




# About the Exhibition

This exhibition explores the world of food packaging in Singapore, from the early bottling and canning factories in the late 19<sup>th</sup> to early 20<sup>th</sup> centuries, to the light industries of the 1960s–70s when food was manufactured in factories. Drawing from the museum’s rich artefact collections, *Packaging Matters* traces the development of packaging technologies in the context of new retail spaces such as supermarkets, as well as the design identities of local food brands.

Featuring compelling stories from pioneers, it also presents the various players that have shaped Singapore’s complex food packaging history, from producers and designers to retailers and consumers, as well as explores the future of packaging and eco-friendly practices towards reducing our environmental footprint.

 nationalmuseum.sg  national.museum.of.singapore  natmuseum\_sg

## For Families and the Young

### Children’s Activity Booklet

Families or schools with young children can pick up a copy of our activity booklet. Featuring fun activities and questions, the booklet is designed to aid the child’s exploration of and interaction with the exhibition, to discover:

- How food packaging started in Singapore
- What are some of Singapore’s food brands
- How food packaging will look like in the future, and
- How throwing away packaging affects our environment, and how we can help save the environment

Recommended for children 5 to 10 years old. To promote sustainability, you are encouraged to download a copy of the booklet on nationalmuseum.sg. Limited copies are available at the entrance of the exhibition.

## PACKAGING MATTERS

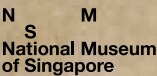
SINGAPORE’S FOOD PACKAGING STORY  
FROM THE EARLY 20<sup>th</sup> CENTURY

PROD. DATE: **06 Apr**  
EXP. DATE: **15 Sep**  
**2019**

**10am – 7pm**  
**Stamford Gallery**  
**Level 1**



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## Programme Highlights from April – June

### Curator Tour

Thu, 25 April | 7.30pm – 8.30pm  
\$10 per ticket

Join the exhibition’s curator, Vidya Murthy, on an exclusive after-hours tour of *Packaging Matters*.



### A Lighter Side of History: Packaging Matters

Sat, 20 April | 2pm – 3pm  
Registration required

Find out more about the innovative food packaging design of Maki-San, a home-grown DIY sushi chain!



### Mother’s Day and Father’s Day Specials

Sat, 11 May and 15 June  
Registration required

Celebrate Mother’s and Father’s Day with us in May and June, with specially “packaged” programmes for parents, children and youth of all ages to enjoy together! The fun line-up includes hands-on workshops featuring heritage food and beverages, upcycling craft activities, giveaways and more!



### Timmy & Tammy Discover Singapore Hawker Food – Storytelling by author Lianne Ong

6 & 7 Apr, 11 May, 15 Jun  
Glass Atrium, Level 2 | Free  
Age 4 – 8

Discover some favourite hawker dishes and popular ingredients in this engaging children’s storytelling session with author Lianne Ong!

Sessions will be held in conjunction with the exhibition’s Opening Weekend Special, and the Mother’s and Father’s Day Specials in May and June.

Check out our website, Facebook and Instagram pages for more information on the exhibition programmes.



# Matters

## Sustainability Area

The emergence of supermarkets radically altered our relationship with food, which resulted in an increased amount of required packaging.

With the growing awareness of the consequences of discarding non-biodegradable packaging waste, find out how you can help contribute to long-term environmental sustainability!

## Heritage & Design

Learn how food packaging in Singapore has changed over the years – from canning and preservation techniques between the 19<sup>th</sup> and the 20<sup>th</sup> century, to the manufacturing of packaging materials in the early 20<sup>th</sup> century with the advent of industrialisation, and the evolution of packaging designs that communicate and influence our experiences of consuming food and drinks.

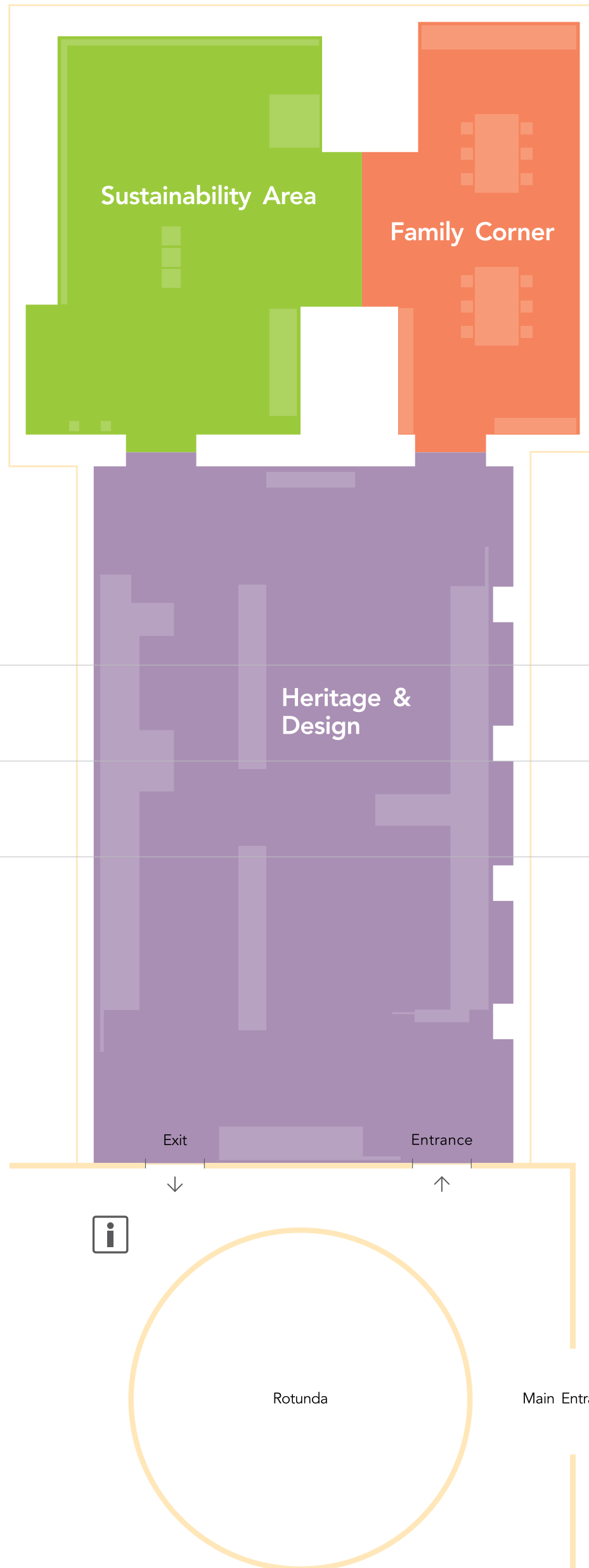


## Opening Weekend Special

6 & 7 April | 11am – 6pm

Join us for a weekend of fun activities as part of the Singapore Heritage Festival, as we kick off our latest exhibition, *Packaging Matters: Singapore's Food Packaging Story from the Early 20<sup>th</sup> Century*!

Explore our Food & Craft Market for delicious treats (BYO containers!) and eco-friendly food containers and products, and enjoy your picnic indoors with a screening of short films. Plus, look out for a series of music performances by some of our young performers, and don't miss your chance to get creative at our craft booths with activities for all ages!



## Family Corner

Explore the packaging materials of various food items, be inspired by recycled crafts created by artists and seniors from the Alzheimer's Disease Association (ADA), and drop by for craft activities and storytelling on selected days. There's something for the whole family!



## Support Us

The museum values every bit of public support to continue offering exhibitions like *Packaging Matters* for free. Take home a piece of the *Packaging Matters* exhibition with our limited edition hand-painted food packaging stickers. A recommended donation of \$2 is appreciated.



You may also donate via our online platform at [https://bit.ly/nms\\_family](https://bit.ly/nms_family) or simply scan the QR code above to donate via PayNow.