

PRESS INVITATION

GROOVE TO SINGAPORE'S FIRST MUSEUM STREET DANCE PARTY AT THE SINGAPORE ART MUSEUM

[24 May 2006] For one night only on 27 May, Cosplayers and party animals will get to dance the night away on the lawn of the Singapore Art Museum (SAM). A first-ever street dance party to be held at a museum, **Off The Wall Party** encourages revelers to come dressed in their most outlandish *Manga* or fictional character costume and be transported to magical faraway realms of *anime* and fantasy.

SAM will be transformed into a funky Wonderland as a massive street art mural covers the entire SAM façade. Partygoers will be treated to a mural light show, and get to groove to a mix of britpop, indie, shoegaze, alternative, grunge, postrock, twee, punk, electro and synthpop music.

The first 200 party animals will receive goodie bags containing a limited edition bespoke button featuring Ai Yamaguchi's artwork and Trexi toys among other items. The best dressed Cosplayers also stand to walk away with the latest and coolest N-series Nokia phones:

Nokia prizes

4 x N70 mobile phones worth \$838

- 1 phone for the 'Queen' (Best Female costume)
- 1 phone for the 'King' (Best Male costume)
- 2 phones - Judges' choice (outlandish, extravagant or just whatever we feel like on that night!)

Off The Wall Party is one of the more than 60 activities and events happening during International Museum Day 2006 (IMD'06), an 11-day cultural extravaganza stretching from 18 to 28 May 2006. Details of **Off The Wall Party** are at [Annex A](#).

We warmly invite you and your photographer/cameraman to party with us at SAM on **27 May from 7.30pm to late**.

Please RSVP with Ms Lynn Tan at Tel: 6332 3219, email Lynn_Tan@nhb.gov.sg or Ms Melissa Cheah at Tel: 6332 3962, email Melissa_Cheah@nhb.gov.sg **by 26 May, 12 noon**.

About International Museum Day (IMD)

Happening at close to 30 museums islandwide, IMD'06 is anchored on the theme 'Museums and Young People'. Spearheaded by the National Heritage Board, the IMD is the first cultural extravaganza jointly organised with the Museum Roundtable. With more than 60 activities happening both day and night, visitors can indulge in a delectable buffet spread - from museum hopping tours, night trails, disco parties, ancient sports, to toy making!

About National Heritage Board

The NHB champions the promotion of a vibrant cultural and heritage sector in Singapore. It aims to make heritage enriching, relevant and accessible to all through forging collaborative partnerships and staging innovative programmes to engage different audiences. NHB is a statutory board formed on 1 August 1993 under the Ministry of Information, Communications and the Arts (MICA).

About Museum Roundtable

The Museum Roundtable (MR) was formed in 1996 to bring museums and heritage galleries closer to the public. Chaired by the National Heritage Board, it seeks to develop a stronger museum-going culture amongst Singaporeans and tourists. Key activities include organising of major museum-going festivals, joint marketing, sharing of knowledge, and improving professional standards. Currently, the MR has close to 40 members covering a wide range of themes and topics - from art, culture, history, World War II, science, urban planning, healthcare, to security and defence.

For more information, please contact:

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Annex A

Programmes in conjunction with Fiction@Love

An exhibition on contemporary love in an urban context explored through anime, comics, graphic communication and manga. Organised by Singapore Art Museum and Museum of Contemporary Art Shanghai.

OFF THE WALL PARTY

A party produced by Style Asia in conjunction with International Museums Day celebrations. Prizes sponsored by Nokia

27 May • Mural lightshow: 7.30pm • Party: 9.30pm till late
Free entry. Goodie bags for the first 200 party animals to turn up.

Calling all Cosplayers and party people! SAM transforms into a mythical Neverland with a one-night only street party hosted by **The Sweetalker Sleepwalker**.

Check out the massive mural on the entire SAM façade by the superpowers of street artists: **Clog02, THE KILLER GERBIL, Syco, TRASEONE, ZERO, OneTwoDelta, PFT, SLAC01, Speakcryptic, Maes2ro** and **ANTZ**.

Catch **Tiramisu** live, watch video artworks from the exhibition or just freak out to DJ sets by **POPTART**. Unleash the imagination and come dressed in your most outlandishly Manga costume or other fantasy characters and stand to win Nokia mobile phones from the N series!



The Sweetalker Sleepwalker The usual unusual suspect in the Singapore electronic music/club arena. The voice to Heineken Music events in Singapore such as the Thirst Asia DJ competitions and Elevation, Re:Percussion parties and most recently, the Motorola Street Style Awards 2005, he has provided live vocal accompaniment to internationally renowned DJs such as Kid Loco (FRA), The Herbaliser (UK) and Lo Fidelity Allstars (UK).



Tiramisu A band with mystical sexualities and morbid desires for music. A mini clown rock jamboree and a devastated disco discontent, balancing kitsch and cock rock with the serious subject of human condition. Their live performances are known for aimless surprises, spontaneity, and the infamous chicken dance routine. The band will be releasing their first album at the end of the year, but if you can't wait for that, come to the Party!



POPTART thought of it first with their club night featuring a little bit of britpop, indie, shoegaze, alternative, grunge, postrock, twee, punk, electro and synthpop – all the music that meant something to you in those youthful carefree days. Winner of the 'Best New Club Night' in Juice magazine's Best of 2005, POPTART has performed at Baybeats, as well as Mosaic Music Festival, Phuture, Zouk KL. POPTART happens every month at Home Club.

Sweetalker:

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=48862735>

Tiramisu:

<http://www.purevolume.com/tiramisu>

Poptart:

<http://www.poptart.planetdreamx.com/index1.html>