



MEDIA ADVISORY

NYE Revellers At The Asian Civilisations Museum Set Record For Singapore's Loudest Laugh By A Group

[1 January 2010, SINGAPORE] Visitors to the Asian Civilisations Museum (ACM) had the last laugh when they set a record for Singapore's loudest laugh by a group. This feat took place at the museum's annual New Year's Eve party, *91.3 Countdown @ ACM 2010*, at 11.50pm on 31 December 2009. Co-organised by the ACM and radio station 91.3 FM, the event saw more than 12,000 visitors welcome the new year at the museum.

"2009 has been a very eventful year for people all around the world, with its fair share of ups and downs. As we reflected on how we wanted to remember the year, we thought it would be great to get together for a good laugh. We are delighted that so many people came to be a part of this feat, it's certainly a good way to start the new year!", said Mr T. Sundraraj, Deputy Director of Programmes and Audience Development at the Asian Civilisations Museum.

The record-setting laugh, measuring 118 decibels, was verified by the Singapore Book of Records. This capped an evening of free admission to the museum's galleries and high-energy performances by local chart-toppers Jack and Rai, Singapore's premiere fire-eating magician Bosco and the cool percussionists of Beatswork. Visitors also enjoyed a 'live' countdown of the top musical hits of 2009, led by popular 91.3 FM radio personalities Jeremy Ratnam, JJ and Boy Thunder. At midnight, revellers thronged the ACM Green, the lawn just outside the museum, where they viewed the spectacular Marina Bay fireworks displays.

To keep the festive spirit going, the museum will be offering free admission all day to its galleries on New Year's Day (1 January 2010), from 9am to 7pm. This includes admission to the museum's current special exhibition *Land of the Morning:*



The Philippines and its People, which ends its run on 10 January 2010. The exhibition is one of the most comprehensive exhibitions of Filipino material culture that has ever been organised outside the Philippines. Featuring rare and important exhibits from museums and private collections in the Philippines, *Land of the Morning* looks at the cultural identity of the Filipino people, an eclectic blend of diverse local cultures and Spanish, Chinese, Islamic and Southeast Asian influences.

For more information, log on to www.acm.org.sg or call 6332 7798.

For more information or images, please contact:

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About the Asian Civilisations Museum

The Asian Civilisations Museum's mission is to explore and present the cultures and civilisations of Asia, so as to promote awareness and appreciation of the ancestral cultures of Singaporeans and their links to Southeast Asia and the World. The Asian Civilisations Museum first began its operations at Armenian Street in 1997, which closed at end-2005, and re-opened on 25 April 2008 as the Peranakan Museum. The ACM's flagship at the historic Empress Place Building opened on 2 March 2003.

Address

1 Empress Place, Singapore 179555

Museum Front Desk: (65) 6332 7798

Public Programmes: (65) 6332 3284

Opening Hours

Mondays: 1pm – 7pm

Tuesdays – Sundays: 9am – 7pm (to 9pm on Fridays)

Images from 91.3FM Countdown @ ACM 2010

High-resolution images available for download:

<https://rpt.yousendit.com/797257546/69612f02f588fe232e3256668c7744c5>



More than 12,000 visitors ushered in the new year at the Asian Civilisations Museum's countdown party.



Enthusiastic crowds setting the record Singapore's Loudest Laugh By A Group at countdown party at the Asian Civilisations Museum's countdown party.

Special Exhibition

LAND OF THE MORNING: THE PHILIPPINES AND ITS PEOPLE

16 October 2009 – 10 January 2010

Special Exhibitions Gallery, Asian Civilisations Museum



Images courtesy of Dr. Eleuterio M. Pascual, Singapore Art Museum and Tony and Cecile Gutierrez.

Made up of 7,107 islands, the Philippines is known for its stunning natural beauty and its people - warm, resilient and synonymous with the People Power movement. ***Land of the Morning: The Philippines and its People*** explores the identity of the Filipino people, created by the blending of indigenous local cultures and foreign influences. More than 300 years of Spanish colonial rule is most visible in the religion, language, architecture, art and food of the Philippines. Today, the Philippines has the largest Catholic population in Asia. Muslim communities in the south, indigenous highland communities and the influence of Chinese migrants add to the picture of cultural diversity that is the Philippines.

This special exhibition at the Asian Civilisations Museum features more than 290 rare and important artefacts – pre-Hispanic gold, Catholic icons, ethnographic artefacts and contemporary Philippine art – from museums and private collections in the Philippines, some of which will be on public display for the very first time.

This exhibition is organised in collaboration with the Ayala Museum, Philippines.