



## **MEDIA RELEASE**

***Embargoed until 2 December 2011, 11.00am***

### **RELIVE THE TRADES OF YESTERYEARS IN THE BRAS BASAH AND BUGIS PRECINCT**

**SINGAPORE, 2 December 2011** – Get yourself a traditional street barber’s haircut or your fortune told for a mere 50 cents; and a finger-licking ice-ball or a stick of *kachang puteh* at just 20 cents! Take a walk down memory lane and experience these early trades of Singapore at the unbeatable prices of yesteryears with the National Heritage Board’s (NHB) *Heritage Along Footpaths*.

2 The *Heritage Along Footpaths* project seeks to re-introduce trades that were once common in the past at two designated sites within the Bras Basah and Bugis precinct – the Singapore Art Museum and Stamford Arts Centre (along the mural wall facing Middle Road). At each of the sites, tradesmen that were once commonly found along alleyways or five-foot ways – namely street barbers, cobblers, fortune tellers, ice-ball sellers and *kachang puteh* sellers – will ply their wares at prices of the past. Research conducted on these once-common trades will also be on display for the public to learn more about Singapore’s history and heritage.

3 *Heritage Along Footpaths* is part of the NHB’s initiative to inject greater vibrancy into the Bras Basah and Bugis precinct, an area rich in the arts and heritage. Said Mr Alvin Tan, Director, Heritage Institutions & Industry Development: “Through this project, NHB hopes to re-introduce once familiar street sights and businesses in the arts and cultural district and in doing so, re-acquaint Singaporeans with trades that were once an integral part of our community heritage. It also presents the perfect opportunity for younger Singaporeans to experience first-hand the early lives of their grandparents, and, in the process, reinforce bonding across the generations who share a common history and identity.”

4 The tradesmen participating in the project will be peddling their wares on **3 and 4 December 2011 as well as 10 and 11 December 2011 from 10.00am to 5.00pm each day.** To find out more about the locations of the two sites, please download the map from our website: [www.nhb.gov.sg/brasbasahbugis/BBB\\_KeyEvents.html](http://www.nhb.gov.sg/brasbasahbugis/BBB_KeyEvents.html)

#### Media Preview

Members of the media are invited to join us for a preview of the *Heritage Along Footpaths* project. The details are:

*Date:* 2 December 2011, Friday  
*Time:* 10.00am  
*Meeting Point:* Stamford Arts Centre (along the mural wall facing Middle Road)

- End -

**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](http://www.nhb.gov.sg) for more information.

*For media queries, please contact:*

*Rachel Lo*

*Associate Account Director, Fulford Public Relations*

*DID: (65) 6327 6177*

*Mobile: (65) 9847 8839*

*Email: [rlo@fulfordpr.com](mailto:rlo@fulfordpr.com)*