

PRESS RELEASE

ANIME-TIC EXPERIENCE AT THE ASIAN CIVILISATIONS MUSEUM!

1 March 2005

Chogokins and *Gashapons*. Sound like food names?

Hardly. These are toys from *anime* features and other famous characters like *Gundam*, *Macross* and *Transformers* will also be on display at the Asian Civilisations Museum, Empress Place soon. Come 4th March, the museum will be organising a two-week long anime festival, **Anime@ACM!**

This is the first time the museum has organised a contemporary pop culture festival. Lim Yi Lyn, Education Services Executive says, "Most people would associate ACM with traditional cultures. This festival provides an excellent platform to showcase another aspect of ACM's work, which involves engaging audiences with contemporary pop culture, which surprisingly, in the case of anime, also happens to have roots in an earlier tradition."

Running over two weeks, **Anime@ACM!** is open to all ages and promises something for the anime-maniac, as well as potential anime lovers. From displays to lectures, film screenings to manga drawing workshops, the festival promises a unique museum experience.

Animation film buffs are in for a treat as they will be able to catch several animation films for free. In fact, admission is free for most programmes! Spin-off episodes of cult classic *Ghost in the Shell* and history-breaking Japanese

science-fiction anime, *Mobile Suit Gundam* will no doubt titillate the taste buds of anime lovers. Fans of Astro Boy can catch his famous battle of good versus evil in Astro Boy 2003. ACM is proud to partner Nanyang Polytechnic to screen a special showcase of ten exciting short animated films produced by their talented students. Refer to annexe A for a list of film screening dates and time.

Nickson Fong, Singapore animator made famous by his Matrix Reloaded project in Hollywood, will be giving a talk at this festival on 12 March. Mr. Fong will be sharing his passion for animation and fans will be in for a treat as he screens some of his past and recent works.

Manga-drawing and digital manga-drawing workshops are also organised over this two-week long festival. Those who love to draw manga comics and want a challenge should take part in the Manga-drawing contest, where over \$2000 worth of prizes await the winners. Forms are downloadable at www.nhb.gov.sg/acm/acm.shtml.

All programmes in **Anime@ACM!** are free except for the workshops. There will also be performances by J-pop bands, Cosplay anime and manga characters' dress-ups, Japanese carnival games, toy and anime magazines booths!

"I am a great anime fan and it's been really fun working on this project! Anime is an art form with ancient roots and I hope this festival will expand its fan base. Anime@ACM! is also an excellent way to allow our youths to interact with the museum," says Ms. Lim. "Be it robot Gundam, adorable Astro Boy, or quirky cosplay members, there is something for everyone and no one will be bored at Anime@ACM!" adds Ms. Lim excitedly.

Anime@ACM! is part of Project M (**M for Museum**), to reach out to youths aged between 15-29. This festival, which runs from 4 till 20 March, is sponsored by Pico, Wacom, Acer, Animax and Odex.

For more information on ACM's other exhibitions and programmes, please visit the ACM website at <http://www.nhb.gov.sg/acm/acm.shtml>

General Information

Asian Civilisations Museum
1 Empress Place
Singapore 179555
Front Desk: 6332-7798

ACM Empress Place is a five-minute walk from Raffles Place MRT Station.

Opening hours:

| | |
|---------------------|------------------------------------|
| Monday | 1pm–7pm |
| Tuesday to Saturday | 9am–7pm |
| Friday | 9am–9pm (Free admission after 7pm) |

For more information on **Anime@ACM!**:

- call 6332-3284
- email nhb_acm@nhb.gov.sg
- visit our website at <http://www.nhb.gov.sg/ACM/acm.shtml>

Note: Museum Admission fees do not apply for the display.

***About the Asian Civilisations Museum
- Where Asian Cultures Come Alive –***

The Asian Civilisations Museum's mission is to explore and present the cultures and civilisations of Asia, so as to promote awareness and appreciation of the ancestral cultures of Singaporeans and their links to Southeast Asia and the World. The Asian Civilisations Museum operates from two premises – its first museum began its operations at Armenian Street in 1997 while its flagship opened at the historic Empress Place Building on 2 March 2003.

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Annex A

Anime@ACM!

Asian Civilisations Museum, Empress Place
4 to 20 March 2005

Discover the world of *anime* at ACM this March!

ANIME COMES ALIVE!

12 to 13 March 2005
11am–6pm

Kick-start your school holidays with a host of exciting programmes and workshops during this weekend!

Manga-Drawing Workshops

Let our instructors teach you various ways of drawing *manga*.

Saturday, 12 March, 12-2pm, \$8/participant

Sunday, 13 March, 12-2pm, \$8/participant

Limited to 20 participants, registration required.

Digital Manga-Drawing Workshops

Create your own *manga* characters on special digital tablets in this workshop.

Saturday and Sunday, 12 and 13 March, 4-6pm, \$16/participant

Limited to 20 participants, registration required.

Woodblock Print Workshop

Learn woodblock print techniques using Japanese designs and motifs.

Sunday, 13 March, 4-6pm, \$18/participant

Limited to 20 participants, registration required.

Free programmes

Join us in a session of *kamishibai* (storytelling) and find out how this traditional art is related to *anime* and *manga*. Flex your fingers in an unusual origami session, where you will learn to fold monsters and other interesting characters.

Learn what cosplay is all about in our workshop while cosplayers recreate your favourite *anime* and *manga* characters in the flesh. Don't miss the exciting live performances of J-pop and J-rock at the same!

See rare toys and collectibles at our mini toy fair on Sunday, 13 March!

ANIME ON DISPLAY

4 to 20 March

Explore the historical development of *anime* (animation) and *manga* (comics) and discover how these phenomena are linked to Japan's traditional some 1,000 years ago!

Find out what *chogokins* and *gashapons* are in our display. You will also see other toys from famous *anime* features like *Gundam*, *Macross* and *Transformers*! But if robots aren't your thing, there will also be Astro Boy toys, plus cute and cuddly characters from Studio Ghibli.

ANIME SCREENINGS

5, 6, 12, 13, 19 & 20 March

Catch special screenings of short films produced by local animators, as well as rare *anime* classics like *Ramayana: The Legend of Prince Rama*.

Ramayana is based on an ancient Indian epic which has inspired filmmakers past and present. Expect exciting fight scenes and beautifully animated characters in this stunning production. It will be screened on 5 and 13 March.

Fans of *Gundam*, *Astro Boy* and *Ghost in the Shell: Stand Alone Complex* are also in for a treat! There will be screenings every weekend during the festival. Please visit our website for updates.

All screenings are free! (Screenings are in English, unless otherwise stated)

| Dates | Title | Description |
|-------------------------------|----------------------------------|---|
| 5 Mar: 2 – 4 pm | Ramayana | Nippon Ramayana Films and Shringar Films brings you an <i>anime</i> version of the ancient Indian epic which has inspired filmmakers past and present. This stunning production promises exhilarating fight scenes and beautifully animated characters. |
| 5 Mar: 4-5pm 19 Mar: 1-2pm | Mobile Suit Gundam (1979) | Mobile Suit Gundam broke new ground in Japanese science-fiction <i>anime</i> with its complex storylines and full-blooded characters. Watch the battle between the forces of good and evil in this dramatic and action-packed |

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| | | series. Episodes from the two series will be screened. |
| 6 Mar: 2-3pm 20 Mar: 1-2pm | Mobile Suit Z Gundam (1985) | See above. |
| 6 Mar: 12 - 12.30pm 13 Mar: 1 - 1.30pm | Animated Shorts | Nanyang Polytechnic's School of Design brings you 10 exciting short films animated by their budding talents. Watch traditional stories and myths of Singapore unfold before your very eyes, as well as other short <i>anime</i> -style films in this special students' showcase. |
| 12 Mar: 3-4pm 20 Mar: 12-1pm | Ghost in the Shell: Stand Alone Complex (2002) | This 26-episode series is the spin-off from the 1995 cult film classic. Set in futuristic Japan, the series chronicles the exploits of Major Motoko Kusanagi. |
| 19 & 20 Mar 12-1pm | Astro Boy (2003) | Catch one of Osamu Tezuka's most loved characters at ACM this March! Astro Boy is about a robot boy's search for the meaning of humanity while he fights evil villains who try to take over the world. |

Please visit <http://www.nhb.gov.sg/ACM/acm.shtml> for timings and updates on the screening schedule.

ANIME LECTURES

My Neighbor Totoro and Grave of the Fireflies: A Double Bill
by Dr. Lim Beng Choo, Department of Japanese Studies, NUS

Saturday, 5 March, 12.30–1.30pm
Asian Civilisations Museum, Empress Place
Ngee Ann Auditorium (Basement)

Anime is the Japanese term for 'animation', which has been commonly identified as children's entertainment. Does that mean that *anime* is trivial and cannot be taken seriously? What are the important characteristics of *anime*? Why have many adults embraced *anime* today? Dr Lim Beng Choo will answer these questions with reference to two animated films, *My Neighbor Totoro* and *Grave of the Fireflies*.

Themes in Japanese Animation

by Dr Fiona Graham, Department of Japanese Studies, NUS

Sunday 6 March 1 – 2pm
Asian Civilisations Museum, Empress Place
Ngee Ann Auditorium (Basement)

Dr. Fiona Graham will shed some light on the dominant themes of Japanese anime in this lecture.

Nickson Fong speaks!

Saturday, 12 March, 2.00–3.00pm
Asian Civilisations Museum, Empress Place
Ngee Ann Auditorium (Basement)

Animation fans are in for a treat! Catch Mr Nickson Fong, who has worked in many Hollywood blockbusters including *Shrek*, *Starship Troopers*, *The Scorpion King*, *Matrix Reloaded* and *Revolution*, sequels to *The Matrix*, as he shares his passion for animation and screen some of his past and recent works.

MANGA-DRAWING CONTEST

Great prizes worth over \$2000 to be won!

Be inspired by our museum exhibits and put your *manga*-drawing skills to the test in our *manga*-drawing contest!

To join, please pick up a copy of the contest form from our front desk at Empress Place or download it from <http://www.nhb.gov.sg/ACM/acm.shtml>