



PRESS RELEASE

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NATIONAL HERITAGE BOARD ORGANISES INAUGURAL ASEAN MUSEUM DIRECTORS' SYMPOSIUM

Commemorates 40th Anniversary of ASEAN and Unveils NHB's New Approach to Museum Programming

22 June 2007 – To celebrate ASEAN's 40th birthday and Singapore's chairing of the regional grouping, the National Heritage Board (NHB) has organised the first ASEAN Museum Directors' Symposium (AMDS) on 3rd and 4th July 2007. Held at the National Museum of Singapore, the event will be graced by Dr Lee Boon Yang, Minister for Information, Communications and the Arts. The Symposium also marks the start of NHB's new integrated approach to museum programming, starting with "*Celebrate ASEAN!*" later this year.

This inaugural regional gathering will see **47** museum leaders from **12** countries exchanging ideas and experiences in museum development while fostering ties with their ASEAN counterparts. They comprise directors from ASEAN museums, members of the Museum Roundtable, as well as museum professionals who hail from global cultural organisations like the International Council of Museums (ICOM), the Asia-Europe Museum Network (ASEMUS), and the Victoria & Albert Museum (UK). Details of the delegates are at **Annex A**.

Mr Michael Koh, Chief Executive Officer of NHB, said: "We are honoured to play a role in supporting this first-time gathering amongst fellow museum and heritage colleagues in ASEAN. ASEAN countries have rich, diverse and fascinating cultures. This provides unparalleled opportunities for cultural exchange, scholarship and collaboration. I look forward to learning from our ASEAN friends on how museums can further enrich our communities and take on new roles in today's society."

With the theme "Making Museums Matter", the Symposium will discuss the following topics:

- Cross border museum collaborations (opportunities and challenges);
- Past and current collaborations;
- Relevance of museums to communities;
- Museums as vehicles of community engagement and impact of museums on social development.

Prominent speakers at the Symposium include Ms Alissandra Cummins, President of ICOM, Ms Corazon S Alvina, Chairperson of ASEMUS and Director of the National Museum of Philippines, and Mr Mark Jones, Director of the Victoria & Albert Museum (UK). Details of the programme and speakers can be found at **Annexes B** and **C**, respectively.

One of the key ideas to be explored at the Symposium is that of forming a museum directors' network among ASEAN museums. Such a network enables the ASEAN museum community to tap into the many resources of both public and private museums in the region over the last 20 years. These partnerships can generate cultural synergies and expand the trove of heritage and cultural resources that ASEAN can showcase to the world.

The AMDS marks the first of many ASEAN-themed initiatives within the NHB family. Over the next three years, NHB will embark on integrated museum programming covering both ASEAN and the broader Asian region. This festival approach starts with *Celebrate ASEAN!* in 2007, and comprises various events at NHB museums including:

- *Youth ASEAN Stamp Exhibition & National Stamp Collecting Competition* organized by the Singapore Philatelic Museum in August 2007;
- *The Big Picture Show* at the Singapore Art Museum in October 2007;
- *Common Threads - ASEAN Textile Traditions & Transformation* at the Asian Civilisations Museum in November 2007;
- *Re-Woven: Contemplation, Remembrance and Reminiscence* at the Singapore Art Museum in November 2007.

Over the next three years, various Asian themed museum exhibitions and programmes will be carried out at NHB museums. Singaporeans can look forward to Vietnam and China Festivals in 2008, followed by Philippines and Laos Festivals in 2009. Details of these thematic programmes will be announced later.

To connect Singapore with ASEAN and the world, Singapore museums have hosted international blockbusters and travelled their collections overseas. NHB has also been active in regional and international cultural exchanges. In the past three years, Professor Tommy Koh, NHB's Chairman, has led NHB delegations to Malaysia, Indonesia, Philippines, Vietnam, Laos and Cambodia. Singapore has also signed MOUs with regional counterparts like the Department of National Cultural Heritage in Vietnam, while NHB museums have hosted visits by heads of states like King Norodom Sihamoni from Cambodia, President George Bush from the US, Prime Minister Sheikh Nasser Al-Mohammed Al-Ahmed Al-Jaber Al-Sabah from Kuwait, and the Princess of Thailand, Her Royal Highness Princess Maha Chakri Sirindhorn.

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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 collaborative partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, 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).

For more information, please contact:

Melissa Cheah
Assistant Director
Corporate Communications
National Heritage Board
DID: (65) 6332 3962
Email: melissa_cheah@nhb.gov.sg

Lynn Xu
Assistant Manager
Corporate Communications
National Heritage Board
DID: (65) 6332 3623
Email: lynn_xu@nhb.gov.sg

List of ASEAN Museum Directors

S/N	Countries	Name	Designation	Organisation
1	Barbados	Ms Alissandra Cummins	President, ICOM	International Council of Museums
2	UK	Mr Mark Jones	Director	Victoria & Albert Museum (UK)
3	Brunei	Mr Bantong Bin Antara	Director	Brunei Museums
4	Brunei	Dr Awang Mohamad Hadi Bin Md Malayong	Deputy Head of History Centre	Brunei History Centre
5	Brunei	Mr Awg Zahair Bin Haji Mohd. Noor	Head, Planning, Research & Development	Brunei Museums
6	Cambodia	Mr Prak Sonnara	Deputy Director	National Museum of Cambodia
7	Indonesia	Dra. Intan Mardiana N., M. Hum	Director of Museums	Directorate of Museums
8	Indonesia	Dra. Dedah Rufaedah Sri Handari	Department Head of Education and Publication	Museum Nasional Indonesia
9	Indonesia	Ms Erlinda	Director	Indonesia Stamp Museum (Museum Perangko Indonesia)
10	Indonesia	Mr Tubagus Sukmana	Director	National Gallery of Indonesia
11	Indonesia	Mr& Mrs Agung Rai	Director & Founder	Agung Rai Museum of Art
12	Indonesia	Dr Oei Hong Djien	Director & Founder	Dr Oei Hong Djien Museum
13	Indonesia	Pak Suteja Neka	Director & Founder	Neka Museum of Art

14	Indonesia	Mr Kardi Suteja	Assistant Director	Neka Museum of Art
15	Lao PDR	Dr Thongsa Sayavongkhamdy	Director-General	Department of Museums & Archaeology, Ministry of Information & Culture
16	Lao PDR	Sisavath Nhilatchay	Director	Luang Prabang National Museum
17	Lao PDR	Mr Somsanouk Mixay	Vice President	Lao Journalists Association
18	Malaysia	Datuk Dr. Adi Bin Haji Taha	Director-General	Dept. of Museums and Antiquities
19	Malaysia	Cik Hamidah Non	Deputy Director (Operations)	Islamic Arts Museum
20	Malaysia	Dr Saharuddin B. Haji Ismail	Director-General	National Art Galley, Malaysia
21	Malaysia	Mr Henry Bong	Director & Founder	The Pucuk Rebung Royal Gallery and Museum
22	Malaysia	Mr Zainal Ariffin & 3 staff	Director	Department of Museums, Malaysia
23	Malaysia	Mr Zawawi B Haji Itam Osman	Registrar	Department of Museums, Malaysia
24	Malaysia	Mr Mohd Azmi B Mohd	Director	National History Museum
25	Philippines	Ms Corazon S Alvina	Chairperson; Director	Asia Europe Museum Network; National Museum of the Philippines
26	Philippines	Ms Purissima (Petty) Benitez-Johannot	Director & Chief Curator	Ayala Museum
27	Philippines	Mr Eric B Zerrudo	Director	Metropolitan Museum of Manila

28	Philippines	Ms Angela de Villa Lacson	Director Operations	Ayala Museum
29	Philippines	Ms Mercedes L. Vargas	Director	Lopez Memorial Museum
30	Thailand	Mrs Somlak Charoenpot	President; Director General	Thailand Association of Museums; Dept. of Fine Arts, Ministry of Culture
31	Thailand	Ms Jeerakakarn Kaikruan	Vice President of Philatelic Market Dept.	Sam Sen Nai Philatelic Museum
32	Thailand	Mr Supot Chittasutthiyan	Director	Thai Bank Museum
33	Thailand	Ms Anusra Chittmittrapap	Senior Executive Vice President (Marketing & Business Development)	Sam Sen Nai Philatelic Museum
34	Thailand	Dr Pisit Charoenwongsa	Director	SEAMEO Regional Centre for Archaeology & Fine Arts SPAFA
35	Vietnam	Prof. Dr. Truong Quoc Binh	Director	Vietnam National Fine Art Museum
36	Vietnam	Mr Troung Quoc Bao	-	Son of Prof. Dr Binh
37	Vietnam	Dr Phaim Hooou Coang	Vice-Director	Museum of Vietnamese History
38	Vietnam	Mrs Nguyen Thi Bich Van	Deputy Director	Vietnam Women's Museum
39	Myanmar	Ms Nu Mra Zan	Director	National Museum
40	Myanmar	Mr Ye Myat Aung	Assistant Director	Mandalay Cultural Museum

41	Singapore	Ms Lee Chor Lin	Director	National Museum of Singapore
42	Singapore	Dr Kenson Kwok	Director	Asian Civilisations Museum
43	Singapore	Dr Kwok Kian Chow	Director	Singapore Art Museum

Annex A2

List of Museum Roundtable Members and NHB Representatives

S/N	Countries	Name	Designation	Organisation
1	Singapore	Mr Jeyathurai A	Director	The Changi Museum
2	Singapore	Mr Teo Han Wue	Executive Director	Art Retreat: A Private Museum
3	Singapore	Ms Juliana Yeo	Manager	Fort Siloso & Images of Singapore
4	Singapore	Mr Anway Hussain	Executive Officer	Fort Siloso & Images of Singapore
5	Singapore	Mr Francis Phun Teow Kie	Chairman	Hua Song Museum
6	Singapore	Mr Lin Chung Ying	Director	ISD Heritage Centre
7	Singapore	Mr Foo Kwee Pinh	Manager/ Oral History	ISD Heritage Centre
8	Singapore	Mr Eddy Noor Hassan	General Manager	Malay Heritage Centre
9	Singapore	Mr Khalid Shukur B. Bakri	Head of Museum	Malay Heritage Centre
10	Singapore	Mr Chang Yang Fa	Chief Executive Officer	Mint Museum of Toys
11	Singapore	Mr Glenn Lim	Senior Manager	Mint Museum of Toys
12	Singapore	Mr Marvin Chan	Director	Museum of Shanghai Toys
13	Singapore	Ms Soh Lin Li	Deputy Director/ Publicity & Exhibition	National Library Board
14	Singapore	Ms Lee Mei Chen	Assistant Manager	National Library Board
15	Singapore	Mr Lau Yew Hoong	Deputy Director	Public Utilities Board/ NEWater Visitor Centre
16	Singapore	Ms Christine Khor	Director	NUS Museum, Centre for the Arts
17	Singapore	Ms Magdalen Chua	Assistant Manager	NUS Museum, Centre for the Arts
18	Singapore	Associate Professor Peter Ng	Director	Raffles Museum of Biodiversity Research
19	Singapore	Mr Ho Kee Lam	Director	Red Dot Design Museum
20	Singapore	Mr Teng Geok Kim	Head Curator	Republic of Airforce Museum
21	Singapore	Mr Colin Lauw	Senior Public Relations Officer/ Conservation PR & International	Singapore City Gallery (URA)
22	Singapore	Mr Lim Chin Tiong	Director/ Operations	Singapore Discovery Centre
23	Singapore	Mr Michael Chay	Assistant Director/ Public Relations & Marketing	Singapore Science Centre
24	Singapore	Mr Daniel Tan Teck Meng	Senior Manager/ Exhibition Group	Singapore Science Centre
25	Singapore	Mrs Wee-Leong May Lai	Manager/ Research	Sports Museum
26	Singapore	Ms Angela Ye	Marketing Manager	Sun Yat Sen Nanyang Memorial Hall
27	Singapore	Mr Jarrod Fernandez	Executive	Tan Tock Seng Hospital Heritage Museum
28	Singapore	Ms Amy Cheong	Manager/ Events & Activities	The Battle Box c/o The Legends

29	Singapore	Ms Savita Kashyap	Director	Changi Museum Pte. Ltd
30	Singapore	Ms Katherine Hor	Manager	Police Heritage Centre
31	Singapore	Professor Lee Seng Teik	Director	The Singapore General Hospital Museum
32	Singapore	Ms Fiona Soh	Deputy Director/ Corporate Communications	Institute of Mental Health/ Woodbridge Museum
33	Singapore	Ms Lee Sock Sim	Deputy Director/ Administration & Legal	National Heritage Board
34	Singapore	Ms Constance Leong	Manager/ Policy	National Heritage Board
35	Singapore	Ms Cai Yunci	Executive/ Policy	National Heritage Board
36	Singapore	Mr Walter Lim	Director/ Corporate Communications & Industry Promotion	National Heritage Board
37	Singapore	Ms Cheryl Koh	Assistant Director/ Industry Promotion	National Heritage Board
38	Singapore	Mr Steven Wu	Assistant Director/ Information Technology	National Heritage Board
39	Singapore	Mr Paul Ching	Director/ Development	National Heritage Board
40	Singapore	Mr Iskander Mydin	Senior Curator	National Museum of Singapore
41	Singapore	Ms Cheryl-Ann Low	Curator	National Museum of Singapore
42	Singapore	Ms Tan Huism	Senior Curator	Asian Civilisations Museum
43	Singapore	Ms Heidi Tan	Senior Curator	Asian Civilisations Museum
44	Singapore	Mr Pitt Kuan Wah	Director	National Archives of Singapore
45	Singapore	Mr Stanley Tan	Acting Registrar	National Archives of Singapore
46	Singapore	Ms Tresnawati Prihadi	General Manager	Singapore Philatelic Museum
47	Singapore	Ms Lucille Yap	Senior Curator	Singapore Philatelic Museum
48	Singapore	Ms Chua Mei Lin	Assistant Curator	Singapore Philatelic Museum
49	Singapore	Ms Patricia Ong	Manager/ Collections Administration	Singapore Art Museum

List of Representatives from Other Organisations

S/N	Countries	Name	Designation	Organisation
1	Singapore	Ms Devika Kumaran	Manager	Gallery Belvedere
2	Singapore	Ms Chua Ai Hwa	-	Care for Your Art
3	Singapore	Mr Alvin Chia	Assistant Director	Sentosa Leisure Group
4	Singapore	Ms Lisa Lim	Head, Archives & Heritage Promotions Centre for Heritage Services, MINDEF	Ministry of Defence
5	Singapore	Mr Derek Liew	Executive, Centre for Heritage Services, MINDEF	Ministry of Defence
6	Canada	Ms Barbara Fras	Intern	University of Toronto
7	Australia	Mr Kingsley Munday	Managing Director	International Art Services Pty. Ltd

Programme

3rd July 2007 (Tuesday)	NATIONAL MUSEUM OF SINGAPORE
8.00am - 9.15am	Registration
	OPENING CEREMONY Gallery Theatre, National Museum of Singapore
9.30am - 9.45am	Welcome Address Mr Michael Koh Chief Executive Officer, National Heritage Board (Singapore)
9.45am - 10.00am	Opening Address by Guest-of-Honour Dr. Lee Boon Yang Minister for Ministry of Information, Communications and the Arts (Singapore)
10.00am - 10.30am	Keynote Address Ms Alissandra Cummins President, International Council of Museums
10.30am - 11.15am	OPENING RECEPTION The Canyon, National Museum of Singapore
	Plenary Session 1 Chairperson: Mr Michael Koh Chief Executive Officer, National Heritage Board (Singapore)
11.15am - 11.35am	Guest Speaker: Mr Mark Jones Director, Victoria & Albert Museum (UK)
11.35am - 11.55am	Speaker: Ms Corazon Alvina Chairperson of ASEMUS & Director, National Museum of Philippines
11.55am - 12.15pm	Speaker: Mrs Somlak Charoenpot President, Museums Association of Thailand & Director-General, Department of Fine Arts, Ministry of Culture (Thailand)
12.15pm - 12.35pm	Speaker: Dato Dr Adi Bin Haji Taha Director-General, Department of Museums and Antiquities (Malaysia)
12.35pm - 2.00 pm	LUNCH The Canyon, National Museum of Singapore
	Plenary Session 2 Chairperson: Ms Corazon Alvina Chairperson of ASEMUS & Director, National Museum of Philippines
2.00pm - 2.20pm	Speaker: Dr Thongsa Sayavongkhamdy Director-General, Department of Museum &

	Archaeology Department, Ministry of Information and Culture (Lao PDR)
2.20pm - 2.40pm	Speaker: Dra. Intan Mardiana Directorate of Museums (Indonesia)
2.40pm - 3.00pm	Speaker: Dr Kenson Kwok Director, Asian Civilisations Museum (Singapore)
3.20pm - 3.40pm	Speaker: Professor Dr. Truong Quoc Binh Director, Vietnam National Fine Art Museum
3.40pm - 4.10pm	Speaker: Daw Nu Mra Zan Director, National Museum of Myanmar
4.10pm - 4.30pm	Speaker: Mr Bantong Bin Antara Director, Brunei Museums
4.30pm - 5.00pm	TEA BREAK The Salon (Annex), National Museum of Singapore
	Plenary Session 3 Chairperson: Mrs Somlak Charoenpot President, Museums Association of Thailand & Director-General, Department of Fine Arts, Ministry of Culture (Thailand)
5.00pm - 5.20pm	Speaker: Ms Purissima (Petty) Benitez-Johannot Director & Chief Curator Ayala Museum (Philippines)
5.20pm - 5.40pm	Speaker: Mr Prak Sonnara Deputy Director, National Museum of Cambodia, Ministry of Culture and Fine Arts
5.40pm - 6.00pm	Speaker: Mr Jeyathurai A. Director, The Changi Museum (Singapore)
6.00pm - 6.20pm	Speaker: Ms Lee Chor Lin Director, National Museum of Singapore
6.30pm	Back to Hotel
8.00pm	FAREWELL COCKTAIL RECEPTION (Red Dot Design Museum)
<u>4th July 2007</u> <u>(Wednesday)</u>	FIELD TRIPS TO SELECTED MUSEUMS IN SINGAPORE (FULL DAY) (For foreign delegates only)
8.30am	Gather at Hotel Lobby, Grand Plaza Park Hotel City Hall, Singapore
8.45am - 10.15am	Tour at National Museum of Singapore
10.30am - 11.45am	Tour at Singapore Art Museum
11.45am - 1.00pm	Lunch at Glass Hall, Singapore Art Museum
1.30pm - 2.30pm	Tour at Chinatown Heritage Centre
3.00pm - 4.00pm	Tour at The Changi Museum
4.00pm	Back to Hotel

List of Speakers and Topics of Presentation

Names and Designation of Speakers	Suggested Topics of Presentation
<p>Ms Alissandra Cummins President, International Council of Museums (ICOM)</p>	<p>The importance of Ethical Museum Management in the face of political and economic pressures today.</p>
<p>Mr Mark Jones Director, Victoria & Albert Museum (UK)</p>	<p>The mission of the Victoria & Albert Museum and its responses to the threats and opportunities of globalisation.</p>
<p>Ms Corazon Alvina Chairperson of ASEMUS & Director, National Museum of Philippines</p>	<p>The vision of the Philippines government for its museums and how participation in international platforms such as ASEMUS has contributed to the progress of these developments.</p>
<p>Mrs Somlak Charoenpot President, Museum Association of Thailand & Director-General, Department of Fine Arts, Ministry of Culture (Thailand)</p>	<p>An overview of recent developments of museums in Thailand in both the public and private sectors, and challenges Thai museums face today.</p>
<p>Dato Dr. Adi Haji Taha Director-General Department of Museums and Antiquities (Malaysia)</p>	<p>The development of museums in Malaysia; their roles and contributions towards cultural tourism, as well as the achieving of social goals.</p>
<p>Dr. Thongsa Sayavongkhamdy Director-General Department of Museums and Archaeology, Ministry of Information and Culture (Lao PDR)</p>	<p>Museums as tools for social integration and education and how museums in Lao PDR actively engage the communities to preserve the tangible and intangible heritage properties, living traditions and material cultures.</p>
<p>Dra. Intan Mardiana Director Directorate of Museums (Indonesia)</p>	<p>Challenges in managing museums over a large geographical space, their structure and model of organisation, and impact of natural disasters as impetus for collaboration between the government and Indonesian NGOs in the area of heritage preservation.</p>

<p>Dr. Kenson Kwok</p> <p>Director Asian Civilisations Museum (Singapore)</p>	<p>ACM's strategies for fundraising; corporate partnership; marketing or programming efforts; and its strategies for engaging the public, with particular relevance to school groups.</p>
<p>Professor Dr. Troung Quoc Binh</p> <p>Director Vietnam National Fine Art Museum</p>	<p>World Heritage Sites in Vietnam and the ecomuseum in Halong Bay.</p>
<p>Daw Nu Mra Zan</p> <p>Director National Museum (Myanmar)</p>	<p>Museums in Myanmar, their organisational structure and their roles in public engagement.</p>
<p>Mr Bantong Bin Antara</p> <p>Director Brunei Museums</p>	<p>Museum development in Brunei and the government's policy towards museums and their role in the Brunei society.</p>
<p>Ms Purissima (Petty) Benitez-Johannot</p> <p>Director & Chief Curator Ayala Museum (Philippines)</p>	<p>The set up and model of the Ayala Museum; its direction and its collections in the context of complementing the government museums.</p>
<p>Mr Prak Sonnara</p> <p>Deputy Director National Museum of Cambodia Ministry of Culture and Fine Arts (Cambodia)</p>	<p>The development of museums in Cambodia over the last five years and how they have leveraged on their collections for collaborations which helped to support the process of museums building, reconstruction and infrastructure development.</p>
<p>Mr Jeyathurai A</p> <p>Director The Changi Museum (Singapore)</p>	<p>The development of The Changi Museum; its challenges and its business model.</p>
<p>Ms Lee Chor Lin</p> <p>Director National Museum of Singapore</p>	<p>An introduction on the National Museum of Singapore; its vision; direction; strategies; positioning as a lifestyle destination; innovative exhibition designs and its role as a national museum. To share on its achievements seven months after its opening; its potential and areas of improvement.</p>