

**FOR IMMEDIATE RELEASE**

# peranakan MUSEUM

## **Peranakan Museum Welcomed 50,000 Visitors in Nine Weeks**

**Singapore, 08 July 2008** - The Peranakan Museum, which officially opened to public on 26 April 2008, hit its 50,000 visitorship mark on 24 June 2008 – a mere nine weeks after its opening. The museum's opening ceremony and festival (weekends between 26 April and 11 May 2008) alone attracted about 22,000 visitors.

The opening ceremony of the Peranakan Museum which was officiated by Singapore's Prime Minister, Lee Hsien Loong on 25 April 2008, has since garnered positive feedback from visitors and particularly from the members of the Peranakan community.

Dr. Kenson Kwok, Director, Asian Civilisations Museum (which also manages the Peranakan Museum) commented, "We are excited about the public's response to the Peranakan Museum. This is a milestone for us, as it took us almost a year to reach a visitorship of 60,000 at the Asian Civilisations Museum when it was first opened at 39 Armenian Street (where the Peranakan Museum is currently located) in 1997. The fact that we will have taken less than three months to attain the same figure for Peranakan, testifies to the popularity of Singapore's newest museum."

Mr. T. Sundraraj, Deputy Director, Programmes and Audience Development, Asian Civilisations Museum said, "Our opening festival provided a multi-sensory experience for our visitors – from food, to craft, to fashion and cultural performances. These activities provided - Peranakans and non-Peranakans alike - a chance to immerse in this vibrant and living culture, and attracted regular as well as first-time museum goers, young and old. The positive word-of-mouth that followed enabled us to build rapid public awareness and helped to draw a sustainable flow of

visitors to the museum. We are also fortunate to have the support of the media, community and grassroots organisations.”

Taking a closer look at the visitorship figures, it is interesting to note that the number of local visitors is significantly higher than foreign visitors. Since its opening, the Peranakan Museum saw a percentage of 75% local visitors in comparison to 25% foreigners.

Dr. Kwok added, “This is a double celebration for us, as we have traditionally found it a challenge to make museums a popular destination for Singaporeans. The visitor profile shows us that museums are indeed becoming a more popular choice for locals. We want to take this opportunity to thank all visitors and supporters of the Peranakan Museum, for making our first two months a great success. We look forward to everyone’s greater support in the days ahead.”

### **About Peranakan Museum**

The Peranakan Museum is the first to explore Peranakan cultures in the Straits Settlements of Singapore, Malacca and Penang and their links with other communities in Southeast Asia. It is a boutique museum with the finest and most comprehensive Peranakan artefacts in the world. Three floors of permanent galleries illustrate important rituals, practices and material culture of the Peranakans, as well as how this living culture is continually developing.

The Peranakan Museum provides an enjoyable and educational experience for all, from rich displays with innovative interactives to merchandising. Two temporary exhibition galleries will present a programme of special exhibitions throughout the year. The Peranakan Museum was officially opened to the public on 26 April 2008.

The Peranakan Museum is a National Heritage Board Museum under Asian Civilisations Museum. For more information, please visit <http://www.peranakanmuseum.sg>.

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