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MEDIA RELEASE

For immediate release

BELONGING THROUGH PLAY: CHILDREN'S SEASON 2025 INSPIRES YOUNG MINDS TO CONNECT, CREATE AND EXPLORE



Singapore, 21 May 2025 — *Children's Season* returns to spark imagination and instil a sense of belonging in our young ones from 31 May to 29 June 2025! Organised by Children's Museum Singapore (CMSG) and supported by the National Heritage Board (NHB) and the Museum Roundtable (MR), *Children's Season 2025* will bring a diverse lineup of activities, interactive performances, and workshops. This year's edition embraces the theme of *Belonging*, encouraging children to explore their identities within their home, communities and country through play. To mark this SG60 special, Children's Season welcomes its first corporate sponsor, YHS Singapore (Yeo's) as the Official Partner of the festival.

2 Ms Asmah Alias, Museum Director, CMSG, said: "*Children's Season* is more than just an event, it's a platform where young voices take centre stage. This year's celebration focuses on belonging, encouraging children to discover their identities within their home, community, and country. With an exciting lineup of interactive programmes and activities happening over the



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school holidays, we hope to create an inclusive space where every child feels they belong, while sparking a sense of curiosity for and connection to our shared living heritage.”

Children's Panel for *Children's Season 2025*

3 The Children's Panel was first formed for Children's Season 2024, in line with the museum's approach of championing the voices of children. A group of 15 children from CMSG's Little Ambassadors programme formed the Children's Panel, who co-curated the Signature Programmes and children's takeover, where they welcomed programme participants and assisted with registration.

4 The Children's Panel returns for its second iteration this year, once again giving young ones a platform to share their perspectives on how programmes can be made more engaging for children. This year, CMSG worked with Lianhua Primary School to form the panel — comprising 18 children aged 10 to 11 — to help shape the festival by co-creating the lineup of Signature Programmes for the year.

5 The panel worked closely with CMSG and its appointed partner, Playeum, to contribute ideas and provide feedback to the artists about their work across five engagement sessions. This allows the Museum to tap on their creativity and fresh insights, ensuring that *Children's Season* remains a festival created by children, for children.

6 *Children's Season 2025* will feature Signature Programmes, Partnership Programmes, the fan-favourite Stamp Booklet Activity, as well as programmes by CMSG happening in conjunction with *Children's Season*. From exploring sculptural installations to enjoying immersive theatre performances, families can look forward to a wide range of activities that ensure an enriching experience for all participants.

Signature Programmes

7 The *Children's Season 2025* Signature Programmes are a series of four interactive experiences hosted across four participating MR museums and institutions. Based on the selection of programmes by the Children's Panel, the programmes this year will be held at the Indian Heritage Centre, KidsSTOP™, MOE Heritage Centre and Singapore Maritime Gallery. The Signature Programmes will present content and experiences unique to the respective museums and institutions. Please refer to [Annex A](#) for the full list of Signature Programmes.



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Partnership Programmes

8 Partnership Programmes are organised by participating MR members and hosted at CMSG, offering interactive experiences created specially for families and children. These are free, drop-in activities that extend cultural experiences beyond their own spaces, allowing children to learn more about Singapore's heritage while fostering creativity and family bonding. The Partnership Programmes this year will be presented by The Gem Museum, KidsSTOP™ and the Singapore Maritime Gallery. For more details, refer to [Annex B](#).

Other programmes and activities



9 On top of Signature and Partnership Programmes, CMSG will also be bringing back the well-loved Stamp Booklet Activity for this year's iteration. Families can pick up a stamp booklet from any of the 22 participating MR members, and collect special stamps after completing an activity at the venues. Prizes will be awarded based on the number of stamps collected. This year, families can also redeem Yeo's drinks and prizes as they participate in the Stamp Booklet Activity. You may refer to [Annex C](#) for the full list of participating MR members.



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1 Collect a stamp booklet at participating institutions!

<p>West</p> <ul style="list-style-type: none"> 1 Singapore Discovery Centre* 2 Science Centre Singapore* 3 KidsSTOP™** <p>Central</p> <ul style="list-style-type: none"> 4 Former Ford Factory* 5 MOE Heritage Centre 6 Singapore Mobility Gallery 7 Indian Heritage Centre* 	<ul style="list-style-type: none"> 8 The Gem Museum* 9 National Library 10 National Museum of Singapore 11 Peranakan Museum* ★12 Children's Museum Singapore* 13 National Gallery Singapore* 14 Asian Civilisations Museum* 15 Singapore Art Museum 16 Fort Siloso* 	<p>North</p> <ul style="list-style-type: none"> 17 Singapore Maritime Gallery* 18 ArtScience Museum 19 Singapore Sports Museum 20 Eurasian Heritage Gallery* <p>East</p> <ul style="list-style-type: none"> 21 The Intan @ T-Play* 22 Singapore Navy Museum*
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2 Collect stamps to redeem exclusive Children's Season prizes and prizes from Yeo's!

Tier 1
5 stamps

Tier 2
10 stamps

Tier 3
15 stamps

Programme Details

- Visit any of the participating institutions. Admission fees may apply.
- Collect a complimentary stamp booklet. **Limited to one booklet per child participant aged 12 years and below.**
- Complete an activity at each institution to collect a stamp and receive 2 complimentary packet drinks sponsored by Yeo's. While stocks last. **Drink redemption only available at selected institutions marked with ***
- Collect as many stamps across various institutions as you can to redeem prizes!

★ Prize Redemption

- Venue: Ticketing counter at Children's Museum Singapore. **Redemption is only available during the museum's operating hours.**
- Period: 31 May - 6 July 2025
- Redemption is only for **children 12 years and below**. Each child is limited to one redemption. Booklets and stamps cannot be shared or combined.
- Prizes are limited and available **while stocks last**. Substitutions may apply.

- Other Terms and Conditions apply.
 - The Organiser may amend or cancel the Stamp Booklet Activity at any time.
 - All information is correct at the time of publication. The Organiser reserves the right to make changes and modifications to the programmes without prior notice.

Organised by: Children's Museum Singapore | Part of: HeritageSG | Supported by: National Heritage Board, Yeo's | Official Partner: Yeo's

10 In celebration of two larger initiatives, National Family Festival by Families for Life (FFL) and International Day of Play (IDOP) by UNICEF, taking place during the June school holidays, CMMSG will also present four additional Programmes with *Children's Season*. These programmes will be split into two categories — the Armenian Street Programmes and the IDOP Programmes, offering participants engaging and interactive activities to explore the theme of belonging. More information on these programmes can be found in [Annex D](#).

Plan your visit

11 *Children's Season 2025* promises a month of wonder and exploration for all families. More details can be accessed at www.nhb.gov.sg/childrensmuseum/whatson/childrens-season, and tickets can be purchased via <https://childrensseason.peatix.com>.

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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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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 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, 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 for more information.



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About the Museum Roundtable

The Museum Roundtable (MR) is a collective of museums established by the National Heritage Board (NHB) in 1996 to promote a museum-going culture amongst Singaporeans and to position museums as unique cultural destinations. The roundtable comprises more than 60 public and private museums and heritage galleries, spanning across diverse categories of focus and interest: Art, Culture & Community, Defence, Healthcare, Lifestyles & Collectibles, National History and Science & Innovation.

As part of NHB's efforts to develop a vibrant and diverse museum and heritage landscape in Singapore, NHB works closely with MR members in various ways. These include signature outreach programmes, as well as capability development initiatives.

About Children's Season

Jointly presented by Children's Museum Singapore and the Museum Roundtable, Children's Season is an annual programme that brings cultural and educational experiences to spark wonder and curiosity in children and inspire them to learn about our collective heritage.

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.



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About the Families for Life Movement

The Families for Life Movement, led by the Families for Life Council, rallies individuals, families and organisations to celebrate families and strengthen family bonds towards building a Singapore Made for Families.

The Families for Life signature initiatives are:

- **Families for Life programmes and resources** to support strong family values, strong and lasting marriages and confident parenting.
- **Families for Life @ Community initiatives** to strengthen family relationships in convenient locations in 24 towns. Couples and families can participate in marriage preparation, marriage mentoring, marriage enrichment, parenting and grandparenting programmes, and parent peer support groups.
- **I Still Do** – campaign celebrating love, commitment, and marriage in February, with enriching online programmes, useful resources and activities for married couples.
- **National Family Festival** – A national celebration of the importance of families in June, with family bonding events and activities across Singapore.
- **Connecting Our Generations** – campaign celebrating the strong intergenerational bonds within families in October.

Visit www.familiesforlife.sg for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities.

About National Family Festival

- The National Family Festival (NFF), an annual month-long campaign, affirms the 'Singapore Made for Families' vision through collaborative effort with the people, private and public sectors in providing opportunities for families to strengthen family bonds. Now in its 4th edition, NFF will expand its offerings to reach out to all family archetypes, including the seniors and youth.
- NFF begins with a massive family carnival and features island wide activities and family deals, supporting families as they connect at home, work and play.
- NFF will showcase FFL's latest initiative, the 'Real Families Real Stories' campaign, that shares authentic family narratives from the public. This initiative aims to spark meaningful conversations about family life, whilst fostering deeper appreciation and resilience within families.
- NFF provides opportunities for families to volunteer as ambassadors, enabling them to reach out to lower-income families and strengthen community bonds through various engagement activities.



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About International Day of Play

Proclaimed by the United Nations General Assembly on 25 March 2024, the International Day of Play is observed every 11 June to champion every child's right to play, as enshrined in Article 31 of the Convention on the Rights of the Child. More than 140 Member States co-sponsored the resolution, including Singapore, signalling global consensus that play is essential for healthy development, learning, and well-being.

The inaugural celebration in 2024 mobilised governments, civil society groups, and the private sector globally to integrate play into policy agendas, from education and health to urban planning, and to create safe, accessible spaces where all children can thrive.

The theme for this year's International Day of Play is "Choose Play – Everyday". The theme is a reminder for all of us – governments, businesses, schools and families – to take decisions that embrace and prioritise play for children.



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ANNEX A

Children's Season 2025 Signature Programmes

For a Better Future



Performed by: Ooruga Collectives
 Venue: Activity Room, Indian Heritage Centre
 Dates: 31 May & 1 June
 Duration: Approximately 1 hour
 Price:

- Bundle (2 children, 2 adults): \$80
- Child only: \$25
- Adult only: \$25

Recommended for children aged five to 12

Synopsis:

Till the mid-20th century, many migrants came to Singapore from India in large ships, travelling for many days, getting seasick. In one such journey, an unlikely friendship blossomed between a spice seller, an astrologer, and a snake charmer. The friends gave each other hope to find a better future in Singapore.

Will their friendship last in times of hardship? Was it a good decision to leave India and come to Singapore? Did they feel belonged? Join us in their interactive, comical and multisensorial



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theatrical performance by being in the shoes of early immigrants and experience the food, culture, hardships, bonding and fun that they had to go through in a time when there was no internet and mobile phones. During the performance, participants would be given the opportunity to play characters such as a textile trader, goldsmith, or a dhobi. There is also a pre-show activity to try your hands on flower garland making and henna art.

This is a Signature Programme under Children's Season 2025 presented by Children's Museum Singapore, in collaboration with the Indian Heritage Centre.

Class from the Past!



Performed by: Zip Zap Zoom Collective

Venue: MOE Heritage Centre

Dates: 31 May, 6 & 7 June

Duration: Approximately 1 hour

Price:

- Bundle (2 children, 2 adults): \$80
- Child only: \$25
- Adult only: \$25

Recommended for children aged six to 12

Synopsis:

MOE Heritage Centre has been transformed into a classroom, but it doesn't look the same anymore! Miss Rachel, form teacher of Class 3P, needs our help! One day, she enters her classroom, only to discover that everyone has been transported to a Class from the Past —



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we are no longer in 2025! A mysterious envelope reveals a letter from the principal. To return to the present, Miss Rachel will have to rally the help of everyone to solve a series of missions by finding clues to playing classic childhood games.

Join us on this fun, interactive, and nostalgic journey as you engage as a family with stories and memories shared amongst parents and children! Each child will be given a set of *kuti kuti* to take home with them and continue the family bonding fun!

This is a Signature Programme under Children's Season 2025 presented by Children's Museum Singapore, in collaboration with the MOE Heritage Centre.

Tools & Treats: A Tasty Journey!



Performed by: Museum of Food
Venue: Singapore Maritime Gallery
Dates: 7, 13 & 14 June
Duration: Approximately 1 hour
Price:

- Bundle (2 children, 2 adults): \$80
- Child only: \$25
- Adult only: \$25

Recommended for children aged five to 12

Synopsis:

Experience the voyage of our forefathers through an exciting boat relay game, braving nature's winds and seafaring adventures along the way. As you "arrive" in Singapore, you will

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explore various heritage food-making tools and get creative at three interactive stations to recreate traditional snacks such as Ang Ku Kueh, Puteri Ayu and Murukku. These well-loved snacks are present today in Singapore as they were brought by our forefathers a long, long time ago!

Join us for this interactive workshop of movement, storytelling, and hands-on play and gain a deeper sense of belonging and appreciation for Singapore's food heritage and how the Singapore maritime played a part. Each child will proudly present a platter of heritage snacks molded from playdough as a take-home kit.

This is a Signature Programme under Children's Season 2025 presented Children's Museum Singapore, in collaboration with the Singapore Maritime Gallery.

Alien Vacation: A Cosmic Adventure



Performed by: Freddo Children's Theatre

Venue: Party Room, KidsSTOP™, Science Centre Singapore

Dates: 14, 20 & 21 June

Duration: Approximately 1 hour

Price:

- Bundle (2 children, 2 adults): \$80
- Child only: \$25
- Adult only: \$25

Recommended for children aged four to eight

Synopsis:

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Zylo, a friendly alien from the planet Vaycaysha visits Earth for the first time and meets Nora, an aspiring astronaut. With her vibrant personality, Zylo shares her adventures and knowledge of the solar system, while the audience teaches her how to be human. Join us in this whimsical musical adventure that gets you grooving and tapping your feet as you journey through space using your imagination and curiosity and learn about each planet's unique traits.

Alien Vacation: A Cosmic Adventure is an engaging children's musical performance that explores themes on friendship and belonging through interactive questioning. In this programme, all children will receive a mini toy camera to assist with interactive elements of the show, which they will get to keep and take home. There will also be a craft activity at the end where the children will get to build their own solar system planet model.

This is a signature programme under Children's Season 2025 presented by Children's Museum Singapore, in collaboration KidsSTOP™, Science Centre Singapore.

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ANNEX B

Children's Season 2025 Partnership Programmes

Craft Your Own 3D Paper Lighthouse!



Presented by: Singapore Maritime Gallery

Venue: Children's Museum Singapore, Discovery Room (Level 2)

Dates: 4, 12 & 18 June

Price: Free

Recommended for children aged five to 12

Synopsis:

Set sail on an exciting journey through Singapore's maritime history to understand the importance of lighthouses to our island nation. Did you know that over 80% of everything we own and use travels across the seas? But how do these massive ships find their way safely to our shores?

In this free self-guided drop-in activity, participants will craft their own 3D paper lighthouse models and learn about how these crucial beacons have guided ships safely through our waters for generations. Upon completion, each child participant will receive a redemption flyer to obtain a complimentary comic book 'The Little Known Wonders of Maritime Singapore' at the Singapore Maritime Gallery.

This drop-in activity is a Partnership Programme under Children's Season 2025 by the

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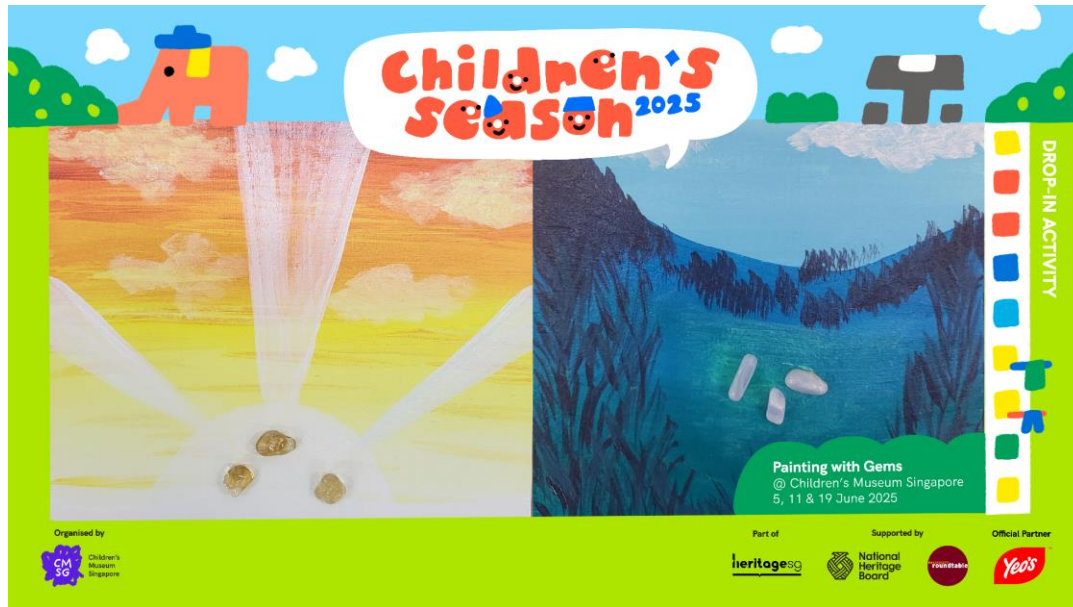
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Singapore Maritime Gallery.

Painting with Gems



Presented by: The Gem Museum

Venue: Children's Museum Singapore, Discovery Room (Level 2)

Dates: 5, 11 & 19 June

Price: Free

Recommended for children aged seven to 12

Synopsis:

Did you know that gemstones symbolize diversity and unity within our communities, showcasing the beauty of individuality while being part of a larger whole?

In this free self-guided drop-in activity, participants will explore the theme of belonging through art, connecting with family, community and country. Each child can select three unique gemstones that represent different aspects of their identity or experiences. Using acrylic paints, children can create their unique artwork on canvas, together with the gemstones that they have selected. Upon completion, each child participant will be able to take home their gem-adorned masterpiece.

This drop-in activity is a Partnership Programme under Children's Season 2025 by The Gem Museum.

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The Time Travellers' Guild



Presented by: KidsSTOP™

Venue: Children's Museum Singapore, Discovery Room (Level 2)

Dates: 25 & 26 June

Duration: Approximately 1 hour

Price: Free. Pre-registration required

Recommended for children aged four to eight

Synopsis:

Calling all young inventors to step into a world of wonder where Science meets Imagination!

Join us in this exciting experience where you'll uncover the secrets behind machines that bring us across the land, sea and sky. Design a personal masterpiece that will join others to form a time-travelling machine at KidsSTOP™, on display from 30 September to end December 2025.

This free workshop is a Partnership Programme under Children's Season 2025 by KidsSTOP™, Science Centre Singapore.



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ANNEX C

List of participating MR museums for CS2025 Stamp Booklet activity

1. Asian Civilisations Museum
2. ArtScience Museum
3. Children's Museum Singapore
4. Eurasian Heritage Gallery
5. Former Ford Factory
6. Fort Siloso
7. Indian Heritage Centre*
8. KidsSTOP™*#
9. MOE Heritage Centre*
10. National Gallery Singapore
11. National Library Board
12. National Museum of Singapore
13. Peranakan Museum
14. Science Centre Singapore
15. Singapore Art Museum
16. Singapore Discovery Centre
17. Singapore Maritime Gallery*#
18. Singapore Mobility Gallery
19. Singapore Navy Museum
20. Singapore Sports Museum
21. The Gem Museum#
22. The Intan @ T-play

** Museums offering the Signature Programmes*

Museums offering the Partnership Programmes at Children's Museum Singapore



ANNEX D

Children's Museum Singapore programmes held in conjunction with Children's Season
Armenian Street Adventures with Bloopy and Friends


Presented by: Children's Museum Singapore, in collaboration with Families for Life

Venue: Armenian Street

Dates: 31 May – 29 June

Price: Free

Recommended for children aged five to 12

Synopsis:

Come join us this June holidays and embark on a thrilling family adventure! Bloopy's UFO has crash-landed on Armenian Street! Help Becky Bunny and WonderBot guide Bloopy to find his way home.

Start by picking up a comic booklet at Children's Museum Singapore Ticketing Counter and head to Armenian Street where you will find three sculptural installations where hawker utensils 'come to life'. Follow the story in the comic booklet as it guides you to solve mind-boggling puzzles and undo Bloopy's mischievous antics.

Once you have completed your mission, head to the Ticketing Counter at Children's Museum Singapore to redeem limited edition Becky Bunny tokens from Families for Life.

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This free self-guided drop-in activity is a programme with Children's Season 2025, in collaboration with Families for Life, in support of National Family Festival.

Char Kway Teow Rhapsody



Presented by: Children's Museum Singapore

Venue: Various – Armenian Street, Children's Museum Singapore and Lewin Terrace

Dates: 31 May, 1, 6, 7, 8, 13, 14, 15 June

Duration: Approximately 1 hour 30 mins

Price:

- Bundle (2 children, 2 adults): \$110
- Child only: \$35
- Adult only: \$35

Recommended for children aged six to 12

Synopsis:

This June holidays, dive into *Char Kway Teow Rhapsody* — a sizzling, soul-stirring adventure where children roleplay as the lively ingredients in Uncle Seng's iconic dish, while he battles dementia's slow unravel.

Beginning at the nostalgic Armenian Street, families embark on a whimsical pregame before entering a kaleidoscope of scents, sounds and stories. Blending immersive theatre, cooking and play, join us in this intergenerational sensory-rich journey through the vanishing world of the hawker trade — inviting children and adults to rediscover what it means to belong, one stir-fry at a time.

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This is a programme with Children's Season 2025 by Children's Museum Singapore, performed by Void Deck Games.

Build the Change for World Play Day: Playful Cities in the Making



Presented by: The LEGO Group and Children's Museum Singapore

Venue: Children's Museum Singapore, Discovery Room (Level 2)

Dates: 11 & 18 June

Price: Free

Recommended for children aged five to 12

Synopsis:

Build the Change inspires children to unleash their creativity and their voice as they build a brighter future through play. In this special session, kids are invited to dream big as they design and build their vision of *Playful Cities* — communities filled with creativity, fun, and imagination.

This free activity is a programme with Children's Season organised by Children's Museum Singapore, in collaboration with The LEGO Group, held in conjunction with International Day of Play.

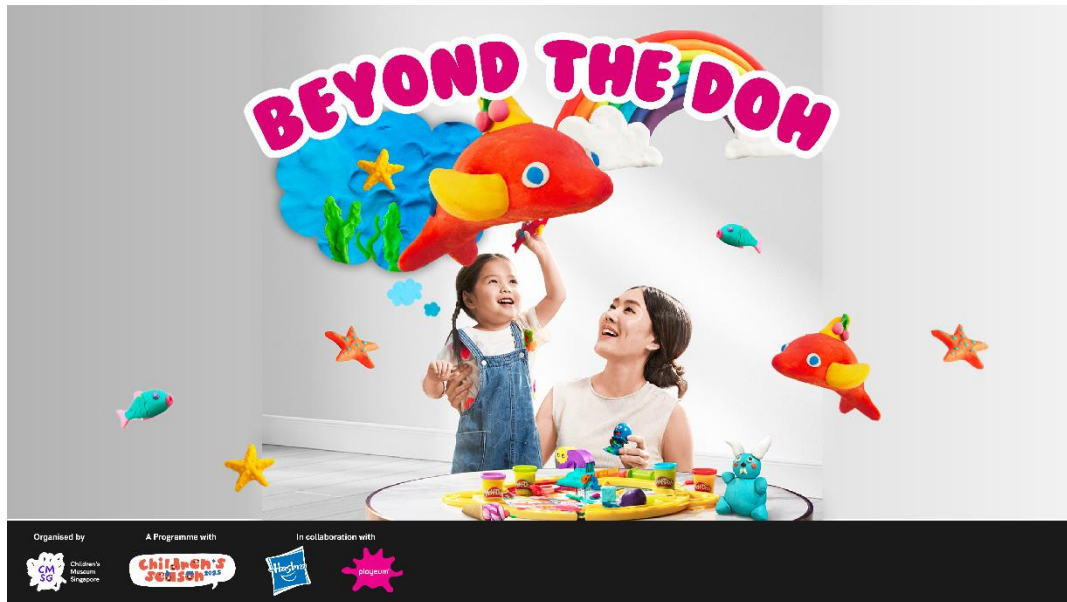
Beyond the Doh

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Presented by: Hasbro and Playeum

Venue: Children's Museum Singapore, Discovery Room (Level 2)

Dates: 12 & 19 June

Price: Free

Recommended for children aged five to eight

Synopsis:

Calling all Play-Doh lovers — we need your masterpieces!

We all experience the fuzzy feeling of belonging in many beautiful ways, by eating food that tastes like home, or appreciating beautiful things we see in the community.

Come join this free self-guided drop-in activity, where children will explore the theme of belonging with their own hands. Using Play-Doh, each child can recreate either their favourite Singaporean food, or favourite thing they have encountered at the Children's Museum. Upon completion, each child will be provided a takeaway container to bring home their Play-Doh creations.

This free activity is a programme with Children's Season organised by Children's Museum Singapore, in collaboration with Hasbro and Playeum, held in conjunction with International Day of Play.