

THE YEAR IN REFLECTION

Mind Shift



“Whether you are a diehard culture vulture or a newbie to these treasure troves of Asia’s past and present, museums are rolling out the red carpet... And some museums are really putting the ‘active’ in interactive...”

– Ms Adeline Chia, *The Straits Times Life!*, 18 May 2007



Directed by Cultural Medallion Award winner Ong Keng Sen, Theatreworks' 120 took centrestage with over 60 local talents in celebration of the National Museum's 120th anniversary.

To reach out to more people, the National Heritage Board has always been willing to experiment and innovate – giving visitors a fresh and unforgettable experience at the museums and beyond.



HAND IN HAND

Teaming up with the National Parks Board and At-Sunrice, NHB organised *The Fort Canning Spice Trail* – a holistic experience in which visitors can see, smell and even sample spices. Held at National Museum of Singapore, National Archives of Singapore and Singapore Philatelic Museum, it was a history lesson peppered with sensory delights for all visitors.

GLITZ AND GLAMOUR

The Singapore Art Museum (SAM) harnessed star power when MediaCorp artiste Qi Yuwu led the museum's first celebrity tour of *Zeng Fanzhi – Idealism* and subsequently for *Primary Colours: Feng Zhengjie*. A board member at SAM, the self-professed art lover regaled fans with his insights and anecdotes.

DARING TO BE DIFFERENT

When Singapore's grand old dame, the National Museum of Singapore, celebrated its 120th birthday in 2007, it was not just the usual affair of exhibitions on offer. Appreciative crowds were treated to performances such as *120* which used the entire museum as its stage, open air film screenings and even a night market.

Countdown@ACM, an outdoor party with radio station *91.3FM* on New Year's Eve, won new museum converts who were treated to a stunning fireworks display by the Singapore River at the stroke of midnight. *24hrs@ACM* was another successful experiment by ACM to open a museum round-the-clock for night owls.



HERITAGE IN TRANSIT

With millions of people travelling through Changi Airport each year, it serves as an ideal venue for NHB to provide a quick sampling of our heritage and art. With the support of the Civil Aviation Authority of Singapore, the Asian Civilisations Museum created the display *Being Beautiful, Beautiful Beings: Celebrating Diversity* at Terminal Two.

Visitors at the same terminal also had a field day making woodblock prints of local icons from an installation set-up by the National Museum of Singapore. They further admired a documentation of flora and fauna in *Empire of Nature*, *The William Farquhar Collection of Natural History Drawings* donated by GK Goh.

NHB continued to take heritage to heartland shopping malls and community hangouts. Its popular travelling exhibition series *Heritage On The Move* created a unique learning experience for nearly two million visitors.

A REASON TO CELEBRATE

NHB and MICA co-produced the annual National Day Video 2007, titled *A National Celebration And Everyone's Invited* which was broadcasted on all TV channels. Between August and September, it was aired on *TVMobile* which reached out to over 30 million viewers and was also a hit on *YouTube*. A special timeless version was aired overseas to connect with audiences beyond our shores.

In addition, NHB and the Ministry of Education (MOE) jointly organised the first *National Day Students' Video Competition* to promote creativity among our youths. NHB also partnered MOE and the National Day Executive Committee 2007 to organise *Culture By The Bay Student Art Competition*. Held as part of *Singapore HeritageFest 2007* and National Day celebrations in 2007, the winning entries together with other selected artworks were displayed along the Singapore River.





BLAZING A TRAIL

Following the success of the first Community Trails in Balestier and Jalan Besar in 2006, inspired Members of Parliament, grassroots organisations and schools also embarked on their own community trail projects.

NHB collaborated with National Junior College on the *Bukit Timah Community Trail* which was launched by Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports and MP for Holland-Bukit Timah GRC. The project also trained students as volunteer trail guides.

Another joint collaboration to promote the appreciation of the community's history was the *Queenstown Community Trail Project*. Organised by NHB, Central Singapore CDC and Queenstown CCC, the project included the launch of the book by Minister Mentor Lee Kuan Yew entitled *10 Stories – Queenstown Through The Years*.



