



MEDIA RELEASE

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LAUNCH OF NEW STRATEGIC PARTNERSHIPS TO RAISE STANDARDS OF SINGAPORE'S MUSEUM AND HERITAGE SECTOR

NHB Academy to partner Smithsonian Institution and Tourism Management Institute of Singapore to enhance the skills of professionals in Singapore's heritage ecosystem

SINGAPORE, 22 July 2011 – The National Heritage Board (NHB) Academy signed a Memorandum of Agreement (MOA) and Memorandum of Understanding (MOU) with the Smithsonian Institution (SI) and Tourism Management Institute of Singapore (TMIS) respectively to contribute to the capability development of museum and heritage professionals for the purpose of raising the standards of Singapore's museum and heritage industry.

2 This also marks the official launch of the NHB Academy which was set up to serve as a centre of excellence in specialist and professional museum training, and to promote Singapore as a regional hub for museum scholarship and research on Singapore, Southeast Asia and Asia.

3 The NHB Academy will partner the internationally renowned SI in a MOA to co-develop the training curriculum and organise training workshops for museum professionals over a period of two years. An inaugural partnership between the NHB Academy and SI, the workshops, beginning November 2011, seek to equip local museum professionals with the knowledge of international best practices as well as core skills in the areas of curation, exhibition management, collections management, and conservation. Each workshop will also feature local case studies and practices, as well as fieldtrips to museums to ensure greater contextual relevance for participants.

4 The NHB Academy will also collaborate with TMIS through a MOU to strengthen the training curriculum and deliver heritage-based workshops for tourist guides on engaging topics close to the hearts of Singaporeans such as Peranakan culture, areas of Singapore steeped in history and culture such as Balestier and Kampong Gelam, as well as heritage institutions such as the Sun Yat Sen Nanyang Memorial Hall and Malay Heritage Centre.

5 Another first-time partnership between the NHB Academy and TMIS with funding support from the Singapore Workforce Development Agency, the workshops seek to familiarise tourist guides with local cultures, museums and heritage centres,

and the history and heritage of our heartlands. Each workshop will comprise lectures as well as field trips to the museums, heritage centres and heartlands.

6 The series of workshops kicked off earlier in the day with a lecture at the premises of TMIS titled "Introduction to Peranakan Culture". Response was heartening with more than 20 tourist guides attending the course. This will be followed by an upcoming field trip to the Peranakan Museum and Baba House to provide a holistic understanding of the multi-faceted Peranakan culture. Various other heritage-based topics will be explored in upcoming workshops in the months to come.

7 According to Mr Alvin Tan, Director (Heritage Institutions and Industry Development): "The NHB Academy looks forward to collaborating with SI and TMIS, and will continue to invest in capability development partnerships to develop our local museum and heritage professionals in order to create more world-class homegrown exhibitions, programmes and tours to fuel the growth of Singapore's heritage scene and greater interest in our heritage."

8 The newly inked partnerships between NHB and SI and TMIS serve to raise the quality and excellence of Singapore's museum and heritage industry, as well as reinforce Singapore's international standing as an arts and cultural hub known for both its world-class museums and rich human capital.

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About the NHB Academy

The NHB Academy was set up in June 2010 to be a centre of excellence in specialist and professional museum training; and to promote Singapore as a regional hub for museum scholarship and research on Singapore, Southeast Asia and Asia. Under the area of museum training, the academy seeks to spearhead capability development for both public and private museums (including NHB museums) and in doing so, raise the competency standards of the heritage industry in Singapore. Please visit <http://www.nhb.gov.sg/Academy/> for more information.

About the 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 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, the Preservation of Monuments Board 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 for more information.

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