

MEDIA RELEASE

For immediate release

NATIONAL HERITAGE BOARD LAUNCHES OUR SG HERITAGE PLAN 2.0 WITH NEW INITIATIVES THAT WILL ENHANCE SINGAPORE'S HERITAGE AND MUSEUM LANDSCAPE

The plan is made up of four building blocks – Identity, Community, Industry and Innovation – to cultivate a heritage and museum ecosystem that will enrich the lives of Singaporeans

Singapore, 19 May 2023 – To strengthen Singaporeans' connection to their heritage and further develop the sector, Mr Edwin Tong, Minister for Culture, Community and Youth & Second Minister for Law, launched ***Our SG Heritage Plan 2.0*** today. The plan will serve as the roadmap for Singapore's heritage and museum sector from 2023 to 2027.

2 The first heritage masterplan, *Our SG Heritage Plan*, was launched in 2018 and concluded in 2022. The plan saw several significant milestones across various aspects of Singapore's heritage, including the successful inscription of Hawker Culture in Singapore onto the UNESCO Representative List of the Intangible Cultural Heritage of Humanity; the proliferation of community co-created offerings such as *Heritage Trails*, *Street Corner Heritage Galleries*, and community co-curated exhibitions; the evolution of the museum experience through the increasing use of immersive technology and fresh narratives; the broadening of perceptions of heritage to include crafts and practices, and everyday community stories and places; and the expansion of our recognition of the significance of our spaces with the gazette of new National Monuments and the addition of the Padang Civic Ensemble to Singapore's Tentative List for UNESCO World Heritage Sites.

3 *Our SG Heritage Plan 2.0* will build on these achievements through four new building blocks that will accentuate the plan's impact over the next five years, and cultivate a heritage and museum ecosystem which will enrich the lives of Singaporeans. They are:

- ***Identity***, which aims to encourage a more layered understanding of the Singaporean identity and our connection to the region and the world;
- ***Community***, which will empower Singaporeans to get involved in the exploration and celebration of heritage, and provide more opportunities to co-create heritage-related content and projects;

- **Industry**, which seeks to enhance the sector, support the sustainability of heritage businesses and crafts, and create opportunities to benefit economically from heritage; and
- **Innovation**, which will channel creativity and technology to enrich Singaporeans' heritage experiences, and keep the heritage and museum sector ready for the future.

Further details about the four building blocks can be found in [Annex A](#).

4 Mr Edwin Tong, Minister for Culture, Community and Youth & Second Minister for Law said: “Our diverse, multicultural heritage remains the bedrock of our national identity. Heritage sites and cultural events provide common spaces for all Singaporeans to come together. Our values, culture and practices offer shared experiences that build empathy and understanding among us.”

Built together with Singaporeans

5 Working together with the community and stakeholders in the heritage and museum sector has been crucial in the formulation of *Our SG Heritage Plan 2.0*. The first phase of engagement involved 650 museum professionals, academics, creatives, traditional craft practitioners, youth, and precinct stakeholders. The second invited all Singaporeans to give their views through a dedicated microsite and physical booths at cultural institutions, which garnered more than 72,000 ideas and suggestions from August to November 2022. These inputs, together with lessons learned from the first heritage plan and the results of the recently announced *Heritage Awareness Survey 2022*, guided the development of the second plan's strategies and initiatives.

6 Ms Chang Hwee Nee, Chief Executive Officer of NHB, said: “The heritage and museum landscape in Singapore has grown considerably in the last five years. More appreciate the importance of heritage, there is a broader and deeper understanding of what constitutes our heritage, and there is greater participation in heritage by both individuals and groups. *Our SG Heritage Plan 2.0* has been created with the community, for the community. It will enable us to build on this momentum together to further enrich our lives through heritage, and secure this legacy for the future.”

Empowering the Community through Heritage Activation Nodes

7 To empower more in the community to get involved in the exploration and celebration of our heritage, and to enliven our neighbourhoods, *Our SG Heritage Plan 2.0* will see the launch of **Heritage Activation Nodes (HAN)** in various precincts from 2024 under the **Community** building block. HAN will provide opportunities for the community to develop and implement projects that will increase the number of heritage touchpoints in the heartlands and celebrate the heritage of their neighbourhoods.

8 Under the initiative, NHB will work closely with community partners to introduce heritage programming and enhance spaces in their neighbourhoods. Each HAN will be unique and tailored to the needs and character of the individual precincts. HAN will also seek to build the capabilities of community groups through training and the establishment of *Heritage Champions* – volunteers from that community – with the goal of enabling them to develop and run programmes on a regular and sustained basis.

9 The first HAN will be launched in Katong-Joo Chiat in the first half of 2024, a precinct known for its rich heritage and affiliation with Peranakan culture, as well as its unique pre-war architecture. NHB will work with community heritage group Katong Culture, an interest group established by the Joo Chiat Community Club Management Committee (a Marine Parade grassroots organisation), as the main community partner to organise regular activities such as street festivals, guided tours, talks and other programmes. NHB also plans to launch the next edition of *Street Corner Heritage Galleries* – which will showcase the history of heritage businesses – as part of the HAN. A joint Call for Collaboration will be issued by NHB and Katong Culture by the end of this year for proposals for programmes, projects or mini-exhibitions from the community for HAN Katong-Joo Chiat.

New efforts across the four building blocks

10 Other initiatives will be launched in each of the four building blocks of *Our SG Heritage Plan 2.0*. Under **Identity**, NHB, together with the Singapore Art Museum, Urban Redevelopment Authority, National Library Board, and DesignSingapore Council will establish a **design collection** which will cover a range of design disciplines – including fashion, craft, product and

industrial design, graphic design, architecture, and emerging multidisciplinary design fields – and focus on contemporary Singaporean designers, architects, and artists. NHB will also engage local collectors of design objects and collect works from the Southeast Asian and Asian regions. The design collection will help to expand our understanding of Singapore’s identity within the context of the region’s history and aesthetic, and better illustrate the Singapore Story and our nation’s connection with the region and the world. It also aims to bolster the National Collection’s representation of contemporary objects and creative expression, while fostering collaborations with the design community and industry.

11 The first heritage plan saw the establishment of the NHB *Youth Panel* in 2021, which advises NHB on getting youth engaged with heritage. *Our SG Heritage Plan 2.0* will build on these efforts under **Community** with the development of NHB’s first **Youth Heritage Blueprint**, led by the Youth Panel. The blueprint will provide guidance to NHB on how to strengthen and sustain youth interest and involvement in the heritage and museum sector, including in the areas of programmes, physical touchpoints and digital content, marketing and communications, access and participation, and collaborations and partnerships. In order to further engage youth and garner more inputs for the blueprint, the panel will be launching an online youth survey in the third quarter of 2023.

12 Other examples of significant initiatives to be launched under *Our SG Heritage Plan 2.0* include the transformation of **Armenian Street** into a creative and craft hub under **Industry**, which will feature collaborations with businesses, artisans, and the arts community; more focused efforts on **archaeology** under **Identity**, to enable us to learn more about Singapore’s historical roots and our connections with the rest of the world; and enhancing heritage interactions through cutting-edge technology, such as smart robotics and artificial intelligence, under **Innovation**. Details of these initiatives and more will be announced progressively as they are launched.

Explore different facets of heritage through special public guided tours

13 To mark the launch of *Our SG Heritage Plan 2.0* and in celebration of NHB’s 30th anniversary this year, a series of special guided tours, titled **From 2023 to 1887: A Museum Journey**, will take place over two weekends, on **20, 21, 27 and 28 May 2023**. These public tours



will offer participants slices of Singapore's heritage through NHB's most recently reopened museum, the Peranakan Museum, to its oldest, the National Museum of Singapore.

14 *From 2023 to 1887: A Museum Journey* will explore how the Peranakan Museum presents the origins and diversity of the culture of the Peranakans, a community that is an integral part of Singapore's multicultural identity and which has had a significant influence on the decorative arts industry, as well as the building's history as the old Tao Nan School. Participants will then proceed to National Museum of Singapore, where they will delve into lesser-known facts and features of the more-than-century-old building, and get a glimpse of spaces visitors normally don't get to see, including its Resource Centre and the deck on level 3 of the museum.

15 To view and/or download the complete *Our SG Heritage Plan 2.0* publication, please visit www.oursgheritage.sg. For more information on *From 2023 to 1887: A Museum Journey* and to sign up for the tours, please visit <https://go.gov.sg/museumjourney>.

END

#OurSGHeritagePlan

For media enquiries, please contact:

Say Hua Lee

Jamie Choy

Mobile: 9668 4605

Mobile: 9776 2223

Email: sayhua.lee@tateanzur.com

Email: jamie.choy@tateanzur.com



About the National Heritage Board

The National Heritage Board (NHB) was formed on 1 August 1993, and turns 30 this year. 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.

Our SG Heritage Plan 2.0 Building Blocks

- **Identity**

Our SG Heritage Plan 2.0 seeks to affirm Singapore as an inspired nation which draws strength from our multicultural heritage and diversity. It sets out to reflect a more layered understanding of Singaporean identity, and will work to ensure that the experiences of all Singaporeans are represented and celebrated, in our vision to create a truly inclusive space. Key initiatives include efforts to:

- i. Research and conserve Singapore's maritime heritage;
- ii. Develop a design collection;
- iii. Expand Singapore's representation on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity;
- iv. Promote and care for our archaeological treasures;
- v. Enhance the National Museum of Singapore's Collecting Contemporary Singapore initiative; and
- vi. Drive the development of the Founders' Memorial and its public engagement.

- **Community**

Our SG Heritage Plan 2.0 will nurture a connected people anchored in our shared heritage and invested in telling our collective story. Singaporeans will be empowered to create heritage-related content and projects, and have greater ownership in promoting and celebrating our stories. Key initiatives include efforts to:

- i. Establish Heritage Activation Nodes with the community to enliven our heartlands and increase access to heritage;
- ii. Deepen engagement with youth to encourage them to participate in and advocate for heritage;
- iii. Pioneer heritage-based interventions for health and well-being;
- iv. Promote and boost volunteerism; and
- v. Strengthen community capabilities in heritage.

- **Industry**

Our SG Heritage Plan 2.0 will cultivate a vibrant heritage ecosystem that values people, connects with industry and creates opportunities for Singaporeans. The plan aims to create new avenues for heritage to benefit different sectors and groups, and to bolster the sustainability of heritage businesses and careers. Key initiatives include efforts to:

- i. Support the sustainability of heritage businesses and the transmission of traditional skills;
- ii. Transform Armenian Street into a precinct for craft and creativity;
- iii. Showcase our collections and stories overseas to enhance the Singapore brand; and
- iv. Strengthen the capabilities of heritage professionals within the heritage and museum sector.

- **Innovation**

Our SG Heritage Plan 2.0 aims to raise a future-ready heritage sector powered by innovation and creativity, to keep heritage relevant and accessible. By harnessing technology, the reach of heritage spaces and offerings can be expanded, and more exciting and immersive experiences can be offered both online and offline. Key initiatives include efforts to:

- i. Enhance heritage interactions through cutting-edge technology;
- ii. Use smart robotics and AI to support museum functions and enrich visitor experiences;
- iii. Deepen engagement with heritage through delivering personalised content and recommendations;
- iv. Foster a sustainability-minded heritage and museum sector for a climate-resilient future; and
- v. Drive new research in conservation science and collection care at the Heritage Conservation Centre.