



## **MEDIA RELEASE**

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### **HERITAGE SECTOR BOOMING AS MUSEUM VISITORSHIP SOARS**

*Growing creative business opportunities and strong government support attract new players to the industry*

**16 September 2009** – Despite the still unsettled economy outlook, more than \$14 million has been committed – mostly by the private sector – to develop the heritage and cultural sector. Strong government support and a record islandwide museum visitorship<sup>1</sup> exceeding six million for the first time have boosted business confidence adding to the buzz of Singapore’s heritage ecosystem. The heritage pie is set to grow further with more players from a range of industries – from museum and gallery management to publishing and films, fashion and the arts sectors – coming onboard.

#### Opening Doors

Location plays a key role to the success of any business. Addressing the perennial need of securing high-profile business venues at affordable costs, the National Heritage Board (NHB) and Singapore Land Authority (SLA) have stepped in to offer two State properties in prime sites. These disused buildings in Queen Street and Loewen Road will soon be developed by the private sector into unique integrated arts and museum venues.

From amongst nine competing proposals, Daniel Teo & Associates Pte Ltd and Linda Gallery secured these sites with their unique business proposals. The former envisioned an integrated space centred on performing arts with a museum focused on popular culture inspired by the film industry, while the latter will work towards creating a unique museum on Asian contemporary art with family-friendly programmes aimed at exposing visitors to works by internationally-renowned artists.

Mr Daniel Teo, Managing Director of Daniel Teo & Associates said: “The Request-for-Interest (RFI) exercise is in-line with our company’s objectives of preserving heritage through the conservation and re-adaptive usage of old buildings in Singapore. This is our way of helping to preserve Singapore’s historical buildings for future generations to admire and experience.”

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<sup>1</sup> In FY2008, NHB museums alone had a record breaking year with 2.62 million visitors, up 41.1% from last year.

“The Loewen Road site offered us a huge space, enabling us to bring in large scale exhibitions which would not have been possible previously in our gallery in Singapore due to space constraint. Furthermore, through our links with other Museums of Contemporary Art in the region, our new space will further enhance the contemporary art landscape in Singapore,” said Mr Ali Kusno Fusin, Director of Linda Gallery.

#### Growing the Fan Base

In FY2008, a record 6.58 million people visited Singapore’s museums <sup>2</sup>, a 26.4% increase from FY2007. This sustained upward trend in recent years shows the resilience and innovation of the local heritage industry in attracting visitors and developing Singapore as a global gateway for heritage and the arts to the rest of Asia and beyond.

According to a recent survey by the NHB and Singapore Tourism Board, 37 percent of museum goers were tourists last year. This joint survey showed that with better publicity in their home countries, more visitors would be inclined to include museums as one of their must-see stops while in Singapore.

#### Upping the Business Buzz

To encourage more business buzz, NHB is organising the second *Business of Heritage Conference* on 16 September 2009 to provide learning and networking exposure for local heritage players including gallery owners, museum curators, collectors, tour operators and industry service providers as well as international counterparts.

The one-day meeting will feature renowned museum leaders from France who will share insights on the progression of their institutions, as well as local heritage entrepreneurs speaking of branding and marketing to bring the heritage ecosystem to the next level.

The conference will also showcase innovative heritage and museum products from the second allotment of NHB’s Heritage Industry Incentive Programme (Hi<sup>2</sup>P) – an assistance scheme that helps fund private sector projects and encourage the showcase of Singapore’s heritage assets through creative platforms.

Fashionistas can look forward to a new line of T-shirts by NewUrbanMale.com inspired by heritage and traditional games, while the young may soon be exploring local heritage enclaves using guidebooks by Select Books. Singaporeans also travelled back in time when *Lost Images* – a documentary developed by The Moving Visuals Company with rare old footages of the region was aired.

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<sup>2</sup> There are over 50 museums and galleries covering various themes in Singapore, and they are members of the group – Museum Roundtable (MR) chaired by the NHB.

These projects and more were produced by like-minded entrepreneurs and business leaders, who have invested S\$2.39 million into 19 heritage-related ventures since the launch of Hi<sup>2</sup>P in September 2008. With funding of another S\$1.16 million from Hi<sup>2</sup>P, they yielded a wide variety of projects – from original games and other lifestyle products with a heritage twist, to children-friendly guidebooks, exhibitions and even museums.

- *For details on the two upcoming integrated museum and art facilities on State properties in prime sites, refer to **Annex A**.*
- *For details and programme of the second Business of Heritage Conference, refer to **Annex B**.*
- *For bios of speakers at the conference, refer to **Annex C**.*
- *For Hi<sup>2</sup>P projects since September 2008, refer to **Annex D**.*

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#### **About Heritage Industry Incentive Programme (Hi<sup>2</sup>P)**

Managed by the National Heritage Board, the Heritage Industry Incentive Programme or Hi<sup>2</sup>P encourages the development of new and innovative heritage inspired products and services. It also seeks to seed new museum and heritage ventures, enhance museum galleries and programmes, and encourages the development of new audiences. Visit [www.hi2p.sg](http://www.hi2p.sg) for more information.

#### **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).

#### **About Singapore Land Authority**

Singapore Land Authority (SLA) is a statutory board with the Ministry of Law. Its mission is to optimise land resources for the economic and social development of Singapore. SLA is responsible for the direct management of some 14,000 hectares of State land and about 5,000 buildings. It is also in charge of land sales, leases, acquisitions and allocation, developing and marketing land-related information, and maintaining the national land information database through digitised land information services. SLA is also the national land registration authority for property transactions, and the issuance and guarantee of land titles in Singapore. It also manages and maintains the national land survey system, including the defining of boundaries or legal limits of properties based on a coordinated cadastre survey system. For more details, visit [www.sla.gov.sg](http://www.sla.gov.sg).

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## **Upcoming Integrated Museum and Art Facilities on State Properties in Prime Sites**

Prime State properties earmarked to promote the arts and heritage were first made available by the NHB and Singapore Land Authority (SLA) in October 2008 through a joint Request-for-Interest (RFI) exercise to develop, operate and manage integrated museum and art facilities. With lower startup costs, it was envisioned that this will ease the entry of new players into the heritage ecosystem.

This is the first time SLA has awarded State properties to be used as integrated museum and art facilities. From amongst nine proposals competing for the sites, Daniel Teo & Associates Pte Ltd and Linda Gallery were awarded as the successful tenants for two of the sites – 222 Queen Street, and 27A, 30B and 30C Loewen Road respectively. The former is located within the museum cluster at the Bras Basah-Bugis arts and entertainment zone while the latter is near to the chic arts and lifestyle precinct of Dempsey.

Said Mr Lee Seng Lai, SLA's Director of Land Lease (Private): "We are pleased that State-owned properties with rich heritage and history are able to find their fit as integrated museums of art and heritage for all to enjoy. Our move is aligned with SLA's mission to help support a diverse mix of land use including that of the arts and heritage sector on our landscape."

### **Property #1: Former Catholic High Secondary School (222 Queen Street)**

- With its appealing proposed tenant mix, resources and financial investments, Daniel Teo & Associates Pte Ltd would dedicate its newly acquired space to the performing arts, with a museum managed by Sinema focused on popular culture inspired by films.
- Sinema at 222 Queen Street – a popular culture museum – will be driven by films, revolving exhibitions, themed café and bars.
- Proposed to be equipped with performing arts-related facilities, the integrated museum is expected to gain popularity among local performing arts enthusiasts.
- Daniel Teo & Associates has started up a company – 222 Queen Street Pte Ltd – to develop the newly acquired site.

### **Property #2: 27A, 30B & 30C Loewen Road**

- Linda Gallery's proposed museum will display the owner's comprehensive collection of Asian contemporary art. This will add more diversity to the arts scene as some of these high-value items by accomplished artists, are not in the national collection.
- Its family-friendly programmes will make contemporary art more accessible to the general public. Some areas will be designed for children and youths to inspire an appreciation for art and aesthetics, and to foster creative development.
- There are also plans to hold and curate art shows derived from prominent overseas collections, as well as solo and group exhibitions by established as well as promising local and overseas contemporary artists
- For F&B and retail Linda Gallery is proposing a café offering a relaxing and art infused atmosphere for visitors while a museum shop carrying a range of merchandise from publications such as artist/exhibition catalogues to postcards, artworks and museum souvenirs is in the pipeline.

- It will feature sculptures in a beautifully landscaped outdoor arena. The area will also be used for hosting various open air/sheltered exhibitions and events.

From the proposals received, it is encouraging to see strong interest from individuals and organisations in building and operating private museums, which also points to a high level of awareness and passion for heritage locally.

SLA's guide rent is set at civic, community and institutional use with a maximum of 20% of GFA approved for ancillary commercial uses. This would encourage a more viable offering of museum and art facilities to cater to different age groups, including outdoor arts installation touchpoints over spacious, green and open areas – unique to only State properties.

SLA has had other successful adaptive reuse of its State properties for arts-related uses. They include Old School at 11 Mount Sophia, Emily Hill at Wilkie Road, Waterloo Street and Little India to name a few.

### List of Proposed Properties

No.	Property(s)	Awarded Tenant	Tenure/ Lease Period	Estimated Gross Floor Area (sqm)	Estimated Land Area (sqm)	Rent per Month	Rental per Sqm per Month
1	Property #1: Former Catholic High Secondary School (222 Queen Street)	Daniel Teo & Associates Pte Ltd	3+3+3 years	5,248.9	1,559.4	\$42,516	\$8.10
2	Property #2: 27A, 30B & 30C Loewen Road	Linda Gallery	3+3+3 years	1,045.5	13,106.5	\$12,337	\$11.80

For all properties above, up to a maximum of 20% of GFA has been approved for commercial uses. Possible commercial uses could include, but are not limited to, F&B outlets, commercial galleries, shops and specialty retail, etc.

**For media queries related to SLA matters, please contact:**

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**Singapore's Second Business of Heritage Conference**

To spur innovative heritage ventures, NHB is organising its second *Business of Heritage* conference on 16 September 2009 at the National Museum of Singapore. Mr Sam Tan (Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Information, Communications and the Arts) will be the Guest of Honour.

This year, the conference will continue to highlight the commercial viability of the heritage sector. Through inspiring examples of heritage entrepreneurship and museum operation, it will focus on building up the foundation established and leading the industry players to the next stage of development.

The keynote speakers this year – Mr Thomas Grenon, Director of Réunion des Musées Nationaux (RMN) and Dr Jacques Giès, President of Musée Guimet in France – will share insights on the developments of their institutions. The support from these renowned museum leaders is a result of the recent partnership between RMN and NHB. In addition, the conference will feature the experiences of Hi<sup>2</sup>P recipients, and a networking platform called *Ideas Lab* to showcase the latest heritage-inspired products and services funded by Hi<sup>2</sup>P.

Participants can expect more synergy in encouraging private collectors and museum operators to anchor themselves in Singapore as well as in attracting more creative products and investments.


Date: 16 September 2009 (Wednesday)  
Time: **9.45 am to noon (For media friends)**  
9.00 am to 5.00 pm (For participants)  
Venue: Gallery Theatre, National Museum of Singapore




**Programme for NHB's Business of Heritage Conference (For Participants)**



- 0915 Registration of Participants (Gallery Theatre, Basement)
- 1000 Opening performance by local pop veteran Jerry Fernandez
- 1010 Opening address by Guest of Honour  
Mr Sam Tan, Parliamentary Secretary  
Ministry of Trade and Industry  
Ministry of Information, Communications and the Arts
- 1020 **Session 1: Réunion des Musées Nationaux – Discovering What Works**  
**Keynote Speaker:** Mr Thomas Grenon, Director, Réunion des Musées Nationaux, France

- 1100        **Session 2: *Beyond Collections – Safeguarding and Growing What's Yours***  
**Speaker:** Mr Viktor Cheng, Deputy Director-General (Infrastructure and Capability Development, Corporate Services), *Intellectual Property Office of Singapore*
- 1125        **Tribute to the late Dr Seddon Bennington**  
Chief Executive, *Museum of New Zealand*, Te Papa Tongarewa  
Keynote Speaker of Business of Heritage Conference 2008
- 1130        Tea Break and Networking
- 1145        **Session 3: Panel Discussion: The Hi<sup>2</sup>P Experience – *Making Heritage Your Business***  
**Panelists:** Mr Quek Tse-Kwang, Mr Yip Pak Ling, Mr Clarence Ho, Mr Eugene Tay
- 1230        Lunch and Networking at *Ideas Lab* (Concourse, Level 1)
- 1400        **Session 4: *Musée Guimet – Innovation and Continuation***  
**Keynote Speaker:** Dr Jacques Giès, President, *Musée Guimet*, France
- 1445        **Session 5: *The Eu Yan Sang Story***  
**Speaker:** Mr Richard Eu, Chief Executive Officer, *Eu Yan Sang International Limited*
- 1515        Tea Break and Networking
- 1530        **Session 6: *Where Passion Meets Reality – The Bangkok Sculpture Centre's Experience***  
**Speaker:** Mr Sermkhun Kunawong, Project Director, *Bangkok Sculpture Centre*, Thailand
- 1600        **Session 7: *Marketing 101 for Heritage Businesses***  
**Speaker:** Assoc Prof Hooi Den Huan, Division of Marketing and International Business, Nanyang Business School, *Nanyang Technological University*, Singapore
- 1645        End of Conference

## Bios of Keynote Speakers and Guest Speakers

Name	Designation	Bio	Topic for conference:	Photograph
<b>Keynote Speakers</b>				
<b>Mr Thomas Grenon</b>	Director, Réunion des Musées Nationaux (RMN), France	<p>Appointed Director, Réunion des Musées Nationaux (RMN) since 2005, Mr Thomas Grenon has steered the RMN through challenging circumstances to its present state of recognition in the world of international exhibition management. The success of Mr Grenon's leadership is reflected in the achievements of RMN in its visitorship, reach of retail outlets, publications, and merchandising.</p> <p>With Mr Grenon's depth and range of professional experience in the private and public sector, attendees to the conference will stand to reap a rewarding learning experience from his keynote session.</p> <p>Formed in 1895, the RMN was charged with the mission of purchasing art for the French national collections. Producing nearly thirty exhibitions every year, the RMN is the leading exhibition organiser in the world. It helps to enrich and increase awareness of France's national heritage for a wide audience, oversees the organisation of events as well as their promotion and the publication of their catalogues. As a publisher, it produces books, guides, programmes and products distributed mainly through the network of its bookshop-boutiques and through a network of retailers and bookshops throughout France and abroad. The RMN is also a photographic agency which protects and distributes an exceptional photographic heritage, both national and international.</p>	<b>Réunion des Musées Nationaux – Discovering What Works</b>	

<p><b>Dr Jacques Giès</b></p>	<p>President, Musée Guimet, France</p>	<p>A much-decorated museum professional and widely-published scholar of Buddhist art and Chinese paintings, Dr Jacques Giès has dedicated his life to the museological world. He also lectures at leading institutions of museological studies such as Université de Paris IV-Sorbonne, École nationale des Beaux-Arts de Paris and École du Louvre.</p> <p>For his significant contribution to the arts and literature, Dr Giès was conferred the titles of Chevalier de l'ordre du Mérite (1998) et de la Légion d'Honneur (2001) and Officier dans l'ordre des Arts et des Lettres (2007) by the French government.</p>	<p><b>Musée Guimet – Innovation and Continuation</b></p>	
<p><b>Guest Speakers</b></p>				
<p><b>Mr Viktor Cheng</b></p>	<p>Deputy Director, Intellectual Property Office of Singapore (IPOS)</p>	<p>Mr Cheng is responsible for designing and implementing the Intellectual Property (IP) infrastructure master plan to ensure a conducive environment to sustain IP growth in Singapore. This includes public awareness and education initiatives, capability and capacity development of IP professionals and the build up of IP management capabilities in both the private and public sectors.</p> <p>Prior to joining IPOS, Mr Cheng was an inventor and entrepreneur – he had patented, managed and commercialised IP, co-founded software companies and ran business operations in start-ups, research and development labs and listed companies. He brings with him over 20 years of applied IP experiences to IPOS.</p>	<p><b>Beyond Collections – Safeguarding and Growing What's Yours</b></p>	
<p><b>Mr Richard Eu</b></p>	<p>Chief Executive Officer, Eu Yan Sang</p>	<p>Mr Richard Eu is the Group Chief Executive Officer (CEO) of Eu Yan Sang International Ltd (Eu Yan Sang). Mr Eu has successfully built Eu Yan Sang's Traditional Chinese Medicine (TCM) business to where it stands today, enjoying an unrivalled</p>	<p><b>The Eu Yan Sang Story</b></p>	

	International Ltd	reputation as one of Asia's leaders in this field. Under Mr Eu's leadership, the business has grown to become a consumer healthcare company with an extensive network of more than 160 retail outlets and 21 TCM clinics across Asia. Mr Eu was a finalist in the coveted Ernst & Young "Entrepreneur of the Year" Award 2003 in Singapore, under the Master Category.		
<b>Assoc Prof Hooi Den Huan</b>	Division of Marketing and International Business Nanyang Business School Nanyang Technological University, Singapore	<p>Associate Professor, marketing guru and author of best-selling marketing books, Prof Hooi publishes extensively in professional publications. He holds portfolios in publications such co-editor of the Nanyang Business Review and Editorial Board member of the Journal of Creativity and Innovation Management (UK).</p> <p>Together with Asia's leading marketing strategist, Hermawan Kartajaya and the world's foremost expert on the strategic practice of marketing, Philip Kotler, Prof. Hooi co-authored essential marketing reads like "Rethinking Marketing" and "Think ASEAN!". Their upcoming project is the world's first-ever Marketing Museum in Ubud, Bali, Indonesia.</p>	<b>Marketing 101 for Heritage Businesses</b>	
<b>Mr Sermkhun Kunawong</b>	Project Director Bangkok, Sculpture Centre, Thailand	Mr Sermkhun Kunawong is a professional photographer turned successful entrepreneur of one of Thailand's leading event management companies. He started his collection of Thai modern sculptures in 2001 and developed it into one of Thailand's most complete sculpture collection. He epitomises the true collector with a passion for his collection of sculptural arts, charged with the mission of spreading its appreciation and armed with astute business acumen to make it all work in perfect harmony.	<b>Where Passion Meets Reality – The Bangkok Sculpture Centre's Experience</b>	

### Heritage Industry Incentive Programme (Hi<sup>2</sup>P)

NHB's Hi<sup>2</sup>P has supported 19 heritage-related ventures with S\$1.16 million, with the private sector injecting another S\$2.39 million since the launch of Hi<sup>2</sup>P in September 2008. These projects, which will boost the viability of the heritage fraternity, are sterling examples of the effort and innovation undertaken by industry players and enthusiasts to showcase our historical legacies from new perspectives.

- Retro is back in vogue – be spotted in the next wave of fashion inspired by heritage! **NewUrbanMale.com** will be launching a new series of clothing centred on “I Love Heritage” and traditional games, designed to spark interest in our heritage.
- Get bitten by the game bug as **Monsters Under the Bed** makes history fun in *Journal, Singapore* – a board game incorporating noteworthy facts about Singapore's heritage, while the hitherto unknown music scene of Singapore from the 1960s to 1980s was uncovered through the eyes of music legend Jerry Fernandez in the book *To Be a Rock But Not to Roll* by **ComDesign Associates**. In addition, a documentary developed by **The Moving Visuals Company** titled *Lost Images* brings viewers rare footages of bygone Singapore and Southeast Asia. These footages were originally captured through the eyes of Dr Ivan Polunin.
- The young can now appreciate our local history through guidebooks created by **Select Books** which cover well-known areas of Singapore. In addition, **Pagesetters Services** also conceptualised two children's books on Singapore's pioneer artists – by author Adeline Foo, whose earlier books have also been supported by Hi<sup>2</sup>P. To reach a wider audience, the new books will come in English and Chinese versions.
- Art and architecture aficionados can also look forward to two new coffee table books. With the help of Hi<sup>2</sup>P, **RT + Q Architects** has ventured into *30 Art Friends* (tentative title), which will feature essays by 30 local and Malaysian art collectors, while **Oro Editions Pte Ltd** will be publishing a book on the conservation and adaptive re-use of local museums housed in heritage buildings.
- We continue to make efforts to honour the pioneers of Singapore even as we mature as a progressive society. Singapore's heritage brand **Eu Yan Sang International** remembers early businessman and philanthropist Eu Tong Sen in an exhibition *The Life and Legacy of Eu Tong Sen* and a publication – *Path of the Righteous Crane*.

- We also celebrate the development of the recently launched **Singapore Coins and Notes Museum**, which explores Singapore's history through currency notes and coins.

Commitment from these private players helps catalyse the growth and transformation of the sector. Through Hi2P and other programmes, NHB seeks to strengthen professional capabilities of the private sector and address issues surrounding the heritage markets in order to cultivate a pro-enterprise environment.

### Heritage Industry Incentive Programme – Project Details

Institution	Project	Description
Art Retreat Ltd	Exhibition – <i>Inroads: Lim Tze Peng's New Ink Work</i>	<p>Art Retreat showcased an exhibition <i>Inroads: Lim Tze Peng's New Ink Work</i> in a joint collaboration with collector Mr Koh Seow Chuan who is also the Chairman of the Executive Committee of the Art Gallery Project under MICA. Held at Art Retreat from 18 August 2008 to 4 October 2008, the exhibition featured 23 pieces of local artist Lim Tze Peng's latest ink paintings and calligraphy.</p> <p>To complement the exhibition, a brochure as well as a catalogue featuring all the artist's 34 artworks including those showcased at the exhibition were also produced.</p> <p>Hi2P support enabled both the exhibition and its catalogue, a collaboration between Art Retreat and Mr Koh Seow Chuan, to reach out to a wider audience.</p> <p>The exhibition served as an excellent opportunity to show Singaporeans and visitors what the leading artist in Singapore has contributed to the contemporary ink painting scene which is often thought to be an exclusive domain of China and Taiwan. It has since travelled to Beijing in 2009.</p> <p>A Cultural Medallion winner in 2003, Lim Tze Peng is one of Singapore's pioneer artists best known for his realistic paintings of Singapore and regional landscapes.</p> <p>Now in his golden years, he has halted his travels to various places to paint but instead he has turned to working indoors by taking the images from his old sketches and drawings and reinterpreting them so that they become new abstract and expressionistic images.</p>

Comdesign Associates	Publication – <i>To be a Rock but Not to Roll</i>	<p>Hi<sup>2</sup>P supported the production of the book which chronicled the musical journey of Jerry Fernandez, founder of the Neu Faces, a popular band from the 1970s and 80s. Through Jerry’s story, readers are able to get a glimpse into what Singapore’s music scene was like from the 1960s to the 1990s.</p> <p>Jerry Fernandez has spent more than 40 years on the Singapore English pop music scene from the 1960s to the turn of the century as the leader of a pop band; a recording artiste; a dee-jay; and a music impresario – one who handles the management of artistes.</p>
Editions Didier Millet Pte Ltd	Publication – <i>Singapore Through 19<sup>th</sup> Century Photographs</i>	<p>The book is a comprehensive photographic record of Singapore from the early 1840s to the early 1900s. Featuring more than 130 rare photographs from both private and institutional collections coupled with lively commentary, the publication presents a rare view of 19<sup>th</sup> century Singapore, focusing on the topographical and architectural landscape of the city. It documents the rapid development of the newly colonised city and the progress of early photography.</p> <p>This publication coincides with an exhibition of prints, paintings and photographs of 19<sup>th</sup> century Singapore at the National Museum of Singapore.</p> <p>Editions Didier Millet is a book publisher headquartered in Singapore.</p> <p><b>How Hi<sup>2</sup>P was useful:</b></p> <p>“A supportive and forward-looking initiative, Hi<sup>2</sup>P allows projects of cultural, historical and creative significance to be undertaken, which otherwise might be shelved because of lack of resources. Moreover, Hi<sup>2</sup>P offers companies and organisations the invaluable opportunity to expand their experience in working with heritage-related projects, increasing the likelihood that future projects of this nature will be pursued more frequently, adopted with more confidence and then implemented with greater efficiency and success.”</p> <p>-- Ms Laura Dozier, Editor</p>
Eu Yan Sang	Publication –	Hi <sup>2</sup> P supported the printing of the book, which is an

International Pte Ltd	<i>Path of the Righteous Crane</i>	<p>autobiography of Eu Tong Sen, one of Singapore's pioneers. Besides being an insight into his life, the book also captures how Singapore has transformed over the years and is the record of a much loved heritage brand, Eu Yan Sang.</p> <p>Eu Tong Sen played a key role in growing the family business – Eu Yan Sang – into a household brand. A prominent business tycoon who supported the British during World War I, his life story presents one with a keen sense of what Singapore's early history was like.</p>
Eu Yan Sang International Pte Ltd	Exhibition – <i>The Life and Legacy of Eu Tong Sen: Community Leader, Philanthropist, Businessman</i>	<p>This exhibition on one of Singapore's leading businessmen commemorates the 130<sup>th</sup> anniversary of one of Singapore and the region's leading brands. First held at the National Library (Singapore) from July to September 2009, the exhibition will also move to Hong Kong and Malaysia, to reach a wider audience.</p> <p><b>How Hi<sup>2</sup>P was useful:</b></p> <p>“Eu Yan Sang is encouraged that Hi<sup>2</sup>P has recognised the contribution of both Eu Tong Sen and Eu Yan Sang to Singapore. By supporting private sector heritage projects, Hi<sup>2</sup>P enriches Singapore's cultural fabric so that future generations will benefit.”</p> <p>-- Mr Richard Eu, Group CEO</p>
Explorer Asia Holdings Pte Ltd	Feasibility Studies on the proposed <i>Singapore Children's Museum</i>	<p>Explorer Asia is looking to establish a children's museum in Singapore that would provide a complete experience for both children and parents. The first steps towards establishing this new exciting museum was preparing a thorough research and feasibility study. From the research, Explorer Asia presented their findings at the International Arts in Early Childhood Conference in June 2009, held in Singapore.</p> <p><b>How Hi<sup>2</sup>P was useful:</b></p> <p>“Financial support from Hi<sup>2</sup>P enabled us to conduct large scale research to start to understand community needs, as a way to help us tailor the new children's museum to what the community wants. It also enabled us to hire a leading expert in children's museums to assist us towards this goal.”</p> <p>-- Ms Sumitra Pasupathy, Director</p>

<p>Monsters Under the Bed</p>	<p>Board Game – <i>Journal, Singapore</i></p>	<p><i>Journal, Singapore</i> is a board game which weaves Singapore’s history through an exciting multi-player game format. Targeted at avid gamers, both old and young*, its developers hope that through the game, players would develop a passion for Singapore’s heritage.</p> <p>The game features key events and personalities in Singapore’s history. It will also be modular and the playing board can be tailor made to suit different museum settings.</p> <p>*It is targeted at avid gamers from the upper primary level and up.</p> <p><b>How Hi²P was useful:</b></p> <p>“The project wouldn’t have been possible without Hi²P. I think that Hi²P has certainly helped a lot of businesses like mine. I do feel that the initiative should do more for small business who could really benefit more from the grant. Also smaller businesses are more daring and would definitely bring a different dimension to Singapore’s heritage. Hi²P can help in that aspect.”</p> <p>-- Mr Eugene Tay, Chief Brain</p>
<p>NewUrbanMale.com Pte Ltd</p>	<p>Apparel – NHB X NUM Collection</p>	<p>NewUrbanMale.com (NUM) proposed the development of heritage-themed T-shirts by one of Singapore’s leading homegrown fashion label. With two new collections focusing on traditional games in Singapore, the apparels will certainly be an excellent way to take Singapore’s museum and heritage out to the masses. As a company with a loyal youth following, the project will reach the trendy youth consumers of today.</p> <p><b>How Hi2P was useful:</b></p> <p>“NewUrbanMale.com has always been on the fashion forefront, creating fashion concepts and trends – new and fresh for the Fashionista. This collaborative series will integrate perfectly with the core objective that NHB is looking to explore, which is to integrate heritage well with fashion and reaching out to the affluent shoppers and tourists in Singapore.</p> <p>This new collection with the help of the Hi²P grant, has</p>

		<p>assisted in research, marketing and development of the designs, allowing us to create a more elaborate concept to integrate with Singapore’s heritage. This opportunity definitely pushed the project to a higher level. Hi²P support gave us the chance to visit various museums in Singapore to explore a more in-depth study of the Singapore history, culture and lifestyle through the years.”</p> <p>-- Mr Shenzi Chua, Director</p>
ORO Editions	<p>Publication – <i>Conserving History</i></p>	<p>Tentatively titled <i>Conserving History</i>, the publication is a comprehensive tome cataloguing the history, conservation and adaptive re-use of all museums in Singapore that are housed in heritage buildings. This would include not only the museums under the NHB umbrella but also those under the Museum Roundtable.</p> <p>ORO Editions is a local boutique publishing firm, headquartered in the United States.</p> <p><b>How Hi²P was useful:</b></p> <p>“Hi²P has been invaluable to us on this project. Whilst the subject matter is very captivating but generally we need to secure advance sales and hence funds in order to embark on a project. With the grant moderating our costs, it allows us to work on a subject-centric book as opposed to a client-centred one as is usually the case for us.”</p> <p>-- Ms Joanne Tan, General Manager</p>
Pagesetters Services Pte Ltd	<p>Publication – Children’s books on Singapore’s Pioneer Artists</p>	<p>Pagesetters, through its imprint Ethos Books, received Hi²P support to publish two new children’s books by award-winning author, Adeline Foo. The books will introduce to children Singapore’s pioneer artists such as Georgette Chen. They will also draw reference to the artists’ works exhibited at the Singapore Art Museum.</p> <p>Using two little Peranakan children Puteh and Itam – who were characters created in Adeline’s <i>Singapore Peranakan Tales</i> series – the bilingual books will introduce the works of Singapore’s accomplished pioneer artists to children and challenge the young to experiment with mixed art media.</p>

		<p><b>How Hi²P was useful:</b></p> <p>“Without doubt, the level of funding provided by Hi²P has kick-started a new series of well illustrated stories, adding to the growth of children’s literature in Singapore.”</p> <p>-- Ms Chan Wai Han, Publishing Manager</p>
RT + Q Architects	Publication – <i>30 Art Friends</i>	<p>This project, led by architect and avid art collector, Mr Quek Tse Kwang, will bring together thirty private art collectors from both sides of the Causeway, sharing very personal insights on three of their favourite art pieces from Southeast Asia artists. Proceeds from the sale of the coffee table book will go towards a fund to aid upcoming artists from both Singapore and Malaysia.</p> <p><b>How Hi²P was useful:</b></p> <p>“Hi²P provides a workable platform for a symbiotic partnership between the Government, through the National Heritage Board and the private sector.</p> <p>Hi²P’s support and participation reinforces 30 Art Friends’ contribution to the art community and society.”</p> <p>-- Mr Quek Tse Kwang, Partner</p>
Select Books Pte Ltd	Publication – <i>Hike It!</i>	<p>Select Books received support from Hi²P to publish a series of three guidebooks for children aged 9 – 14 years old. These are aimed at promoting a greater understanding of Singapore’s heritage, culture and history. The books are written in the form of an explorer’s journal with information on walking tours featuring museums, religious landmarks and institutes of learning.</p> <p>A first walking tour guidebook for children, the walking tours cover three heritage rich districts – Bras Basah / Waterloo, Singapore River and Fort Canning.</p> <p>Select Books Pte Ltd is a local independent book retailer, publisher and distributor specialising in Asian books.</p> <p><b>How Hi²P was useful:</b></p>

		<p>“It was important to Select Publishing that books in the <i>Hike It!</i> series be both engaging and informative for children. Hence, the project was relatively costly because of the research that was required and the high quality illustrations. The monetary grant provided by the Hi<sup>2</sup>P programme made the project financially viable for Select Books and allowed us to proceed with the project with confidence.</p> <p>Another useful aspect of Hi<sup>2</sup>P was that it provided valuable contacts with key institutions in the heritage community, such as the museums, from whom we obtained detailed information and assistance. National Heritage Board also provided significant support.”</p> <p>-- Mr Seow Hwey Min, Director</p>
Singapore Precision Industries Pte Ltd (The Singapore Mint)	Singapore Notes and Coins Museum	<p>Hi<sup>2</sup>P supported the development of Singapore’s newest private museum. Located at Trengganu Street (in Chinatown), the museum explores Singapore’s history through currency notes and coins. The new museum is also a welcome edition to Singapore’s growing private museum scene.</p> <p><b>How Hi<sup>2</sup>P was useful:</b></p> <p>“Without Hi<sup>2</sup>P, there will be no coins and notes museum, and we will have lost part of our heritage. It was with the support of Hi<sup>2</sup>P that we have decided to start the coins and notes museum, and through our research we rediscovered many facts of Singapore history being reflected on our coins and notes. Now with the establishment of the museum, we have a central depository to ensure another aspect of Singapore’s heritage is passed on to the next generation.”</p> <p>-- Mr Yip Pak Ling, Senior Vice President &amp; Mint Director</p>
South East Asian Ceramic Society (SEACS)	Exhibition – <i>New Light on Old Pottery</i>	<p>To be held from 13 November 2009 – 25 July 2010 at the NUS Museum, this commemorative exhibition celebrating SEACS’ 40<sup>th</sup> anniversary aims to explore the cultural significance of ceramics in Southeast Asia with particular emphasis on the collection of the SEACS members.</p>

		<p>Research for the exhibition will mainly be from Southeast Asian kiln sites, shipwrecks and understanding of trade routes.</p>
<p>The Moving Visuals Company Pte Ltd</p>	<p>Documentary – <i>Lost Images</i></p>	<p>The Moving Visuals Company leveraged on Hi²P to produce the documentary, which features footage from Dr Ivan Polunin’s collection of 16mm colour films. The scenes show snippets of Singapore life from the 1950s through to the 1970s, many of which are images that are no longer seen.</p> <p>The documentary made its debut on okto on 10 Aug 2009. DVDs of the documentary will also be introduced to the market.</p> <p><b>How Hi²P was useful:</b></p> <p>“Hi²P has been crucial for us to complete the project and think about growing our business beyond just finishing the project. It’s also opened up doors to us. We are able to talk to other partners with the National Heritage Board’s assistance. There should be more of such funds to encourage people/companies to do projects that are related to our culture and heritage. It’s a good way to build a society who will learn to appreciate its history and culture.”</p> <p>-- Khim Loh, Managing Director</p>
<p>VeeV TV</p>	<p>Documentary – <i>Pioneer Artists</i></p>	<p>VeeV TV, Singapore’s first private Internet Protocol Television (IPTV) provider received funding for a 10-episode documentary series on Singapore’s pioneer artists including Georgette Chen and Liu Kang. This documentary will be aired on VeeV’s proposed Heritage Channel, as well as at the Singapore Art Museum.</p> <p><b>How Hi²P was useful:</b></p> <p>“The Heritage Industry Incentive Programme has helped us kick off the production of our Pioneer Artists’ video series. More significantly, it has given us the opportunity to bring a new approach in making heritage more dynamic and exciting for our audience.”</p> <p>-- Ms Lara Lai, Chief Operating Officer</p>

<p>Write@Work Communications</p>	<p>Game – <i>MatchUp Cards</i> – <i>Singapore</i> <i>Heritage Series</i> <i>Editions</i></p>	<p>Write@Work created a series of three game cards featuring Singapore’s history and heritage, namely the Peranakans, the Asian Civilisations Museum and World War II. This is a card game which is adapted from traditional favourites such as <i>UNO</i> and <i>Donkey</i>.</p> <p>The portable game is designed for all age groups and aims to create a wonderful and fun experience as well as increase awareness of Singapore’s unique heritage.</p> <p>The first series features artefacts from Reflections at Bukit Chandu, Memories at Old Ford Factory, Peranakan Museum and Asian Civilisations Museum.</p> <p><b>How Hi²P was useful:</b></p> <p>“MatchUp Cards is a business venture we embarked on with the help of NHB’s Hi²P to help heighten cultural awareness in Singapore.</p> <p>The response for the three editions has been very encouraging indeed. We have received very positive feedback from consumers as well as other museums and related associations who are very keen to feature their organisations using the MatchUp Cards concept. From a business point of view, the project has offered excellent ROI.”</p> <p>-- Mr Clarence Ho, Manager</p>
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