



National
Heritage
Board



PRESS RELEASE

For Immediate Release

IT'S PLAYTIME AT THE MUSEUMS AT INTERNATIONAL MUSEUM DAY 2010

- *Over 40 activities created for kids and the child in you*
- *Free entry for students (locals and PRs) from June 2010 at all NHB museums*

5 May 2010 – Discover the wonder and love you had as a kid all over again or add a magical touch to the post-exam break of your little ones when you step into a museum during *International Museum Day (IMD) 2010*. With the theme *I Love Museums – Kids' edition*, National Heritage Board's (NHB) annual extravaganza is back for its fifth year with over 40 activities – many of which are free -- at more than 20 museums in Singapore from 14 May to 23 May 2010.

The popular *Children's Season* returns bigger and better as the highlight of *IMD 2010*. Expect double the fun and plunge into a world of excitement with the National Museum of Singapore and the Singapore Art Museum (SAM). Embark on a journey of discovery as the National Museum transforms into a creative playground, or explore the mesmerising *Art Garden* showcasing artworks inspired by nature at SAM at 8Q.

There are more IMD experiences waiting to be sampled: Be intrigued by larger-than-life installations, unique carnivals, hands-on activities, performances, parent-child workshops, and other interactive corners where visitors can spend a memorable time bonding with their young ones. In addition, visitors can enjoy free entry to selected museums on 23 May during the *IMD 2010 Open House Day*.

"Museums have evolved to engage younger minds by creating a fun and interactive environment where parents and children can actively explore, learn and be inspired together," said Ms Cheryl Koh, Deputy Director (Corporate Communications and Industry Promotion), NHB.

"Our history and culture come alive with artefacts, stories and activities that go beyond what textbooks have to offer. Besides existing children-friendly facilities and dedicated programmes, this year's IMD theme is an extension of how we are appealing to children's love for fun and adventure. This makes it a must-see event for both the young and old during the post-exam period."

Free Entry for Students

First seniors, now students – From 1 June 2010 onwards, NHB museums¹ offer free entry to all Singaporean and PR students and teachers. This marks another step in NHB's efforts in cultivating the next generation of heritage and museum lovers. Refer to ANNEX A for more details.

Everyone is a Kid in IMD

Unleash the child in you. Follow the trail of Walter, a colossal rabbit and step into a fantastical realm of enchanted gardens at SAM at 8Q where sheep take flight and a sea of robot flowers bloom in mechatronic unison.

Indulge in an afternoon of storytelling as you snuggle up with your favourite childhood playthings at the Mint Museum of Toys, or go creative with your child at HealthZone and pick up hands-on hobbies.

Capture the memories of Singapore's culture through a panoramic cartoon mural at the National Museum, or create your own currency note with your self-portrait at the Singapore Coins and Notes Museum. You can also reach for the skies with a kite of your own design and show it off at the Marina Barrage.

Have a fun day out as you take part in contests to win attractive prizes – including the latest HTC Smart phones through the *I Love Museums* and *Spot the Bus* contests – while discovering our heritage. These are just some of the exciting choices for kids and the young-at-heart.

Life's an Adventure

Make adventures come true for you and your kids. Become an urban explorer on a tour of culture to Peranakan enclaves and experience the rich heritage of the Babas and Nonyas, or spend an evening under the stars with the epic tale of *Ramayana* presented by the Peranakan Museum. For the first time, a mini children's Play Museum is created on the lawns of Reflections at Bukit Chandu and Memories at Old Ford Factory, inviting children to play, create, imagine and reflect with over 10 interactive installations.

Looking for more action? Go on a late night nature and history hunt on the popular *MIA Night Trail* from the Raffles Museum of Biodiversity Research to Reflections at Bukit Chandu. Or be a soldier for a day at the Army Museum: Conquer obstacle courses, navigate remote-controlled tanks on a diorama and learn about our men in green.

All study and no play makes Jack a dull boy. Post-exam activities used to mean more cramming in store between the ears, but give your kids a pleasant surprise this IMD.

¹ This promotion applies to the following NHB institutions: Asian Civilisations Museum, Memories at Old Ford Factory, National Museum of Singapore, Peranakan Museum, Reflections at Bukit Chandu, Singapore Art Museum (SAM) and SAM at 8Q, and Singapore Philatelic Museum.

This year's activities boast a generous dosage of creativity as museums engage children of all ages in interacting with heritage, art and culture. Refer to ANNEX B for more examples.

Please see the following attachments:

- **Annex A** for details of free entry to all Singaporean and PR students and teachers.
- **Annex B** for examples of museums with creative learning this *IMD*.
- **Annex C** for a list of participating museums.
- **Annex D** for selected highlights of *IMD 2010*.
- **Annex E** for a full line-up of *IMD 2010* activities.

For more information, visit www.museums.com.sg.

For photos, please download from www.museums.com.sg/imd2010_photos.zip

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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. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting. 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 for more information.

About International Museum Day (IMD) 2010

NHB's annual museum awareness campaign, *IMD*, is back for its fifth year from 14 to 23 May 2010 at museums island-wide. *IMD 2010* revolves around the theme *I Love Museums – Kids' edition* with the young ones and the young-at-heart taking centre stage and aims to showcase the diversity of museums and cultivate a museum-going culture among the young. *IMD 2010* is held jointly with the Museum Roundtable, a grouping of over 50 museums around Singapore, and features over 40 engaging activities created for kids and families.

The campaign will kickstart with the well-loved *Children's Season* as one of the highlights. This year, *Children's Season* returns on a larger scale with the Singapore Art Museum (SAM) hosting its inaugural showcase in addition to National Museum of Singapore's third instalment. *Children's Season* is part of the museums' efforts to inspire children through early engagement and learning with museums. For more information, visit www.museums.com.sg.

About the 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 of activities, capabilities upgrading and improving professional standards. Currently, the MR has over 50 members covering a wide range of themes and topics – from art, culture, history, lifestyle, healthcare, science and innovation, to defence and community.

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Free Entry to All Singaporean and PR Students and Teachers

From 1 June 2010 onwards, NHB museums will be offering free admission to **all Singaporean and PR students studying in Singapore schools and educational institutions**, allowing them free access to **all permanent galleries**.

Blockbusters and special exhibitions at selected museums are still chargeable with the normal student discounts still in application.

This promotion applies to the following NHB institutions: Asian Civilisations Museum, Memories at Old Ford Factory, National Museum of Singapore, Peranakan Museum, Reflections at Bukit Chandu, Singapore Art Museum (SAM) and SAM at 8Q, and Singapore Philatelic Museum.

How to Qualify for this Promotion:

1) You can enjoy this promotion if you are a local or PR student / teacher:

- **All Singaporean & PR students / teachers**

- All students enrolled in government & government-aided schools, and Singapore tertiary institutions;
- All students who are Singaporean or PR (need not be enrolled in government schools);
- All teachers in government, government-aided schools, and Singapore tertiary institutions.

- The small percentage of **non-Singaporean students** enrolled in these schools (i.e. government, government-aided schools, and Singapore tertiary institutions) will also qualify.

2) Please produce **one of** the following proof of identification at the visitors' counters of the NHB museums, in order to gain free admission to the permanent galleries:

- An **MOE-issued EZ-Link card** (with the MOE crest); or
- A **valid student pass** (from any educational institution around the world) and a Singapore or PR **NRIC**.

Creative Learning with Museums and Heritage

- The **Singapore Art Museum (SAM)** is collaborating with **The Little Skool House** in a programme for pre-schoolers to create their own works in response to the *Art Garden* exhibition (*Children's Season* at SAM), with these works to be showcased at SAM subsequently. Such early exposure to artistic and cultural works will serve to instil creativity and appreciation amongst the young, offering pre-schoolers a fun and wide spectrum of learning experience.
- Over at primary schools, students will be thrilled by wacky puppets and stamps as the **Singapore Philatelic Museum (SPM)** travels its mobile programme, which will be suitable for assembly sessions. Lasting 45 minutes, there will be a talk on how to get started on stamp collecting, a small shop selling philatelic products at affordable prices and an exclusive puppet show ***Puppets Mania***. Presented for the first time at IMD, this colourful puppet show will retell a classic Asian folktale. Discover how the clever rabbit outwitted the greedy tiger and meet out-of-the-world characters such as an aspiring balloonist and a dancing skeleton! Children will be delighted by our loveable puppets who will have them in stitches.
- **Mint Museum of Toys** will do its part to bring out the creativity in children with ***Doodlemania*** – a fun and interactive doodling session with Doodlechamps' trainers, while making use of inspiration from the toy museum.
- **National Archives of Singapore** is also working with international award-winning children's museum initiative, **Playeum**, in planning creative programmes for families and kids to learn more about Singapore's World War II experience. Through hands-on arts-inspired activities, interactive storytelling and exploration of the galleries, the activities are designed to allow children to reflect back upon the time of war, and appreciate the hard-fought peace we have.

Participating Museums for IMD 2010

Key IMD 2010 Figures:	
• Number of Participating Museums during <i>IMD 2010</i>	= 24 museums (as listed below)
• Number of Museums Offering Free Entry on 23 May (<i>IMD 2010</i> Open House Day)	= 20 museums
• Number of Activities	= Over 40 activities
• Number of Free Activities	= Over 30 free activities

1. Army Museum <<**Not participating in *IMD 2010 Open House Day***>>
2. Asian Civilisations Museum
3. Baba House <<**Not participating in *IMD 2010 Open House Day***>>
4. HealthZone <<**Not participating in *IMD 2010 Open House Day***>>
5. Hua Song Museum
6. Land Transport Gallery
7. Malay Heritage Centre
8. Marina Barrage
9. Memories at Old Ford Factory
10. Mint Museum of Toys <<**Not participating in *IMD 2010 Open House Day***>>
11. National Library Singapore
12. National Museum of Singapore
13. NEWater Visitor Centre
14. NUS Museum
15. Peranakan Museum
16. Raffles Museum of Biodiversity Research
17. Reflections at Bukit Chandu
18. Republic of Singapore Air Force Museum
19. Singapore Art Museum
20. Singapore Coins and Notes Museum
21. Singapore Philatelic Museum
22. red dot design museum
23. The SGH Museum
24. The Youth Olympic Games Learning Centre

* *NHB's museums are: Asian Civilisations Museum, Memories at Old Ford Factory, National Museum of Singapore, Peranakan Museum, Reflections at Bukit Chandu, Singapore Art Museum (SAM) and SAM at 8Q, and Singapore Philatelic Museum.*

Selected Highlights of IMD 2010**CHILDREN'S SEASON 2010****14 May – 13 June 2010 (National Museum of Singapore)****14 May – 18 July 2010 (SAM at 8Q)**Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)***A. Colourful Journeys****Children's Season at the National Museum of Singapore****In collaboration with I Theatre's ACE! Festival 2010****14 May – 13 June**

Go on a journey of discovery as the National Museum transforms its public spaces into a creative playground for its third instalment of *Children's Season*. With a variety of unique hands-on activities, games, roving acts, storytelling performances and classic family movies, you can look forward to doing something different with your children during the festival.

Look out for *The Imaginary Story Land* play area, free roving acts featuring Tubby the Robot and The Broom People, interactive performances and tours, a carnival and more! So come and create more fond memories with us this season! View the full programme line-up on www.nationalmuseum.sg.

B. Art Garden: Children's Season at the Singapore Art Museum**14 May – 18 July****SAM at 8Q**

The Singapore Art Museum will host its inaugural *Children's Season* in May. Young people will be introduced to contemporary art in a fun family environment. Be charmed by a series of interactive art as galleries transform into magical art gardens showcasing artist projects and artworks inspired by nature. Expect lots of fun – Meet Walter, a curious colossal rabbit, and step into our enchanted forests where sheep fly and over 100 robot flowers bloom before your very eyes. Enhance your child's learning with activity sheets, artists' workshops and enjoy short film screenings.

Usual exhibition admission charges apply. For more details, visit www.singaporeartmuseum.sg.

ARMY MUSEUM• **Kids' Day Out****14 – 23 May, 3pm to 6pm**

Kids can get the chance to navigate remote-controlled tanks on an indoor diorama, be dressed as soldiers and have their pictures taken, or even try out a mini version of the Standard Obstacle Course that their fathers trained on!

Activities are **free**. Museum admission charges apply. (Note: Free admission for all NSmen / NSF / Regulars, and up to four guests accompanied by a serviceman during weekends and public holidays.)

BABA HOUSE

- **Peranakan Heritage Trail**
22 May, 9am to 1.30pm
\$28 per person (inclusive of lunch)

Explore Peranakan enclaves and experience the world of the Singapore Babas and Nonyas! This bus tour will take you through the Blair Plain conservation area, Emerald Hill and Joo Chiat districts. Maximum of 30 persons per tour.

Tour and registration details at <http://www.nus.edu.sg/museum/2010.html>

HEALTHZONE

- **Hobbies Funnival at HealthZone**
15 May – 9am to 11am; 11am to 1pm
Best for ages 4 to 12
Per child: \$10 (inclusive of admission for 2 accompanying adults)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Calling all parents! Here is a good time for you to bond with your child and pick up novel hobbies together. Make your own Nakamura plane which can really take flight, and indulge in some creative mosaic making!

To register, call 1800 435 3616 or email hpb_health_zone@hpb.gov.sg.

MEMORIES AT OLD FORD FACTORY AND REFLECTIONS AT BUKIT CHANDU

- **Me and My World (Free!)**
Memories at Old Ford Factory – 15 May, 10am to 5pm
Reflections at Bukit Chandu – 16 May, 10am to 5pm

Come down to the museums to play, imagine, reflect and create with artists and interactive installations. An artistically directed playful museum experience for families and children to express themselves and explore their worlds!
Brought to you by National Archives of Singapore and the international award-winning Playeum, The Play Museum

MINT MUSEUM OF TOYS

- **Stories & Itsy-Bitsy Treats Galore**
16 & 23 May, 2pm to 3pm

Sum up your museum tour with an afternoon of storytelling by the people from *Monsters Under the Bed!* Design and create your personalised museum souvenirs to take home with you! This activity is **free**. Museum admission charges apply.

PERANAKAN MUSEUM

- **Ramayana Under the Stars (Free!)**
22 May, from 3pm onwards
Venue: **Stamford Green** (near Fort Canning Green)
(Free admission to the Peranakan Museum from 3pm till late)

Experience an evening inspired by the epic poem *Ramayana* at Stamford Green. Learn

more about *gamelan* music, and catch performances of the traditional and mask dances of the *Ramayana* epic. Plus, don't miss the chance to watch an authentic *wayang kulit* performance from Indonesia.

Children can also try their hand on the *gamelan* instruments on display while families can indulge in delicious snacks and drinks and hunt for unique finds at the flea market.

Admission is free for this event. For more details, please visit www.peranakanmuseum.sg.

RAFFLES MUSEUM OF BIODIVERSITY RESEARCH & REFLECTIONS AT BUKIT CHANDU

- **The MIA Night Trail (Free!)**
22 May, 5.15pm & 6.15pm

Discover Singapore's biodiversity secrets and history on this unique night trail of Kent Ridge to WWII interpretative centre, Reflections at Bukit Chandu. Brought to you by the Raffles Museum of Biodiversity Research and the National Archives of Singapore.

Registration is required at <http://imd.rafflesmuseum.net>. Limited seats available.

SINGAPORE COINS AND NOTES MUSEUM

- **Note-Making workshop (Free*)**
15 & 16 May, 10am to 8pm

Come visit the new boutique museum – Singapore Coins and Notes Museum at Chinatown and enjoy a **free*** note-making workshop. What's more, you can bring home a self-portrait souvenir note with you as the authorised signatory.

** Limited to the first 100 visitors per day.*

SINGAPORE PHILATELIC MUSEUM

- **Puppets Mania (Free!)**
23 May, 2pm to 2.30pm
Best for ages 3 and above

Presented for the first time at IMD, this colourful puppet show will retell a classic Asian folktale. Discover how the clever rabbit outwitted the greedy tiger and other amazing puppet tales. Also meet our loveable puppets who will have you in stitches!

- **So Sarap! – Kids' Edition**
23 May, 3pm to 4pm
Best for ages 5 and above
\$5 per pax

Discover the rich and diverse culture of the Philippines through food! Children will have the chance to play chef and learn to cook yummy Filipino snacks, e.g. turon and cheese sticks. Parents are welcomed to join in and bond with their children. Limited to 20 children.

For more information, visit www.spm.org.sg.

INTERNATIONAL MUSEUM DAY (IMD) 2010**Venue: Various museums****Date: 14 May – 23 May 2010**

Indulge in a delightful heritage holiday as families and kids experience the fascinating cultural treasures of the world in Singapore!

Centred on the theme *I Love Museums – Kids' edition*, the National Heritage Board invites you to explore the diversity of museums and our enriching exhibitions and programmes in this annual cultural extravaganza. Bond with your little ones over museum carnivals. From engaging storytelling sessions, performances, craft workshops, dress-up corners, to games and other interactive events, kids will be thrilled by a kaleidoscopic array of activities -- many of which are free! In addition, look out for the well-loved *Children's Season 2010* – made bigger, better, and bolder for you – as part of the programme line-up.



So gather your family and friends for a fun day out! To top off the excitement, enjoy free entry to NHB museums and participating museums with the *IMD'10* Open House Day on 23 May. For more information, visit www.museums.com.sg.

LINE-UP OF IMD 2010 ACTIVITIES**CHILDREN'S SEASON 2010****14 May – 13 June 2010 (National Museum of Singapore)****14 May – 18 July 2010 (SAM at 8Q)**Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Want to fill your children's holidays with something special for them to remember? Join us at this exuberating festival where kids and the young-at-heart will be the centre of attention.

A. Colourful Journeys**Children's Season at the National Museum of Singapore****In collaboration with I Theatre's ACE! Festival 2010****14 May – 13 June**

Go on a journey of discovery as the National Museum transforms its public spaces into a creative playground for its third instalment of *Children's Season*. With a variety of unique hands-on activities, games, roving acts, storytelling performances and classic family movies, you can look forward to doing something different with your children during the festival.

Look out for *The Imaginary Story Land* play area, free roving acts featuring Tubby the Robot and The Broom People, interactive performances and tours, a carnival and more! So come and create more fond memories with us this season! View the full programme line-up on www.nationalmuseum.sg.

Tickets on sale through SISTIC. Please call SISTIC hotline at 6348 5555, enquire at any SISTIC counters, or log on to www.sistic.com.sg.



Highlights during IMD'10

Ticketed Performances & Workshops (As Part of Children's Season)

Legend of the Magnificent Moon

21 May – 2.30pm; 22 & 23 May – 10.30am, 2.30pm & 5pm

Duration: 35 min + 10 min workshop after show

National Museum of Singapore (The Atelier, Level 3)

Best for ages 2 to 7

\$20 per person

Based on traditional African tales, this show will enthral the young and let them create their own unique piece of art to take home at the end of the show. Aside from giving her audiences a good time, Edinburgh-based Mara Menzies of *Toto Tales* is also dedicated to sharing the rich bounty of tales her heritage has to offer.



Antoine and the Paper Aeroplane

21 May – 11.30am & 2.30pm; 22 May – 10.30am, 2.30pm & 5pm; 23 May – 10.30am, 2.30pm

Duration: 45 minutes (no interval)

National Museum of Singapore (Gallery Theatre, Basement)

Best for ages 5 and above

\$20 per person (excludes SISTIC Charge)

A fantastic voyage from reality to illusion and wonderment, Blak Wulff takes a refreshing new look at a much-loved tale, through puppetry, mime, music and movement. For children and adults of all ages, Blak Wulff Productions' mime and music evocation of Antoine de Saint Exupery's three-day desert sojourn after his 1935 plane crash – which prompted his writing of *The Little Prince* – is a truly magical theatre experience.

Fun with Fabrics (Parent & child workshop)

22 & 23 May, 3.30pm (90 mins)

National Museum of Singapore (The Lab, Level 3)

Best for ages 5 to 8

\$25 for 1 adult and 1 child (excluding SISTIC fee)

Limited to 20 participants per session

Creating stories together can be loads of fun with fabrics. Join artist Tay Bee Aye, creator of the soft sculptures and fabric shapes you see in *The Imaginary Story Land*, as she helps you and your child create your own fabric storyboard. Just let your child's imagination and ideas lead the creation of your own one-of-a-kind storyboard that you can use again at home for more fun. Expect lots of cutting and pasting.

Free Activities

The Imaginary Story Land (Interactive Corner)

In collaboration with Tay Bee Aye (Singapore)

14 May – 30 June, 10am to 6pm

National Museum of Singapore

Best for ages 3 to 8

A delightful play area where your young ones can feel, touch, play and build stories using soft sculptures and fabric shapes on a giant flannel storyboard. These hand-made one-of-a-kind creations by artist Tay Bee Aye, allow your children to use their imagination to mix and match pieces of soft sculptures and create their own visual landscapes and scenes on the board.

CARTOON MURAL

By Cartoonist Miel (Singapore)

14 May – 30 June, 10am – 6pm

National Museum of Singapore

All ages

Contribute your special memories on Singapore's everyday culture inspired by this panoramic cartoon mural by award winning cartoonist and artist, Miel. Illustrating the events, people and places from Singapore's past, present and its future, families can come together to share their hopes and memories of Singapore: from the kampong days, amusement parks and lanes lined with street hawkers to present day shopping malls and skyscrapers.

This project serves as an interactive platform for parents, grandparents and educators to continue the wonderful oral tradition of sharing and passing on personal stories of the past to their young, and building new memories inspired by the mural and even by contributing their own drawings to the wall.

Other free activities include:

- **The Old Man and the Golden Fish** -- Learn to create origami fishes on a fishing line and pass on the story of this Chinese folk tale
- **Clay Critters Tell Their Stories** – Craft with story telling
- **Props, Puppets & Participation** – Story performance
- **Monkey-See Monkey-Do** – Drama and music performance
- **Story Performance** – Story telling by popular storyteller Roger Jenkins
- **Duckie Can't Swim** – Interactive puppet show

(For dates and time of the above free activities, pls refer to www.nationalmuseum.sg)

The National Museum Trivia Hunt (Free!)

14 May – 13 June

National Museum of Singapore

Calling all trivia enthusiasts – discover and learn about the National Museum's colourful

history, beautiful architectural features and public artworks with our trivia hunt. Just pick up a copy of the trivia hunt entry form at the Museum, complete the questions and drop your form into the lucky dip box. Entries with all the correct answers can stand to win a prize in our bi-weekly draw!

B. IMD 2010 Open House (at the National Museum of Singapore)

23 May, 10am to 6pm

Free admission to all galleries

Families are in for a series of great treats and fun at the National Museum! From hands-on interaction, crafts, performances, to storytelling and interactive corners sharing stories of the past, there is something for everyone.

Children's Companion (New!)

IMD Open House, 23 May (Free)

Free admission to all galleries

National Museum of Singapore (Singapore History Gallery)

Our popular Singapore History Gallery audio visual companion now has a children's version – **The Children's Companion!** Join the eccentric Doc, a time-travelling historian, who invites visitors to travel through time with the help of the "Time Navigator" that he invented. In the process of getting the Time Navigator working, Doc gets stuck in the machine and visitors have to help him look for codes within the different zones in the gallery to get him back to real time. Through observation, clue-finding and participation, the Children's Companion is a great tool to stimulate learning through objects in your children using a rich and entertaining content. Initially targeted at children aged 9 – 12 years old, the Children's Companion is also a great hit with children as young as 5 years old!

c. Art Garden: Children's Season at the Singapore Art Museum

14 May – 18 July

SAM at 8Q

The Singapore Art Museum will host its inaugural *Children's Season* in May. Young people will be introduced to contemporary art in a fun family environment. Be charmed by a series of interactive art as galleries transform into magical art gardens showcasing artist projects and artworks inspired by nature. Expect lots of fun – Meet Walter, a curious colossal rabbit, and step into our enchanted forests where sheep fly and over 100 robot flowers bloom before your very eyes. Enhance your child's learning with activity sheets, artists' workshops and enjoy short film screenings.

Usual exhibition admission charges apply. Free admission for children aged 6 and below. Each child must be accompanied by an adult holding a valid exhibition admission ticket.



Dawn Ng, *Walter*, 2009, PVC helium float, 4 x 6 m, Private Collection



Theodore Watson and Emily Gobeille, *Funky Forest*, 2007, Interactive video installation, Artist collection

For more details, visit www.singaporeartmuseum.sg.

D. IMD 2010 Open House (at the Singapore Art Museum)
23 May, 1 pm to 5 pm
Singapore Art Museum
Free admission

Join us for a day of adventure! Be charmed by the *Art Garden* at SAM and watch the colours of the enchanted forest come to life through magic pens and colouring pencils. Add to the flora and fauna by folding origami flowers while you make new friends, or adopt a new pet at the Balloon farm. Join our photo contest – Strike a creative pose with our artworks and stand to win attractive prizes.



ARMY MUSEUM

- **Kids' Day Out**
14 – 23 May, 3pm to 6pm
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Kids can get the chance to navigate remote-controlled tanks on an indoor diorama, be dressed as soldiers and have their pictures taken, or even try out a mini version of the Standard Obstacle Course that their fathers trained on!

Activities are **free**. Museum admission charges apply. (Note: Free admission for all NSmen / NSF / Regulars, and up to four guests accompanied by a serviceman during weekends and public holidays.)



ASIAN CIVILISATIONS MUSEUM

- **Family Fun Day!**
22 May, Noon to 5pm (Free admission from 9.30am to 7pm)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Head down to the Asian Civilisations Museum for a memorable family day out. Enjoy a

wide array of **free** activities, exciting performances and workshops, which are specially tailored for children.



BABA HOUSE

- **Peranakan Heritage Trail**
22 May, 9am to 1.30pm
\$28 per person (inclusive of lunch)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Explore Peranakan enclaves and experience the world of the Singapore Babas and Nonyas! This bus tour will take you through the Blair Plain conservation area, Emerald Hill and Joo Chiat districts. Maximum of 30 persons per tour.

Tour and registration details at
<http://www.nus.edu.sg/museum/2010.html>



HEALTHZONE

- **Hobbies Funnival at HealthZone**
15 May – 9am to 11am; 11am to 1pm
Best for ages 4 to 12
Per child: \$10 (inclusive of admission for 2 accompanying adults)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Calling all parents! Here is a good time for you to bond with your child and pick up novel hobbies together. Make your own Nakamura plane which can really take flight, and indulge in some creative mosaic making!

To register, call 1800 435 3616 or email hpb_health_zone@hpb.gov.sg.



MARINA BARRAGE

- **Let's Go Flying**

16 May

2pm – 6pm

Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Bask in the warm sunshine and enjoy the spectacular city skyline as you gather your family for a fun trip to Marina Barrage. Learn to design your own kites and show them off at the Green Roof.

Registration on 16 May starts 1.30pm and ends 5pm. For enquiries, please call 6514 5959.



- **Fun Race to Discover Marina Barrage**

22 May

10am – 1pm

Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Form a team of two with your family member in a fun race around Marina Barrage and stand to win S\$50 worth of dining vouchers. Discover how Marina Barrage creates a reservoir in the city – Singapore's 15th reservoir. Also learn more about the barrage's three benefits: a new source of water supply, flood control, and a new recreational destination.

Registration on 22 May starts 9.30am and ends 11.30am. For enquiries, please call 6514 5959.

MEMORIES AT OLD FORD FACTORY

- **Me and My World (Free!)**

-- A celebration of children and their creative voices

15 May, 10am to 5pm

Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Children can engage in exciting stations set up to recreate an atmosphere of civilian life during the Japanese Occupation. Bring along your grandparents and have them guide you through life as it was during the war through hands-on arts-inspired activities and interactive storytelling as well as to explore the galleries together. You can also dig and grow your own vegetables, build your own Ford Factory in Playeum's Construction Zone, and more! The events promise to be fun-filled for the whole family, where young and old alike can come together and bond through shared stories and memories of a time past.

Brought to you by National Archives of Singapore and Playeum, The Play Museum.

About Playeum, The Play Museum

Playeum is an initiative launched in 2007 by two passionate Asian professional career women-turned-mothers: Jennifer Loh and Sumitra Pasupathy. It is a children's museum that aims to create spaces that inspire children and their families through cultural engagement in self-directed exploration and learning. Playeum recently won the Drawing Inspiration Award from the Campaign for Drawing in the UK for events organised for children in 2009.

MINT MUSEUM OF TOYS

- **Doodlemania**
15, 21, 22 May, 3pm to 5pm
\$15 per participant, inclusive of materials and admission fees
Best for ages 8 to 12
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Bring out the creativity in your child and join in the fun at our special doodling session with Doodlechamps' trainers!

Limited to 25 kids per session. To register, email info@emint.com or call 6339 0660.

- **Stories & Itsy-Bitsy Treats Galore**
16 & 23 May, 2pm to 3pm
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Sum up your museum tour with an afternoon of storytelling by the people from *Monsters Under the Bed!* Design and create your personalised museum souvenirs to take home with you!

This activity is **free**. Museum admission charges apply.



- **Museum Admission Discount**
14 – 23 May
(Opening Hours: Daily from 9.30am to 6.30pm)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Enjoy 50% off museum admission when you say "I Love Museums!" at our ticketing counter.

PERANAKAN MUSEUM

- **Ramayana Under the Stars (Free!)**
22 May, from 3pm onwards
Venue: Stamford Green (near Fort Canning Green)
(Free admission to the Peranakan Museum from 3pm till late)
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Experience an evening inspired by the epic poem *Ramayana* at Stamford Green. Learn more about *gamelan* music, and catch performances of the traditional and mask dances of the *Ramayana* epic. Plus, don't miss the chance to watch an authentic *wayang kulit* performance from Indonesia.

Children can also try their hand on the *gamelan* instruments on display while families can indulge in delicious snacks and drinks and hunt for unique finds at the flea market .

Admission is free for this event. For more details, please visit www.peranakanmuseum.sg.



- **Straits Family Fun Day (IMD 2010 Open House at the Peranakan Museum)**
23 May, 11am to 5pm (Free admission from 9.30am to 7pm)

Join us at this drop-in programme, which includes a craft activity, a chance to dress up in Peranakan outfits, a museum tour* and a whole lot more! Enjoy lively performances by a *dondang sayang* band and *joget* to a tune or two.

*The 15-minute tour is geared for children aged 6 to 8 years old.



RAFFLES MUSEUM OF BIODIVERSITY RESEARCH & REFLECTIONS AT BUKIT CHANDU

- **The MIA Night Trail (Free!)**
22 May, 5.15pm & 6.15pm
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Discover Singapore's biodiversity secrets and history on this unique night trail of Kent Ridge to WWII interpretative centre, Reflections at Bukit Chandu. Brought to you by the Raffles Museum of Biodiversity Research and the National Archives of Singapore.

Registration is required at <http://imd.rafflesmuseum.net>. Limited seats available.

REFLECTIONS AT BUKIT CHANDU

- **Me and My World (Free!)**
-- A celebration of children and their creative voices
16 May, 10am to 5pm
Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Reflections at Bukit Chandu gives a vivid and multi-dimensional recollection of the battleground that is sure to engage children of all ages. The young can help themselves to a wide range of exhibits and new interactive activities which will enable them to reflect

on the peace and harmony experienced by Singaporeans during the post-war period of nation building. They can look forward to making groovy sounds on Playeum's unique Sonic PeaceGame installation, build their version of a giant 3D battleground collage, weave their own playground, draw on spinning columns and reflect on harmony through stories.

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SINGAPORE COINS AND NOTES MUSEUM

- **Note-Making workshop (Free*)**

15 & 16 May, 10am to 8pm

Part of NHB's *International Museum Day 2010 (I Love Museums – Kids' edition)*

Come visit the new boutique museum – Singapore Coins and Notes Museum at Chinatown and enjoy a **free*** note-making workshop. What's more, you can bring home a self-portrait souvenir note with you as the authorised signatory.

* Limited to the first 100 visitors per day.

- **IMD 2010 Open House (at the Singapore Coins and Notes Museum)**

23 May, 10am to 8pm

Free admission

Interested to know more about our neighbouring countries' coins? Or coins from Singapore's 1st and 2nd series? Come on down to the museum's interactive zone to learn more and try out our coin rubbing activities.

SINGAPORE PHILATELIC MUSEUM

- **IMD 2010 Open House (at the Singapore Philatelic Museum)**

23 May, 9am to 7pm

Free admission

Discover the world through fun and stamps! Gain free entry to the Singapore Philatelic Museum (SPM) and enjoy the following activities:

'Explore the World @ SPM' Fun Quiz (Free!)

23 May, 10am to 5pm

Walk-in visitors are welcome to take part in this activity. They can complete a fun quiz, which consists of questions based on the ongoing exhibitions at SPM. It requires them to look for answers amongst the galleries and encourages interaction between family members. Attractive prizes are up for grabs for those with correct entries. Guaranteed to be a hit with adults and children alike!

Puppets Mania (Free!)
23 May, 2pm to 2.30pm
Best for ages 3 and above

Presented for the first time at IMD, this colourful puppet show will retell a classic Asian folktale. Discover how the clever rabbit outwitted the greedy tiger and other amazing puppet tales. Also meet our loveable puppets who will have you in stitches!

Crouching Tiger, Hidden Danger
23 May, 11am to 12.30pm
Best for ages 5 to 11
\$3 per pax

Did you know that the tiger's roar can be heard 3km away? In this workshop, children will discover amazing facts about the tiger, listen to tiger folktales, see a real-life tiger skull and skin and learn what they can do to save this magnificent animal from extinction. Plus, they will get to bring home their very own tiger handicraft – the best works get to win attractive prizes. Limited to 25 participants.

Colour Crazy (Free!)
23 May, 9am to 5pm
Best for ages 3 and above

Children can express their creativity at our colouring stations and bring home a truly unique souvenir. Materials will be provided at no cost.



Highlight Tour (Free!)
23 May, 2pm to 3pm

In this free one-hour tour, discover interesting philatelic trivia, marvel at the highlights of SPM's collection and gain an interesting insight of the ongoing exhibitions.

So Sarap! – Kids' Edition
23 May, 3pm to 4pm
Best for ages 5 and above
\$5 per pax

Discover the rich and diverse culture of the Philippines through food! Children will have the chance to play chef and learn to cook yummy Filipino snacks. Parents are welcomed to join in and bond with their children. Limited to 20 children.



For more information, visit www.spm.org.sg.

Other Promotions:

➤ **IMD 2010 Open House Day**
Free admission to participating museums
23 May

Have a whale of a time with your family at various museums island-wide as we celebrate IMD with a slew of free activities and programmes!

Receive a FREE* gift when you say "I Love Museums!"

*Valid only at the ticketing counters of participating museums of *IMD 2010 Open House Day* on 23 May 2010. While stocks last.

Participating museums:

- Asian Civilisations Museum
- Hua Song Museum
- Land Transport Gallery
- Malay Heritage Centre
- Marina Barrage
- Memories at Old Ford Factory
- National Library Singapore
- National Museum of Singapore
- NEWater Visitor Centre
- NUS Museum
- Peranakan Museum
- Raffles Museum of Biodiversity Research
- Reflections at Bukit Chandu
- Republic of Singapore Air Force Museum
- Singapore Art Museum
- Singapore Coins and Notes Museum
- Singapore Philatelic Museum
- red dot design museum
- The SGH Museum
- The Youth Olympic Games Learning Centre

➤ **WIN PRIZES!**

Stand a chance to win 1 of 5 **HTC Smart phones** or 1 of 10 **3-Day Museum Family passes** by entering any of our 2 contests!

1) I Love Museums contest

From 14 till 30 May, upload your funny, quirky pictures and captions on our facebook page's wall and stand a chance to win attractive prizes!

- Your pictures should be of yourself and/or your kids at any museum in Singapore or with our photo standee outside NHB museums.
- Your accompanying captions should not be more than 50 words.
- Do also let us know the museum/gallery you were at.

So in the spirit of this year's IMD -- *I Love Museums – Kids' edition*, have fun with your family and friends at the museums and play to your heart's content.

- **1st – 3rd Prize – HTC Smart**
- **10 Consolation Prizes – 3-Day Museum Family Passes**

2) Spot the Bus contest

From 14 May till 30 June, upload a picture of yourself with the *I Love Museums Bus* in the background on our facebook page's wall to stand a chance to win!

- **1st and 2nd Prize – HTC Smart**

Find out more details on uploading your photos here: www.museums.com.sg.

NHB Museums Information

National Heritage Board

61 Stamford Road, #03-08
Stamford Court, Singapore 178892
Tel: 6338 0000
www.nhb.gov.sg

Asian Civilisations Museum

1 Empress Place
Singapore 179555
Tel: 6332 7798
www.acm.org.sg

Memories at Old Ford Factory

351 Upper Bukit Timah Road
Singapore 588192
Tel: 6462 6724
www.s1942.org.sg

National Museum of Singapore

93 Stamford Road
Singapore 178897
Tel: 6332 3659
www.nationalmuseum.sg

Peranakan Museum

39 Armenian Street
Singapore 179941
Tel: 6332 7591

www.peranakanmuseum.sg

Reflections at Bukit Chandu

31-K Pepys Road
Singapore 118458
Tel: 6375 2510

www.s1942.org.sg

Singapore Art Museum

71 Bras Basah Road
Singapore 189555
Tel: 6332 3222

www.singaporeartmuseum.sg

Singapore Philatelic Museum

23-B Coleman Street
Singapore 179807
Tel: 6337 3888

www.spm.org.sg

For more information on non-NHB museums, visit www.museums.com.sg.