

The show traces the development of Neo-Realism in Philippines, notably, artists in the 1950s to mid-60s who adopted a modernist approach to 're-presentation', through semi-figurative distortion and abstraction. It presents major works from post-war modernists such as Arturo Luz, Vicente Manasala, Jose Joya, HR Ocampo and Cesar Legaspi.

The exhibition is co-organised by the Embassy of the Philippines in Singapore, the Ateneo de Manila University on its 150th Anniversary, and the Singapore Art Museum.

- **Barrio Fiesta At SAM**  
30 Jan 2010, Sat: 2pm – 12am  
31 Jan 2010, Sun: 11am – 5pm

Organised in conjunction with the exhibition, *Barrio Fiesta* will bring the Philippines festival at SAM to its grand finale with a two-day event that evokes the colourful and



boisterous street festivals in the rustic towns of provincial Philippines. The festival offers a multi-faceted experiential journey into the Philippines' rich and fascinating arts, entertainment and food culture. Locally, these fiestas are held to commemorate religious occasions, a place where the richest of local Filipino-Hispanic traditions thrive. Some highlights are as follows:

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### ***Santacruzán Procession***

A tradition passed on to the Filipinos by the Spanish Conquistadores, the Santacruzán has evolved over time to become a much-awaited beauty pageant in the month of May in urban and rural Philippines. The procession at SAM will feature 20 *sagalas*, or beauty queens, wearing exquisitely designed gowns accompanied by escorts who equally measure up to the task of representing only the best-looking gentlemen in town. The *sagalas* and their escorts will be flanked by peasants carrying an arc decorated by flowers. Singaporeans and Filipinos will be invited to participate in this procession. SAM is organising this event together with the Filipino community.

### ***Ati-Atihan Procession***

This is a procession organised by the *Akeanon* Community in Singapore (originally a native tribe in the Philippines) to recreate the world famous *Ati-Atihan* procession in the town of Kalibo, Aklan, Philippines.

### ***Tiangge or Fleamarket***

Organised by various members of the Filipino community, the Barrio Fiesta *tiangge* will display and sell indigenous and contemporary Filipino merchandise such as abaca handicrafts, Davao textile, barong *tagalog*, Philippine souvenir items/icons (e.g. *jeepney*), earthenware/pottery and snack items. There will be more than 80 varieties representing the 12 regions of the Philippines.

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- **Curator's Tour: A Tale or Two**  
20 Nov 2009, Fri: 7:30pm – 8:30pm  
SAM Lobby  
Free (Registration required)

In this tour by Curator Ms Joyce Toh, travel back in time to the history of the Philippines and witness the struggles for nationhood and the heroes of the common people through paintings.

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**National  
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- **Picture a Story: Children's Workshop**

Sun, 6 Dec 2009: Collage Arts

Sun, 13 Dec 2009: Painting on Canvas

Sun, 20 Dec 2009: Clay Fun\*

2pm – 4pm

SAM artLAB, Level 2

\$25 per session (inclusive of materials and museum admission).

\*additional \$5 for clay materials

For children aged 4 to 12 years.

Discover an afternoon of creative fun with clay sculpting, painting and other art media in conjunction with *Thrice Upon A Time: A Century of Story in the Art of the Philippines*.

Registration required. Please email [nhb\\_sam\\_programs@nhb.gov.sg](mailto:nhb_sam_programs@nhb.gov.sg)

- **Holiday Workshop: Is it the Art of Story telling or is the Story telling the Art?**

7 – 9 Dec 2009, Mon – Wed

10am – 12:30pm

SAM at 8Q

\$120 for 3 sessions (inclusive of materials and museum admission).

For children aged 5 to 11 years old.

What do storytelling and art have in common? Does a painting tell a thousand words? Find out in the museum visit to *Thrice Upon A Time: A Century of Story in the Art of the Philippines*. Little ones will have fun creating art inspired by the exhibition.

Registration required. Please email [nhb\\_sam\\_programs@nhb.gov.sg](mailto:nhb_sam_programs@nhb.gov.sg)

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## **SINGAPORE PHILATELIC MUSEUM (SPM)**

- **Bayanihan: Spirit of the Philippines**

24 Oct 2009 to Apr 2010

Discover what defines the people of this country whose hospitality is legendary. Through beautiful stamps of Philippines and interactive displays, learn about the country's rich and diverse culture, and journey through its breathtaking natural sites. Unravel the long and colourful history of the Philippines, by walking in the footsteps of her heroes. Plus, gain a rare insight to how everyday life was like in the Philippines in the early 1900s.

- **Fiesta! Fiesta! Fiesta!**

30 Nov 2009 to Apr 2010

Discover the origins of Filipino fiestas and what goes on during the different celebrations. Find out about one of the most important festivals in the Philippines – Christmas. Did you know that Christmas celebrations in the Philippines can start as early as September? Discover the unique ways in which Asia's largest nation of Catholics celebrate Christmas.

- **Heritage and Culture Fun at the Singapore Philatelic Museum Open House**

15 Nov 2009, 9am - 7pm

Free admission, charges for programmes apply

Discover the culture and heritage of the Philippines at *Bayanihan: Spirit of the Philippines* exhibition. Taste authentic Filipino food and watch a bamboo dance performance. Children can also learn how to make Filipino handicrafts, and play traditional games!

- **Discover Philippines! Holiday Programmes**

1 Dec 2009, Tue: 9.30am - 12pm

3 Dec 2009, Thu: 9.30am - 12pm

8 Dec 2009, Tue: 9.30am - 12pm

14 Dec 2009, Mon: 9.30am - 12pm

For children aged 8 to 10 years

\$20

Find out about the rich and diverse culture of the Philippines! Learn to play traditional games such as the *sungkah*, then paint a *Masskara* mask.

For enquiries, please call Jonna at 6513 7348 / 6337 3888 or email [jonna\\_chan@nhb.gov.sg](mailto:jonna_chan@nhb.gov.sg)



National  
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## **MEMORIES AT OLD FORD FACTORY**

### **Film Screening – *Oro, Plata, Mata* (Gold, Silver, Death)**

30 Nov to 6 Dec 2009

12pm & 4pm, Daily

AV Theatre, Memories at Old Ford Factory

Free Admission

Dir: Peque Gallaga

*Oro, Plata, Mata* launched acclaimed director Gallaga's career and was the official competition entry in the 1983 Manila International Film Festival. It won the Jury prize, the Critics Choice and the Urian award for the Best Picture in 1984. The film was released at a time when social and political turmoil infested the country. The movie deals with themes of survival and change through stories about the pampered and haughty rich and peasants clamouring for a voice, as well as stories of domination by the landed aristocracy and of war.

*Screening sponsored by ABS-CBN network.*

For enquiries, please call 6332 7900 or email Vicki at [vicki\\_ang@nhb.gov.sg](mailto:vicki_ang@nhb.gov.sg)

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## **Annex B**

### **NHB Promotions during Philippines Fiesta and List of Participating Institutions**

#### **FESTIVAL PROMOTIONS**

**Get 10% off our three-day museum pass from October to December 2009.**

Purchase the three-day museum pass during our promotional period to enjoy more than 50% off *unlimited* admission to seven National Heritage Board (NHB) museums.

**Individual Pass - \$18 (U.P. \$20)**

**Family Pass (Up to 5 persons) - \$45 (U.P. \$50)**

*Enquire at our participating NHB museums for details\*.*

*\*Terms and conditions apply – Refer to [www.philippinesfiesta.sg](http://www.philippinesfiesta.sg) for details.*

#### **OPEN HOUSE DAYS**

**Free entry to NHB museums**

**Deepavali – 17 Oct 2009**

**Christmas Day – 25 Dec 2009**

**New Year's Day – 1 Jan 2010**

**Chinese New Year – 15 Feb 2010**

#### **PARTICIPATING MUSEUMS**

**Asian Civilisations Museum - [www.acm.org.sg](http://www.acm.org.sg)**

1 Empress Place S(179555)

Tel: 6332 2982 / 7798

**Memories at Old Ford Factory - [www.s1942.org.sg](http://www.s1942.org.sg)**

351 Upper Bukit Timah Road S(588192)

Tel: 6462 6724

**National Museum of Singapore - [www.nationalmuseum.sg](http://www.nationalmuseum.sg)**

93 Stamford Road S(178897)

Tel: 6332 3659 / 5642

**Singapore Art Museum - [www.singaporeartmuseum.sg](http://www.singaporeartmuseum.sg)**

71 Bras Basah Road S(189555)

Tel: 6332 3222

**Singapore Philatelic Museum - [www.spm.org.sg](http://www.spm.org.sg)**

23-B Coleman Street S(179807)

Tel: 6337 3888

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## Annex C

### Past Philippines-Singapore Cultural Efforts

Bilateral relations between the Philippines and Singapore have been established since 1969, and cultural relations have been close throughout the years. Regular cultural contact with the Philippines has typically occurred within the framework of the ASEAN Committee On Culture and Information (ASEAN-COCI). Beyond the ASEAN-COCI framework, there have also been numerous cultural exchanges between the two countries.

Recent collaborations with the Philippines in which the National Heritage Board (NHB) was involved with are as follows:

- a) 19 to 20 August 2009 and 3 to 4 July 2007 – NHB welcomed representatives from museums across ASEAN at the *ASEAN Museum Directors' Symposium*. From the Philippines, the invited museum directors include Dr Cristina Lim-Yuson from Museo Pambata Foundation, Ms Corazon Alvina from the National Museum of the Philippines, Ms Mercedes L. Vargas from Lopez Memorial Museum, Mr Eric B Zerrudo from Metropolitan Museum of Manila and Ms Purissima (Petty) Benitez-Johannot, Director and Chief Curator of Ayala Museum.
- b) 19 June 2008 – Unveiling of the Dr Jose Rizal marker, by President S R Nathan. The unveiling ceremony coincided with the 147th birth anniversary of Dr Jose Rizal and was witnessed by Philippine Secretary of Education, Mr Jesli Lapus and Ambassador Belen Anota as well as members of the diplomatic corps from ASEAN countries. This marker is the third in NHB's *Friends to Our Shores* series; which aims to inform Singaporeans and visitors alike on the important role that Singapore played in bringing together people for trade, to share ideas and to learn about one another's cultures.
- c) November 2007 to July 2008 – Loan of works by Filipino artists Alfredo Juan and Isabel Aquilizan to the National Museum of Philippines by Singapore Art Museum (SAM) for an exhibition in the Philippines.
- d) 17 November 2007 – Invitation of guest speaker Ms Corazon Alvina, Director of the National Museum of the Philippines to present a paper on *Art Museums in the Current Economic Context* during the *Asian Art Museum Directors' Forum 2007* organised by the SAM.
- e) February to May 2007 – Opening of the Asian Civilisations Museum's travelling exhibition – *The Peranakan Legacy* – at the Ayala Museum in Manila. This was one of the six parts of the exhibition, *Chinese Diaspora: Art Streams from the Mainland* and was officiated in Manila by the Guest of Honour President S R Nathan. The exhibition led to the "advancement of cultural knowledge and the development of Philippine-Singapore ties",



according to Mr Fernando Zobel de Ayala, Co-Vice Chairman of Ayala Foundation.

- f) Since 2004, NHB has a Memorandum of Understanding (MOU) with the Ayala Museum, and will be planning to renew the MOU when the team from Ayala Museum is in Singapore on 21 October 2009.
- g) 8 November 2004 to 12 June 2005 – Featuring key artworks from the SAM's collection at the inaugural exhibition of the Ayala Museum's new building in the Philippines, *Crossings: Philippine Works from the Singapore Art Museum* was labelled as a homecoming of major artworks by some of the most prominent artists from the Philippines. Masterpieces of famous painters such as Juan Luna, Anita Magsaysay-Ho, Fabian de la Rosa and Vicente Manansala were featured. The works represented three periods in the Philippines' progress as a nation: before and after World War II (1930s-1960s); Martial Law (1972-1986); and post-Edsa 1 (1986-2000).

Prior to *Philippines Fiesta*, NHB museums have also showcased Philippines-related content, through other efforts as shown below. The experience places NHB in good stead to present the country-themed integrated festival.

- a) 28 to 30 August 2009 – The Singapore Philatelic Museum curated an exhibition held at the Central Library on the culture of the Philippines, in conjunction with a joint stamp issue between Singapore Post and Philippines Post. It also featured the Marcelo Fernan Bridge and Bamban Bridge, which were depicted on the new stamp issue. The stamps were issued to commemorate the 40th anniversary of diplomatic relations between the two countries.
- b) 14 September 2007 to 23 March 2008 – Featuring of artworks by prominent Filipino artists such as Charlie Co, Edgar Talusan Fernandez, Pacita Abad, Imelda Cajipe-Endaya, Antonio Leano in *The Big Picture Show* exhibition at the SAM. These artworks were drawn from the Museum's permanent collection.

### **About 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. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting. It also manages both national and public museums, the National Archives of Singapore, 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](http://www.nhb.gov.sg) for more information.