

**EMBARGOED UNTIL 15 April 2008**

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**Press Release**

**Singapore Art Museum and Asia Pacific Breweries  
Foundation Announce a 15-Year Partnership and the APB  
Foundation Signature Art Prize Series**

**Singapore Art Museum Receives SGD2.25  
million from Asia Pacific Breweries Foundation**

(14 April 2008) Singapore Art Museum and Asia Pacific Breweries (APB) Foundation are proud to announce the inaugural APB Foundation Signature Art Prize in October 2008, a long prestigious art prize aimed at recognizing and promoting contemporary art in Singapore and the region.

Held once every 3 years for the duration of 15 years, the APB Foundation Signature Art Prize is a quality mark of distinction and excellence awarded to artists whose work represents a significant development in contemporary art. It is also the highest juried art prize in the region. There will a total of 5 awards: Grand Prize (SGD 45,000), 3 Juror's Choice Awards (SGD 10,000 x 3) and a People's Choice Award (SGD 10,000). A premier juried prize of contemporary art in the region, it is envisioned that such a platform will stimulate and promote lively public discussion of new developments in contemporary art in this region.

Says Trustee and Chairman of the Advisory Committee, APB Foundation, Mr Koh Poh Tiong, "It is ultimately, our intention that the APB Foundation Signature Art Prize will be to the Asia Pacific region what the John Moore's Painting Competition is to the United Kingdom; and, the RBC Canadian Painting Competition is to Canada. I am confident that the APB Foundation Signature Art Prize will put Singapore on the regional, if not global, map for the arts. We have committed the financial component; and, while that can provide the vital spark, it is up to you to fan the flames. Whether you are artists, gallery owners, museum curators and administrators, art historians or educators, journalists or patrons, each of you plays an indispensable part in developing and promoting art. I would therefore like to ask you to



ASIA PACIFIC BREWERIES  
FOUNDATION



support this award in your various capacities; and, together, we can make this Signature Art Prize a real success, one whose impact on regional art will be felt for years to come."

The APB Foundation Signature Art Prize is one of many APBF initiatives to cultivate artistic talent, grow audiences and develop local artistic work, to create a vibrant arts scene in Singapore. With the art prize, the Foundation expects Singapore to join the ranks of nations where diverse local arts groups enjoy strong followings from all sectors of society.

Says Director, Singapore Art Museum, Mr Kwok Kian Chow, "In an era where the sustainability of a programme is very much dependent on continued funding support, the funds provided by Asia Pacific Breweries Foundation will help ensure sustainability of such an award series, which is important to stimulate continued development in the visual arts, by providing a long term funding commitment to the Singapore Art Museum."

Adds Mr Kwok, on why such an art award series is being led by Singapore Art Museum, "Singapore Art Museum is one of the few museums in the world specialising in modern and contemporary Southeast Asian Art. Amidst escalating interest in regional art globally, there is little institutionally-led direction in supporting contemporary Southeast Asian art. Asia Pacific Breweries Foundation believes in recognising emerging talents from the region and beyond, thus we are very honoured to have APBF as an anchor presenting sponsor to collaborate with Singapore Art Museum on this worthy project."

As a start, the Art Prize will look at 12 key countries including: Cambodia, China, India, Laos, Malaysia, Mongolia, New Zealand, Papua New Guinea, Singapore, Sri Lanka, Thailand and Vietnam. Three artists will be nominated from each country and names of the 36 nominated artists will be announced in May 2008.

The inaugural APB Foundation Signature Art Prize exhibition in October 2008 will be curated by Singapore Art Museum and will showcase the ten shortlisted artworks. An international jury panel will be convened to assist with the selection. Members of the jury includes the director of Singapore Art Museum, Mr Kwok Kian Chow; Chairman of the Board of Trustees of the Asia Pacific Breweries Foundation, Mr Simon Israel; Curator, Art Critic, Chairman of the Office of Knowledge Management and Development, and Director-General of the Office of Contemporary Art and Culture, Ministry of Culture, Thailand, Professor Apinan Poshyananda; and Singapore artist, Mr Henri Chen KeZhan.



## **Annex A**

### **About Singapore Art Museum**

Opened in January 1996, the mission of the Singapore Art Museum (SAM) is to preserve and present the art histories and contemporary art practices of Singapore and the Southeast Asian region. To date, SAM has amassed the world's largest public collection of modern and contemporary Southeast Asian artworks with a growing component in international contemporary art. The museum has presented shows covering both local and international art practices, traditional and cutting edge art expressions. Through strategic alliances with international arts and cultural institutions, SAM has been facilitating visual arts education, exchange, research and development within the region and internationally. Through forging collaborative partnerships and staging innovative programmes to engage different audiences, SAM aims to contribute to an enlarged role in the regional visual arts community and Asian art museology, as well as facilitating developments in art as well as the art sector in Singapore.

## **Annex B**

### **About Asia Pacific Breweries Foundation**

Instituted in June 1994, the Asia Pacific Breweries Foundation (APB Foundation) has been fulfilling APB's philanthropic commitment to society. Its philanthropic intent spans three areas namely Creativity Development, Human Excellence and Humanitarian Causes.

Since its inception, the Foundation has provided grants and other forms of support to over 150 initiatives, benefiting disadvantaged homes and charitable organisations, medical research bodies, theatre and music groups and scholarship programmes amongst others.

The APB Foundation envisages a fun and vibrant arts scene in Singapore. It has supported causes that cultivate artistic talent, grow audiences and develop local artistic work. Moving together with the local arts community that has blossomed over the years, the Foundation holds the hope that Singapore will soon join the ranks of nations where diverse local arts groups enjoy strong followings from all sectors of society.

Recognising that Singapore's global competitiveness lies in the hands of its people, the APB Foundation has been investing in Human Excellence causes that are designed to discover and nurture talent, and to build human capital.

The Foundation is hopeful that with its contributions, Singapore can realise an enhanced competitive edge supported by a ready pool of talents, sportsmen, educators, researchers and professionals.

In reaching out to the disadvantaged in the community, the APB Foundation seeks to play a constructive and developmental role in the community, and partners those who share common altruistic goals to better serve societal needs. The Foundation believes in enabling self-help amongst the beneficiaries so that they could rise stronger to move beyond their problems and contribute to their community or society eventually.

The APB Foundation Board of Trustees, assisted by its Advisory Committee, envisions the Foundation to play a constructive and developmental role in the community, and working with partners who share common altruistic goals to better serve societal needs both in Singapore and the Asia Pacific region.