



PRESS RELEASE

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NATIONAL HERITAGE BOARD INVESTS S\$8 MILLION OVER FIVE YEARS TO TRANSFORM HERITAGE ECO-SYSTEM

Basket of initiatives cover development grants, physical resource acquisition, capability upgrading, and audience development.

Singapore – 29 September 2008

Moving images of Singapore heritage will soon be available on computer screens around the world when a local company launches a dedicated Heritage television channel over the Internet. A local series of Peranakan children's books is set to make its international debut at the Frankfurt Book fair. And Singaporeans and visitors will be able to discover more of our past on board a unique amphibious vehicle at World War II attractions.

These are just some of the projects taking off thanks to support from the Heritage Industry Incentive Programme (HI²P). Launched on 29 September 2008 by Rear Admiral Lui Tuck Yew, Senior Minister of State for Education and Information, Communications and the Arts, HI²P is an initiative by the National Heritage Board (NHB) to seed new private museum and heritage ventures, upgrade museum galleries, expand markets, and strengthen product development.

Drawing financial support from the Ministry of Information, Communications and the Arts (MICA) under the Renaissance City Plan III (RCP3), HI²P catalyzes the growth of the heritage ecosystem with a funding of S\$8 million over the next five years. Through this mechanism, we seek to position Singapore as a centre of heritage excellence.

Singapore's Heritage Eco-system

Said Mr Michael Koh, Chief Executive Officer of NHB, "HI²P aims to be the tipping point for individuals and companies to embrace heritage as a business idea. With more than 5.2 million visitors visiting Singapore's 52 museums annually, our museum and heritage sector is certainly growing in vibrancy and dynamism. Through HI²P and other initiatives, we can fuel the creative juices and entrepreneurial energies of the private sector to add more buzz to Singapore's heritage scene."

Apart from museums, Singapore's emerging heritage scene is made up of collectors, conservators, exhibition fabricators, curators, art logistic handlers, historians, and many others. Complementary businesses in publishing, tourism, events

management, retail, advertising, and even IT form part of the expanded heritage ecosystem. Through HI²P, NHB hopes to incubate, nurture and groom heritage enterprises to eventually become market leaders in Singapore and abroad.

The Heritage Industry Incentive Programme (HI²P)

HI²P aims to spur the development of new and innovative heritage and museum products, and encourage private players to showcase Singapore's heritage assets both locally and abroad. It supports up to 50% or \$100,000 (whichever is lower) of development costs for private heritage and museum projects. The scope of assistance covers the following:

- a. Capability upgrading (development of skills, knowledge and know-how)
- b. Heritage and cultural product development
- c. Marketing and branding
- d. Research and content creation
- e. Technology and innovation

HI²P Success Stories Past and Present

Piloted from April 2007 to March 2008 with a seed fund of \$500,000, HI²P has supported 10 heritage projects in its test phase. One such project was the production of Peranakan children's books by writer Adeline Foo. The books were well received by the media and Singaporeans with a total of 1,225 copies sold within three months.

Another successful beneficiary was Journeys Pte Ltd which initiated the *Original Singapore Pub & Grub Walks – The Tipple Exchange*. The walks infused museums, interpretative galleries and historical landmarks with a lifestyle close to the hearts of many Singaporeans, eating out and pubbing.

With the help of HI²P, Art Retreat has mounted the exhibition *Inroads: Lim Tze Peng's New Ink Work* in a joint collaboration with collector Mr Koh Seow Chuan. Held in Art Retreat from 18 August 2008 to 4 October 2008, the exhibition will feature 23 pieces of local artist Lim Tze Peng's latest ink paintings and calligraphy.

In the pipeline is an exciting initiative from VeeV TV, a wholly-owned subsidiary of Sky Media Pte Ltd. VeeV TV will be launching a dedicated Heritage Channel using advanced Internet Protocol Television or IPTV technology. It will also produce 10 video documentaries spotlighting Singapore's pioneer artists such as Liu Kang and Georgette Chen.

On the cards are a publication showcasing Singapore's museums housed in heritage buildings, a heritage role playing board game seeking to rival Dungeons & Dragons and lifestyle products inspired by the peranakan culture.

Details of HI²P projects can be found in **Annexes B and C** respectively.

Developing Private Museum Clusters

Interested in setting up your own private museum or art gallery? NHB will provide collectors and private museum owners with a helping hand in sourcing and acquiring

suitable locations. Part of a holistic plan to pilot integrated private museum and art precincts, "Assistance in Infrastructure for Museums" or AIM for short is a new initiative spearheaded by the Board as part of its industry development strategy.

Adopting a Whole Of Government approach, NHB will work closely with the Singapore Land Authority, Urban Redevelopment Authority and Economic Development Board to identify and facilitate the conversion of suitable sites and buildings to become unique heritage lifestyle destinations. These developments may include private museums, galleries, curator and artist residencies, and other synergistic developments that complement existing lifestyle uses. More details will be released in the weeks to come.

Raising Competencies

To strengthen professional capabilities, a series of conferences, workshops and peer learning sessions featuring industry experts and prominent speakers will be organised annually. This will help museum operators and heritage entrepreneurs to strengthen their skills in critical areas like curatorship, exhibition design, programming, marketing, and fund raising. NHB will also conduct benchmarking and strategic studies to determine current gaps in the museum and heritage markets, and conceive strategies to address them.

Singapore's First Heritage Industry Conference

The Business of Heritage is Singapore's first business conference for the heritage sector. The official platform to launch HI²P, it shines the spotlight on leading examples of heritage entrepreneurship and museum operation in Singapore. Senior Minister of State for MICA, Rear Admiral Lui Tuck Yew will be the Guest of Honour.

Highlights include an *Ideas Marketplace* where past recipients of HI²P can showcase their projects, network and forge partnerships. Prominent speakers such as Dr Seddon Bennington, CEO of Museum of New Zealand, Te Papa and Mr Bennett Neo of Asia Pacific Breweries will be sharing their wealth of experience. The conference will also incorporate refreshing heritage tours for those game for a novel experience.

Date: 29 September 2008 (Monday)
Time: 9.30 am to 6.00 pm
Venue: The Gallery Theatre, National Museum of Singapore
Parking: Limited parking lots are available at the National Museum (Please inform us early if you are driving)

NHB warmly welcomes members of the media to attend the conference.

*For background information of HI²P, refer to **Annex A**.*

*For HI²P past projects, refer to **Annex B**.*

*For HI²P ongoing projects, refer to **Annex C**.*

*For the Heritage Industry Conference programme, refer to **Annex D**.*

*For bios of speakers and panelists, refer to **Annex E**.*

Visit www.hi2p.sg for more information.

About Heritage Industry Incentive Programme (HI²P)

Managed by the National Heritage Board, the Heritage Industry Incentive Programme or HI²P encourages the development of new and innovative heritage inspired products and services. It also seeks to seed new museum and heritage ventures, enhance museum galleries and programmes, and encourages the development of new audiences.

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. NHB leverages on 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.

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About the Heritage Industry Incentive Programme

The Singapore heritage industry has been growing from strength to strength as seen in the Museum Roundtable (MR), a grouping of museums and galleries in Singapore chaired by the NHB. Established since 1996, the MR has grown over the years to include 52 museums and galleries covering various themes like history, art, culture, hobbies, defence, and science. Visitorship to the many museums in Singapore has been positive, reaching a peak of 5.2 million visitors in FY2007.

The heritage industry also received a boost in FY2007 when NHB announced a pilot HI²P incentive which resulted in the publication of a museum catalogue, the refreshing/revamping of exhibition galleries, a series of children's book on Peranakan heritage, heritage tours and more.

HI²P will continue to develop and co-fund new and upgrading projects initiated by private museums, heritage galleries, tour operators, book publishers and other heritage ecosystem players. The scope of funding assistance covers the following:

- a. Capability upgrading (development of skills, knowledge and know-how)
- b. New heritage and cultural product development
- c. Marketing and branding
- d. Research and content creation
- e. Technology and innovation

Other than the funding of private sector projects, a portion of the funds under HI²P will also be set aside for NHB to initiate studies and other projects that will benefit the entire industry.

Heritage Industry Incentive Programme - Past Projects

Institution	Projects	Description
Association of Singapore Attractions	Training workshops to raise the profile of their attractions and improve capabilities in attracting new audiences.	<p>ASA will be conducting a series of workshops and training sessions targeting various professionals working in the museum and heritage sector. The purposes of the workshops are to upgrade the skills and capabilities of museum professionals, attraction operators and heritage entrepreneurs.</p> <p>The workshops will cover a wide range of topics such as basic public relations, curatorial skills, presentation techniques and improving service standards. Catered to suit the heritage and attractions industry, it is hoped that the training sessions will deepen and widen the expertise of professionals in the industry.</p>
Booksmith Productions/ Ethos Books	Publication of Children's Books	<p>Booksmith Productions was established in 2001 as an academic book producer. It has since moved on to publish and produce about 150 titles in various genres, from children's and trade titles to annual reports, commemorative volumes and academic works.</p> <p>With the help of HI²P, Booksmith Productions produced a series of two illustrated books introducing children to the Peranakan heritage. The author, Adeline Foo, is an award-winning Peranakan author.</p> <p><i>Singapore Peranakan Tales</i> comprises a series of four illustrated books introducing children to the lifestyles and customs of Peranakans. The stories are about a little Peranakan girl, Puteh who embarks on a journey to discover her heritage through the ways of her Nonya grandmother and Baba household. The stories also draw reference to Peranakan artefacts exhibited at the</p>

		<p>Peranakan Museum (TPM). Of course, it is hoped that children and their parents will be drawn to visit TPM after reading the stories.</p> <p>Illustrations were done by Lee Kowling, a well-known children's book illustrator. Kowling has worked with major publishing houses like Times, MPH and Federal.</p> <p>The books have been well received and will be making their world debut at the Singapore Pavilion of the Frankfurt Book fair in Germany next month.</p> <p>The third and fourth books in the series are being published by Ethos books, who will be launching the books officially in October 2008.</p>
Candid Creation	Publishing - Publication on Tan Swie Hian artworks	<p>Through HI²P, Candid Creation Publishing is producing a publication, <i>Aesthetic Theories of Works of Tan Swie Hian</i>, as well as related marketing collaterals such as posters, postcards and bookmarks).</p> <p>The publication and prints helped increase awareness of the Tan Swie Hian Museum and also engendered a better understanding of the renowned artist's works, inspirations and philosophies.</p> <p>The publication and prints will also help to provide a medium to reach out to Singaporeans, art enthusiasts, tourists and students who are keen to learn more about Tan Swie Hian and his works.</p> <p>This mandarin publication will cover essential topics on the artworks that are displayed in Tan Swie Hian Museum. Selected topics are available in English. This educational publication will serve as guide or a teaching tool for teachers and educators in general.</p>

Candid Creation Publishing	An exhibition featuring portraits of Tan Swie Hian by local artist Raymond Lau	<p>Candid Creation Publishing was founded in 1999 by Ms Phoon Kwee Hian and has published over 200 books on a wide variety of subjects, ranges from literature, arts, humanities, finance, critical prose, medical, health and fitness, autobiographies, personality profiles, children literature, music and etc. Kwee Hian, a former journalist, is herself a published author, publisher, research and literary critic, who has 10 books under her belt.</p> <p>Through HI²P, Candid Creation Publishing showcased 23 pieces of portraits by local artist Raymond Lau Poo Seng in an exhibition at the Tan Swie Hian Museum. An art book containing all the portraits was produced to complement the exhibition.</p> <p>The exhibition aims to reach out to more visitors through an inaugural exhibition on Singapore's renowned artist, Tan Swie Hian. It is also the first time that an exhibition featuring artworks on a living artist are displayed at a museum dedicated to the same artist. It will showcase 23 portraits by local artist Raymond Lau Poo Seng. Along with the exhibition, an art book featuring all the 23 portraits was also printed.</p>
City Tours and Cars Rentals	Development of WWII Trail	<p>A <i>World War II Sites Tour</i> covering various historic sites involved in the Second World War is being developed with the assistance of HI²P. They include the Secret Tunnels of Labrador Park, Memories at Old Ford Factory and Reflections at Bukit Chandu.</p> <p>The tour will stretch for four hours and will be conducted on board the FunVee bus, a double-decked, open air vehicle. To allow visitors the chance to relive and experience Singapore's war history, the tour will feature on-board commentary coupled with an engaging multimedia video that showcased significant archival images of the key sites.</p>

Journeys Tours & Travel Services	Development of two new heritage tours	<p>Launched in 2001, Journeys is a multiple award-winning tour and travel services operator known for its quality programmes and services. It is best known for <i>The Original Singapore Walks</i>. The walk has won several tourism awards including <i>Best Sightseeing/Leisure/Educational Programme (2004)</i> and <i>Best Tourism Host- Tour Guiding (2003, 2005)</i>.</p> <p>Under HI²P, two walks supported were the Boat Quay Pub Walk and the Clarke Quay Pub Walk. The two walks will specifically incorporate visits to museum galleries. The Boat Quay Pub Walk will include the Asian Civilisations Museum and surrounding landmarks along the Singapore River. The Clarke Quay Walk will cover the key landmarks in the area, with snippets into our colonial history. Each two hour heritage walk is conducted by Journeys' in-house guides.</p>
Joshua Research	Research Study on Locals' and Tourists' Perceptions on Museums in Singapore	To help museum owners better understand museum visitors' behaviour and formulate strategies to appeal to a wider audience, NHB and STB are currently undertaking a survey of both visitors and non visitors to museums. The findings will be shared with the industry and assist museum operators to improve their marketing and product development strategies. The findings will also assist STB in marketing Singapore's museums and heritage attractions to international markets.
Red Dot Design Museum	Two new exhibitions, Multimedia design installation, New museum brochure	<p>The red dot design museum is the only design museum in Singapore and one of the largest in Asia. It showcases winning designs and design concepts from the red dot design awards.</p> <p>With the assistance of HI²P, the Red Dot Design Museum produced two new exhibitions – Product Design Exhibition and Design Concept Exhibition, showcasing about 800 winning works; a multimedia installation on design to</p>

		complement the exhibitions as well as a new museum brochure to introduce the museum and its new exhibitions. These initiatives are expected to improve the overall visitor experience through the improvement of exhibition content.
Singapore Academy of Law	Development of Legal Heritage Exhibition	From July to Aug 2008, an exhibition on the development of the courts and the legal system in Singapore were exhibited with the assistance of HI ² P. Entitled 'Lives in the Law' the exhibition aims to give insights into the various personalities, law firms and landmark cases in the Courts' history. The exhibition is now housed at the Subordinate Courts.
U1 Tours Pte Ltd	Development of English and Chinese Heritage Resource Manuals	Through the assistance of HI ² P, U1 Tours developed English and Chinese heritage resource manuals covering topics such as the history of Singapore, various ethnic groups and their cultures, places of historical importance and museums in Singapore. Produced on CD-ROMS, the manuals are expected to help tourist guides, tour operators, taxi drivers, attractions staff and hotel concierges to improve their knowledge and understanding of heritage in Singapore.

Heritage Industry Incentive Programme

Ongoing Projects

Institution	Projects	Description
Sky Media Pte Ltd	VeeV TV	VeeV TV will be launching a dedicated Heritage Channel using advanced Internet Protocol Television or IPTV technology. The first such project of its kind, it VeeV TV will leverage on 3D simulations and virtual-reality applications to bring heritage to life across computer screens around the island. VeeV TV will also commission the production of 10 video documentaries spotlighting Singapore's pioneer artists such as Liu Kang and Georgette Chen.
Art Retreat	An exhibition featuring paintings from local artist Lim Tze Peng	<p>Art Retreat is putting up an exhibition <i>Inroads: Lim Tze Peng's New Ink Work</i> in a joint collaboration with collector Mr Koh Seow Chuan who is also the Chairman of the Executive Committee of the Art Gallery Project under MICA. Held in Art Retreat from 18 August 2008 to 4 October 2008, the exhibition will feature 23 pieces of local artist Lim Tze Peng's latest ink paintings and calligraphy. It will be officially opened by Guest- of-Honour Dr Lee Boon Yang, Minister (ICA). Admission to this exhibition is free.</p> <p>A Cultural Medallion winner in 2003, Lim Tze Peng is one of Singapore's pioneer artists known previously for his realistic paintings of Singapore and the regional landscapes. Now in his old age, he has stopped traveling to various places to paint but has turned to working indoors by taking the images from his old sketches and drawings and reinterpreting them so that they become new abstract and expressionistic images. This exhibition will serve as an excellent opportunity to show Singaporeans and visitors what the leading artist in</p>

		<p>Singapore has contributed to the contemporary ink painting scene which is often thought to be an exclusive domain of China and Taiwan.</p> <p>To complement the exhibition, a brochure as well as a catalogue featuring all the artist's 34 artworks including those showcased at the exhibition will also be produced. The catalogue will be sold at \$50 per copy at selected bookstores. The brochure will be distributed at Art Retreat before and during the exhibition. It will also be sent to STB, NAC and SAM for distribution.</p> <p>Targeted at the art community, art enthusiasts, collectors, art students from the NAFA and LaSalle and other members of the public interested in art, the exhibition is expected to attract about 3,500 visitors over the exhibition period. The exhibition is set to scheduled to travel to Beijing next year.</p> <p>Art Retreat will be introducing and publicizing the exhibition through the printed media such as The Straits Times, Arts Beat, IS Magazine, Flyers, Singapore Gallery Guide, Singapore Visitors Centre and television broadcast media such as Zao An Ni Hao and Good Morning Singapore.</p>
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Programme for Heritage Industry Conference and Hi2P Launch

Date: 29 September 2008 (Monday)
Time: 9.30 am to 6.00 pm
Venue: The Gallery Theatre, National Museum of Singapore
Parking: Limited parking lots are available at the National Museum
(Please inform us early if you are driving)

Conference Programme

- 0930 Registration, breakfast and networking (The Salon, Level 1)
- 1030 Address by Guest of Honour and Official Launch of Hi2P RAdm(NS) Lui Tuck Yew Senior Minister of State, Ministry of Information, Communications and the Arts & Ministry of Education
- 1050 **Session 1 – Creating Museums that WOW!**

Keynote Speaker: Dr Seddon Bennington, CEO, *Museum of New Zealand, Te Papa Tongarewa*

Learn what goes behind the scenes of a world class museum and how you can make your museum accessible and memorable to visitors.
- 1140 **Session 2 – Of Beaded Slippers and Kitchen Gods**

Speaker: Mrs Adeline Foo, author of the *The Beaded Slippers & The Kitchen Gods*

Be inspired by Adeline Foo's personal journey from a first time writer to an award-winning author.
- 1200 **Session 3 – Panel Discussion: The Hi2P Experience**

Chaired by Mr Walter Lim, Director, Corporate Communications and Industry Development, National Heritage Board

Panelists: Mr Jeyathurai Ayadurai, Ms Foo Kim Leng, Mr Phoon Kok Hwa

Gain fresh insights on how you can use Hi2P to assist you in fuelling your heritage-tinged vision and dreams.
- 1245 Lunch and Networking at *Ideas Marketplace* (The Salon, Level 1)
- 1400 **Session 4 – Creating A Unique Museum Identity**

Speaker: Mr Chang Yang Fa, CEO, MINT Museum of Toys

Relive MINT Museum of Toys' fascinating branding journey with its charismatic creator, Mr Chang Yang Fa.

1445 **Session 5 - Attracting Visitors Through Public Programming**

Speaker: Mr Michael Chay, Assistant Director, Public Relations and Marketing Group, Singapore Science Centre

Hear innovative ideas from the Singapore Science Centre on making science fun and exciting for kids and families!

1515 **Session 6 – The Tiger LIVE! Experience**

Proposed Speaker: Mr Bennett Neo, General Manager, Asia Pacific Breweries (Singapore) Pte Ltd

See how Tiger LIVE! combine technology, multimedia and storyline to create a vivid and immersive experience that excites the senses.

1535 **Session 7 – How Art Retreat Does It**

Proposed Speaker: Mr Teo Han Wue, Executive Director, Art Retreat

Learn from an experienced practitioner of visual arts, and gain tips on collecting and curating for a private art museum.

1600 **Tea Break and Gather for Heritage Tours**

Peranakan Museum Tour

Go behind the scenes at one of Singapore's latest museum. Listen to the inspiring tales behind its creation, and find out how we bring the enchanting world of the Peranakans to life!

The Tipple Exchange™, a Boat Quay Historical Pub Walk

Take a break from the official history of the River. Be mesmerized by the alternative story - a perfect cocktail of bank breakers, drug pushers, terrorists and one fine lass. Savour tales of great notoriety while imbibing ales in charming pubs!



The Complete Singapore Story






Experience Singapore's heritage with a charming bumboat ride along the Singapore River. Stop over at a historic warehouse, discover how pewter is linked to our history, and savour an aromatic brew of kopi with yummy kaya toast!


1800
Venues)

End of Conference (Delegates to Depart from Respective

Bios of Keynote Speaker, Guest Speakers and Panelists

Name	Designation	Bio	Photograph
Dr Seddon Bennington	Chief Executive, Museum of New Zealand, Te Papa Tongarewa	Appointed Chief Executive at Te Papa in January 2003, Dr Seddington had an illustrious career spanning various museums in Australia, New Zealand and the United States. Previously the Director of the <i>Carnegie Science Centre</i> in Pittsburgh, USA, Dr Seddington was also the former Chief Executive of the <i>Scitech Discovery Centre</i> in Perth, Head of the Division of Professional Services at the <i>Western Australian Museum</i> , Director of the <i>City Gallery Wellington</i> , and Director of the <i>Otago Early Settlers Museum</i> in Dunedin.	
Mrs Adeline Foo	Writer	An award-winning children's book author, Adeline created the Singapore Peranakan Stories in 2008 - a beautifully illustrated series of Peranakan-inspired tales that made heritage come alive for young readers.	
Mr Michael Chay, Assistant	Assistant Director, Public Relations and Marketing Group, Singapore Science Centre	A seasoned marketing professional, Michael's past experience includes managing a marketing incentive consultancy, and handling marketing and business development at the Singapore Technologies Group of Companies.	

Mr Jeyathurai Ayadurai	Managing Director, Journeys Tours & Travel Services	Well known for his knowledge of local military history, Jeya is known for pioneering new areas in heritage tourism in Singapore. Armed with a degree in International History and Politics from University of Leeds, Jeya helped his company win a Tourism Award while making a mark in Singapore's heritage sector.		
Ms Foo Kim Leng	Senior Manager, Corporate Communications, Singapore Academy of Law	Kim Leng is an experienced corporate communications professional. With a deep interest in history and heritage, Kim Leng was part of the pioneer team in the Oral History Centre under the National Archives in the early 1980s.		
Mr Chang Yang Fa	CEO, MINT Museum of Toys	Yang Fa is the founder and CEO of Mint Museum of Toys, the world's first purpose-built museum for toys. A long-time collector of vintage memorabilia, his vision for the museum reflects his own passion and zeal for life.		
Mr Teo Han Wue	Executive Director, Art Retreat	Han Wue is a veteran of Singapore's art and cultural scene. Previously an art critic for The Straits Times, Han Wue rose to become the editor of the bilingual section of the paper and was also a former director of the National Arts Council.		
Mr Bennett Neo	General Manager, Asia Pacific Breweries	Bennett is responsible for the management of strategic and operational matters for Asia Pacific Breweries in Singapore. In 2005, he was the Managing Director of Tiger Beer UK Limited, and was responsible for starting and developing the business.		

Mr Phoon Kok Hwa	Director of Special Projects with Candid Creation Publishing LLP	Kok Hwa's creative flair in conceptualising and marketing has helped Candid Creation Publishing become the publisher-of-choice for many luminaries. A specialist in bilingual professional publications, Candid is one of the pioneer recipients of NHB's pilot HI²P scheme.	
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