

MEDIA RELEASE

For Immediate Release

CHILDREN'S MUSEUM SINGAPORE OPENS WITH AN INVITATION TO THEIR BIRTHDAY BASH

Singapore's first museum dedicated to children kicks off their opening with a Birthday Bash on 10 and 11 December, where an exciting line-up of performances, games, and more are in store.



Formerly the Singapore Philatelic Museum, the new Children's Museum Singapore sports a colourful facade and an equally invigorating interior.

(Image credit: Children's Museum Singapore)

Singapore, 8 December 2022 – Enter a world of wonder at the National Heritage Board's new **Children's Museum Singapore (CMSG)**, the first museum in Singapore dedicated to children who are 12 years old and below. From 10 December, children can take a voyage back in time to olden day Singapore, discover the wonders of nature, explore how our local communities celebrate birthdays and more, when the museum opens its doors.

2 Guided by its tagline "Start with Wonder", CMSG will function as a 'starter museum' to introduce young visitors and their families to the museum-going experience, sustain and nurture a sense of curiosity to explore, experiment, and facilitate a conducive environment for learning through play. Its curatorial approach is supported by educators and industry professionals, who gave inputs on the museum's pedagogical strategies for the development of life skills. CMSG will also work with interested researchers on the value of play for children,

and will organise educational programmes in collaboration with educators throughout the year to cater to children of different age groups and abilities.

3 Mrs Wai Yin Pryke, Museum Director of CMSG, said, “Children’s Museum Singapore is uniquely positioned as Singapore’s first museum built for the children. Our vision – “A place of wonder and joyful learning for all children to engage with Singapore and the world” – embodies our aspiration of becoming a museum that children can call their own, where they learn through play in a safe environment. We also envision our museum to be an inclusive space for children of different ages and abilities, planting the seed for all children to enjoy visiting museums to learn about our rich heritage and culture.”

Learning through play in an imaginative and creative space

4 By inviting children to get hands-on with interactives, stories and everyday objects, the museum is full of enriching opportunities to learn about Singapore’s heritage and culture, and spark discovery about themselves and the world around them. It features a permanent exhibition that spans four galleries on the ground floor and three special galleries on the second level that will be refreshed regularly. Each gallery is designed to stimulate the senses, evoke curiosity and motivate learning.

Permanent Gallery: A Voyage Back In Time



CMSG’s mascot from the future, WonderBot, and the Captain, a virtual companion who will assign children tasks to complete during their time travelling adventure.

(Image credits: Children’s Museum Singapore)

5 The journey unfolds with the introduction of WonderBot, CMSG's mascot from the future who helps to 'teleport' visitors through different time periods in Singapore, and the adventurous sea-faring Captain, a virtual companion who will assign tasks for visitors through this experiential voyage through time. As visitors make their way through the four galleries – *Hidden Chamber*, *Ahoy Singapore!*, *The Marketplace* and *My Neighbourhood* – they will be met with multimedia interactives, artefacts from the National Collection, and more to deepen their insight into Singapore's early history as a port city, to become a modern-day metropolis.



The Marketplace, one of four permanent galleries at the ground level of CMSG, where children can get to learn more about heritage trades in Singapore.

(Image credits: Children's Museum Singapore)

6 Promising a unique museum experience like no other, CMSG invites children to get hands-on with the exhibits, as they set out to complete the Captain's tasks such as tying a reef knot, or activating a water pump. Designed to evoke the senses, children will also catch a whiff of aromatic spices on board the Captain's ship, or figure out what is causing the musty smell in the ship's cargo hold. Woven into the exhibits are also the stories of Singapore's early migrants and settlers who persevered through difficulties and overcame hardships to build Singapore, imparting to children the value of resilience and unity to forge a new nation.

7 The final gallery, which catapults visitors into a present-day setting, pays tribute to the Singapore Philatelic Museum with a recreation of a post office. Here, children are introduced

to a modern neighbourhood with the post office taking centre stage. They can enjoy displays of stamps, or even design their own and watch it come “alive” in a stamp parade!

Special Galleries: Imagine A Garden, Play Pod and Happy Birthday!



The themes of special galleries were chosen for the connection they have with the daily lives of children.

(Image credits: Children's Museum Singapore)

8 As visitors make their way to the second level, they will continue their adventure into three special galleries – *Imagine a Garden*, featuring life-like paper sculptures of birds and flowers by Colombian artist Diana Beltrán Herrera; *Happy Birthday!*, which explores various cultural birthday practices in Singapore and values associated with familial love and gift-giving; and *Play Pod*, a safe space for toddlers ages two to four to learn more about fruits and vegetables through active play. For more details on the galleries, please refer to **Annex B**.

Opening Weekend Birthday Bash

9 CMSG's grand opening will kick off to the public with an *Opening Weekend Birthday Bash*. Families can look forward to being among the first to experience CMSG's galleries, as well as an exciting line-up of dance, music and theatre performances throughout the day at the outdoor stage. Visitors also have a chance to win attractive prizes through carnival activities and game booths. The full list of programmes for CMSG's *Birthday Bash* can be found on [CMSG's website](https://www.cmsg.org.sg).

10 With its focus on interactivity and hands-on experiences, museum-goers are required to pre-book tickets at go.gov.sg/cmsg in order to secure general admission slots and carnival tickets for the *Opening Weekend Birthday Bash*.

- *Opening Weekend Birthday Bash* (10 & 11 December 2022): Entry is free for children aged 12 years and below, while accompanying adults must purchase a ticket at \$10 per adult.
- General admission: Free entry for all from 13 December 2022 onwards until 31 March 2023. More information on operating hours and ticketing matters can be found in **Annex A**.

11 As part of the opening special, CMSG will also be presenting workshops on 17 and 18 December 2022 with some of its partners. These include specially curated craft sessions and activities that invite parent-child bonding. Registration will open from 9 December 2022. More details on the workshops are available [here](#).

12 For more information, please refer to:

- **Annex A:** Opening Hours and Ticketing Information
- **Annex B:** Permanent and Special Galleries
- **Annex C:** Lenders, partners and sponsors
- [Webpage](#): Opening Weekend Birthday Bash (10 & 11 December 2022)
- [Webpage](#): Opening Special Weekend Workshops (17 & 18 December 2022)
- [Webpage](#): Merchandise

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About the National Heritage Board

The National Heritage Board (NHB) was formed on 1 August 1993. As the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit.

NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit www.nhb.gov.sg for more information.

About Children's Museum Singapore

Children's Museum Singapore is the first museum in Singapore dedicated to children 12 years old and below. The museum believes in sparking wonder and the power of play in a safe environment. CMSG aspires to be a place of wonder and joyful learning for all children to engage with Singapore and the world.

Families with young children can look forward to interactive exhibits, anchored in rich storytelling, complemented by engaging programmes and initiatives. Children will have hands-on opportunities to learn about Singapore's heritage through play.

CMSG will organise educational programmes throughout the year to cater to children of different age groups and abilities. These programmes are created in collaboration with educators to ensure that they are developmentally appropriate for children.

CMSG is housed in a historical double-storey colonial building that was formerly part of Anglo-Chinese School in 1906. The building housed the Methodist Book Room in the 1970s and 1980s, before being converted to become the Singapore Philatelic Museum in 1995.



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ANNEX A

Opening Hours and Ticketing Information

Opening Hours

Tuesday - Sunday (closed on Monday)

9am - 1pm

2pm - 6pm

(The museum is closed between 1pm – 2pm daily for cleaning)

**Admission to all galleries ends 30 minutes before closing time.*

Ticketing

Free admission for all until 31 March 2023.

Visitors will be asked to choose a date and timeslot for their visit.

To ensure a comfortable visitor experience, advanced online ticket reservations are highly encouraged.

All entrance tickets include admission to the Permanent Galleries and the Special Galleries.

ANNEX B

Permanent and Special Galleries

The museum features a permanent exhibition that spans four galleries on the ground floor and three special galleries on the second level that will be refreshed every year. The overarching theme of the permanent exhibition is one of travel and exploration.

Woven into CMSG's permanent exhibition are stories of Singapore's early migrants and settlers who persevered through difficulties and overcame hardships to build Singapore.

The first gallery, *Hidden Chamber*, welcomes children with a short immersive theatre show. Objects from the Captain's secret stash come alive as animation and share stories of where they come from.

In the second gallery, *Ahoy Singapore!*, visitors step into the Captain's time-travelling ship laden with treasures. In the Captain's cabin, visitors will be greeted by the aroma of spices from the region. Kids will be asked to complete tasks set out by the Captain. There is a cargo hold where visitors get to experience how many migrant passengers and livestock would have been crammed in. To create an immersive and realistic experience, the area is designed to be dark and foul-smelling.

At the second half of the gallery, disembarking at a port in Singapore, young visitors get to role-play as coolies by moving cargo from ship to land. There will be a multimedia game, *Clean the Dirty Singapore River* for visitors to play.



The third gallery, *The Marketplace*, lets children explore bustling shophouses of the past including street barbers and traditional letter writers—trades that no longer exist. Children get to hear stories by shopkeepers and can try a letter-writing game by tracing letters of different languages.

The final gallery, *My Neighbourhood*, brings visitors back to the present introducing children to a post office where children can design their own postal stamps and learn more about postal amenities in a neighbourhood setting.



Children's
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On level 2, visitors continue their travel adventure to three special galleries. The first thematic gallery *Imagine a Garden*, presents amazing life-like paper sculptures of birds and flowers by Colombian artist Diana Beltrán Herrera in an exploratory, multisensorial maze. Children can imagine themselves as a spotted wood owl on a hunt for its favourite prey in the multimedia game *How Fast Can You Fly* developed by Nanyang Polytechnic students, investigate natural specimens and put together their own magnetic flower mural

The second gallery, *Happy Birthday* explores traditional birth practices of different cultures for a new-born, as well as teach values associated with familial love and gift-giving. They can also listen to 90-year-old Grandma Sumitra's memories of her birthday, hunt for ingredients to make different birthday foods in the multimedia game *Help the Chef*, plate their own yummy desserts for a birthday party and explore a wall of birthday photographs contributed by Singaporeans from different time periods.

Finally, the *Play Pod* is a safe space for toddlers ages 2–4 to play and learn. Based on the theme of fruits and vegetables, the shoes-off gallery has a roadside stall, a small garden bed and shed with toy gardening tools and vegetables, as well as a boat shaped like a calamansi fruit that children can clamber into.

ANNEX C**Acknowledgement and thanks to lenders, partners and sponsors****Permanent and special galleries**

- National Parks Board for their loan of archaeological shards in Gallery 1
- Kent Ridge Archaeological Lab for their loan of archaeological shards in Gallery 1
- Nanyang Polytechnic School of Design and Media for the design of multimedia interactives in the galleries
- KK Women's and Children's Hospital (KKH) for sharing photographs of birth practices and steps on how to swaddle a newborn. KKH also loaned a pair of umbilical cord-cutting scissors, a baby vest, a health booklet and an RFID wrist tag for display.
- Mrs Patricia de Souza for sharing her family's birthday practices and photographs of birthday celebrations. She also loaned a christening robe, a christening well-wishing card, a christening medal and two pieces of birthday jewellery she received from her parents for display. She was also featured in *Help the Chef* multimedia game within the *Happy Birthday* gallery, demonstrating how to bake a sugary cake.
- Mrs Bala Subramaniam for sharing her birthday stories and photographs of birthday celebrations. She was also featured in the *Meet Grandma Sumitra* interactive projection within the *Happy Birthday* gallery, sharing memories of birthdays in her family and teaching children how to greet someone 'Happy Birthday' in a traditional manner.
- Dr Uma Rajan for sharing traditional birth practices of the Hindu community and photographs of these birth practices in her family, including *namakarana* or naming ceremony.
- Lee Kong Chian Natural History Museum for its loan of natural specimens such as birds' eggs and winged insects for display.
- National Parks Board for supplying flowers such as the Tiger Orchid and Flame of the Forest for the formulation of scents, and the loan of a few natural specimens for display.
- Givaudan for formulating scents for the museum including a crowded cargo hold and dirty Singapore River within *Ahoy Singapore!*, flowers for *Imagine A Garden*, fruits for *Play Pod*, local cake flavours and mood perfumes for *Happy Birthday*.

Working partners for Opening Special Workshops

- Our Makers' Wish by Playeum
- To a Lifetime of Happy Birthdays by National Institute of Early Childhood Development (NIEC)
- Children's Drawings are Letters of Inquiry by Dr Rebecca Chan
- Yo-yo Re-Do by The LEGO Group



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Art Viewing: Look to Learn & Learn to Look by Dr Jacqueline Chung, Early Childhood Development Agency (ECDA) Fellow
Let's Bond! by Centre for Fathering

Sponsors for Children's Museum Singapore's Official Opening and Opening Weekend Birthday Bash

- 1) VitaKids children
- 2) Khong Guan Biscuit Factory (S) Pte Ltd:
- 3) Suntory Beverage & Food Asia Pacific
- 4) I love Children
- 5) Tigerbalm
- 6) The LEGO Group
- 7) Australian Fruit Juice
- 8) Origame
- 9) NEWater

Other partners

National Institute of Early Childhood Development
Early Childhood Development Agency
PCF Sparkletots
My First Skool
Little Skool-House
EtonHouse