

## MEDIA RELEASE

### CELEBRATE THE PEOPLE, PRACTICES AND PASSION BEHIND SINGAPORE'S LIVING HERITAGE AT *SINGAPORE HERITAGEFEST 2025*

*Over 100 programmes across the island, by over 90 partners and Intangible Cultural Heritage (ICH) partners for Singaporeans to come together*



**Singapore, 22 April 2025** – *Singapore HeritageFest* (SHF) returns from 1 to 25 May with over 100 programmes to bring Singaporeans together to celebrate the nation's rich Intangible Cultural Heritage (ICH), also known as living heritage, as part of SG60. Organised by HeritageSG, a subsidiary of the National Heritage Board (NHB), the 22nd edition of the festival spotlights Singapore's cultural practitioners, heritage businesses and other partners that keep our living heritage alive.

2 Building upon Singapore's two successful UNESCO nominations – the inscription of Hawker Culture in 2020 and multinational inscription of the *kebaya* in December last year – this year's SG60 edition celebrates the full range and diversity of Singapore's rich living heritage. Through a diverse lineup of workshops, tours, trails, exhibitions and other activities across the island in celebration of SG60, festival-goers will get to access to quality heritage experiences through the decentralization of SHF programmes across the island in celebration of SG60 and

immerse in our nation's stories and living heritage that have shaped our shared identity and will continue to do so in the years to come.

3 Qazim Karim, Head (Festivals & Precinct Development), HeritageSG said, “Our living heritage isn't just something we inherit – it's traditions, customs and practices that we adopt, practise, and pass down through the generations. So, they should not be taken for granted. For the SG60 edition of *Singapore HeritageFest*, we celebrate those who have been silently toiling behind-the-scenes to keep our living heritage alive – from hawkers and craftspeople, to performers and community groups. As we connect these makers with their crafts and stories, we also hope to foster greater appreciation, especially amongst the younger generations, for their skills, knowledge and passion that have helped sustain our living heritage and sense of belonging to Singapore.”

4 In conjunction with SG60, *SHF 2025* collaborates with over 90 community partners and ICH practitioners bringing Singaporeans together to celebrate the dynamic and inclusive nature of the cultural practices that form the backbone of our united Singapore. This includes YHS Singapore (Yeo's) returning as *SHF's* Official Partner for the second consecutive year, supporting one of this year's highlights – ***Out of the Red Box***, a vibrant showcase of Chinese opera and *getai*. This year also marks Official Sponsor Stellar Ace's fifth consecutive year supporting the ***Ride & Discover*** exhibition which brings stories of our living heritage to life across MRT stations islandwide. Other new community partners include Sendok Rakyat, Heritage Business Foundation, Tied Alliance, Gateway Theatre and more.

#### Explore Singapore's rich living heritage

5 This year, SHF brings Singaporeans together to participate in heritage experiences to celebrate SG60. Festival-goers can explore the essence of Singapore's community-based traditions: from craft and performing arts, to food heritage, social practices and nature-based knowledge. Some highlights include:

- **New SHF programmes**

- *Getai* meets Teochew opera in ***Out of the Red Box***, a vibrant theatrical production jointly presented by Nam Hwa Opera and The ETCeteras that reimagines Singapore's

rich cultural tapestry with a lively blend of traditional Chinese opera, modern *getai*, and contemporary music.

- Get hands-on at ***Creative Hub @ Peranakan Museum***, a month-long showcase of Singapore's living heritage through workshops and sharing sessions throughout the weekends in May. Learn heritage practices such as *jamu*-making, tea brewing, calligraphy, flower tying, and more – led by the communities who keep these traditions alive.
- **Discover the artistry behind our traditional crafts**
  - Learn the art of traditional rattan weaving with artist Ng Si Ying in ***Rattan Knot Weaving x anothersole***, and customise your very own pair of Belle Mary Janes to bring home.
  - Craft your own glowing lanterns with ***Making Traditional Lanterns***, hosted by Francis Tan, while learning more about the history and symbolism of traditional lanterns made with classic techniques.
  - Hear the story of a woodcarver Ng Tze Yong in ***My Grandma's Startup***, and explore how he upholds his family's 180-year legacy through storytelling, design and experimentation.
- **Feel the rhythm of our performing arts heritage**
  - Explore two classical Indian music genres in ***Carnatic Music vs Sopanam Music***, a live lecture-demonstration with expert Kalamandalam Vinod from India.
  - Immerse yourself in the magic of Malay opera with ***Beats on Baghdad Street: Bangsawan Pantomime*** by Opera Academy, a dynamic telling of Sang Nila Utama's discovery of Singapore.
  - Follow the ancient melodies of *Nanyin* in ***An Odyssey to the South***, a musical workshop presented by Siong Leng Musical Association that unveils the intricate world of *Nanyin*.

- **Savour the stories behind our food heritage**
  - Discover the art of *Nasi Ulam* with ***Gotong-Royong: Nasi Ulam Recipe Crafting*** by Sendok Rakyat, where participants will learn the traditional techniques and intricate flavours that make up this iconic dish.
  - Venture behind the scenes at a 1960s-era bakery in ***HBF Presents: Night Shift at Sweetlands Bakery*** and try your hand at baking a *cempedak* cake while exploring the production floor after hours.
  - Journey into the origins of Singapore's well-loved *Bak Kut Teh* (Pork Rib Soup) in ***Savouring Heritage: A Journey through the History of Bak Kut Teh***, with storytelling and tea pairing by Song Fa and Pek Sin Choon.
- **Explore the social practices that bring us together**
  - Explore Singapore's wedding heritage with ***Kahwin-Kahwin: Singapore Wedding Stories*** by Tied Alliance, an immersive exhibition and workshop that celebrates Singapore's diverse wedding traditions across generations and communities.
  - Uncover the rich tapestry of ceremonial traditions that mark life's significant transitions across Singapore's diverse communities with ***Rites of Passage*** by the Eurasian Association.
  - Relive nostalgic childhood experiences through a tour of traditional games and toys with ***Kampong Playtime: Singaporean Childhoods Through Toys*** by MINT Museum of Toys.
- **Reconnect with nature through heritage workshops**
  - Weave petals and tradition into fragrant garlands in the ***Flower Tying Workshop*** by Prabu Raj, where participants learn the meanings behind each bloom.

- Blend nature with creativity in ***Painting with Native Plant Pigments*** by Marina Central & WithAutumn, a workshop where participants paint on fabric using sustainable dyes and stencils.
- Visit the original site where Singapore's national flower was created in ***Orchid Cultivation Workshop @ Birthplace of Vanda Miss Joaquim***, and learn about its botanical and cultural legacy.

### Return of festival favourites

6 A signature SHF offering, ***HOMEGROUND***, returns with a refreshed focus on our living heritage. This year's *HOMEGROUND Village* is set against the lush backdrop of the Silver Garden at Gardens by the Bay, and brings together an exhibition, a series of workshops, and performances that celebrate everyday cultural practices. At its heart is an exhibition exploring Singapore's living heritage, complemented by weekend programming that includes a pop-up hawker experience in partnership with the National Environment Agency and a heritage retail market co-presented with the Singapore Tourism Board.

7 Another signature SHF programme, ***Ride & Discover***, also makes a return to bring heritage into the daily commute. This year's edition transforms the Somerset, Dhoby Ghaut, and Bayfront MRT stations into vibrant exhibition spaces that spotlight the diversity of Singapore's cultural practices. Through bite-sized stories and striking visuals, commuters are invited to pause, reflect, and rediscover the living traditions woven into this year's festival offerings.

8 Back for its third edition, ***UNDISCLOSED*** invites participants to a mystery behind-the-scenes tour that will intrigue senses and spark curiosity. This exclusive tour keeps its location and details under wraps until the very moment participants arrive. This element of surprise adds to the sense of adventure of discovering our living heritage in unexpected places.

9 SHF 2025 programmes will be open for registration on 22 April, 12pm. Members of the public may visit [www.sgheritagefest.gov.sg](http://www.sgheritagefest.gov.sg) for more information on the programmes, and how to register.

10 Please scan the QR code below or visit <https://bit.ly/SHF-2025> for full programme

details.



#SGHeritageFest | [sgheritagefest.gov.sg](https://sgheritagefest.gov.sg) | [facebook.com/SGHeritageFest](https://facebook.com/SGHeritageFest) |  
[instagram.com/sgheritagefest](https://instagram.com/sgheritagefest)

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### **About HeritageSG**

HeritageSG (HSG) is a wholly-owned subsidiary of the National Heritage Board (NHB), a statutory board under Singapore's Ministry of Culture, Community, and Youth (MCCY). Established to strengthen sector capabilities and unlock new synergies across the museum and heritage ecosystem, HSG brings greater agility and responsiveness to the evolving needs of Singapore's heritage sector.

As the creative force behind flagship events – including Children's Season, the Singapore HeritageFest, and Singapore Night Festival – HSG brings Singapore's rich heritage to life for diverse audiences through immersive experiences and innovative storytelling.

HeritageSG manages key heritage institutions such as the Children's Museum Singapore, Changi Chapel and Museum, and Reflections at Bukit Chandu, and leads initiatives spanning archaeological research, travelling exhibitions, and interactive digital experiences. By collaborating with partners across the ecosystem and blending tradition with technology, HSG strengthens heritage touchpoints and fosters meaningful encounters that contribute to our shared national identity and pride.

Find out more at <https://www.heritage.sg>

### **About 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, safeguards and promotes intangible cultural heritage, 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](http://www.nhb.gov.sg) for more information.

### **About Singapore HeritageFest**

The Singapore HeritageFest (SHF) is the National Heritage Board's signature annual outreach event that celebrates the many facets of Singapore's diverse heritage and culture. SHF works with individuals, groups and communities to co-create programmes and offerings. This allows the festival to uncover lesser-known stories and narratives, engender a greater sense of ownership, and empower Singaporeans to safeguard and promote our shared heritage. The inaugural edition of SHF was staged in 2004, and since then, the festival has continued to provide on-site and online experiences with yearly themes that focus on different aspects of Singapore's heritage.

### **About Stellar Ace**

Stellar Ace is Singapore's leading Out-of-Home (OOH) media company, bringing everyday journeys to life through powerful brand storytelling. We transform daily commutes into memorable experiences, connecting brands with millions of consumers through a dynamic mix of static and digital touchpoints islandwide.

As a subsidiary of SMRT Corporation, Stellar Ace operates an expansive media network spanning SMRT stations, retail spaces, road assets, and 100% of Singapore's Bus Shelter Advertising Assets inventory — offering brands unrivalled reach and visibility. With exciting advancements in digital innovation and programmatic technology, Stellar Ace is shaping the future of intelligent OOH advertising — creating smarter, sharper, and more impactful ways for brands to engage audiences on the move on every street and every screen.

### **About YHS (Singapore) Pte Ltd (Yeo's)**

Yeo Hiap Seng is a Singapore-based heritage brand that has pioneered innovations in Asian beverages for more than a century. It is the first in the world to package Asian drinks in Tetra Brik aseptic cartons using UHT process and the first to offer curry chicken in canned form. Yeo's

popular range of soybean and chrysanthemum drinks are widely sold in Asia, Europe and North America.

The Group serves more than 30 markets around the world where the Yeo's portfolio of Asian food and beverages are known for its authentic flavours and exceptional quality. More than 80% of its beverages are from healthier choice products, making them the natural choice among consumers. To celebrate SG60, Yeo's has launched a special commemorative packaging to accompany its *Orchid Chrysanthemum Tea*, freshly brewed with Grade 'A' Hang Bai Ju chrysanthemum flowers and delicately infused with our national flower.