



Children's  
Museum  
Singapore

YEAR IN REVIEW  
FY 2021/2022



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Opening  
December  
2022





# YEAR IN REVIEW

## FY 2021/2022

We completed our renovation and received Temporary Occupation Permit (TOP) in May 2021. Work is currently in progress for the gallery fit-out. Museum staff continued to engage our audience in outreach activities.

Singapore Philatelic Museum (SPM) legally changed its name to Children's Museum Singapore (CMSG) on 4 January 2022.

CMSG will be the first national children's museum in Singapore, designed for joyful learning through play. Through immersive environments, interactive programming, exciting themes and diverse objects, children can widen their horizons and appreciate their country and the world around them in fun and multisensory ways that encourage exploration and imagination.

CMSG is scheduled to open in December 2022.



Start with Wonder



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We launched our new museum name, logo and tagline to the media on 7 December 2021.



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Start with Wonder

Tagline

Wonder is an emotion.

It's what we feel when we see something rare or unexpected.  
It's part of human nature. It's our connection with curiosity and  
our drive behind intellectual exploration.

It is said that while children go to school for education,  
real learning takes place outside the classroom and through play.  
This concept uses the visual representation of mark-making  
and colouring outside the lines as a metaphor for  
wonder, joy, adventure and growth.

# Children's Museum Singapore to open next December



Children's Museum Singapore's (from far left) curator Michelle Lim, director and general manager Tressawati Prihadi, and senior curator Lucille Yap outside the museum building in Coleman Street. ST PHOTO: LIM YAOHUA

The first dedicated children's museum here targets families with kids aged 12 and younger

Elisa Chia  
Correspondent

The Republic's first museum dedicated to children will be opening its doors to visitors next December. Targeted at families with kids aged 12 and younger, the museum is located at the former Singapore

Philatelic Museum.

The team behind Children's Museum Singapore gave an update last Tuesday, unveiling its logo and tagline: Start With Wonder.

The museum was first announced in Parliament last year by then Minister for Culture, Community and Youth Grace Fu.

It had been scheduled to open this year, but its completion was delayed by the Covid-19 pandemic.

When it opens its doors in December next year, the two-storey building in Coleman Street will be filled with activity-based exhibitions on local and regional heritage.

Young visitors can, for example, attempt to carry the heavy sacks that coolies used to handle. The Singapore Philatelic Museum's stamp collection will also be on display in an interactive way.

Children's Museum Singapore's director and general manager Tressawati Prihadi says with a chuckle: "Kids are always reminded not to touch the displays at 'adult museums'. Here, we want to tell them, 'Please touch!'"

Quoting the saying, "I hear and I forget, I see and I remember, I do and I understand", the museum's curator Michelle Lim says: "We can no longer have very passive

exhibitions and ask children to use only their eye power."

Ms Prihadi notes that while other Singapore museums offer child-friendly exhibitions, they are usually held during the school holidays. "But at Children's Museum Singapore, kids are very much welcome all year round," she adds.

Admission to the museum will be free for Singapore citizens and permanent residents.

In developing the museum, Ms Prihadi says her team has been asking for feedback from early childhood educators, parents and kids.

It helps that the team has experi-

ence in working with young visitors. Most of the new museum's staff are from the former Singapore Philatelic Museum, which was a family-friendly attraction that held activities such as sleep-over camps and birthday parties.

Ms Prihadi and her team have also been inspired by what they have learnt from visiting leading children's museums around the world, including the Tropenmuseum Junior in the Netherlands as well as Austria's Frida & Fred in Graz and ZOOM Children's Museum in Vienna.

elisac@sph.com.sg

The Straits Times, 13 December 2021

**本地首个儿童博物馆明年12月开放**

位于哥里门街的儿童博物馆将约700万新加坡元，为当地儿童提供互动式学习体验。博物馆将展示新加坡的历史和文化，并设有各种互动式展览，让孩子们在玩乐中学习。博物馆将于明年12月正式开放，为当地儿童提供一个全新的学习场所。

新加坡儿童博物馆的成立，是政府为了提升儿童的教育水平，并让他们在玩乐中学习。博物馆将展示新加坡的历史和文化，并设有各种互动式展览，让孩子们在玩乐中学习。博物馆将于明年12月正式开放，为当地儿童提供一个全新的学习场所。

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# INSPIRING CURIOUS MINDS

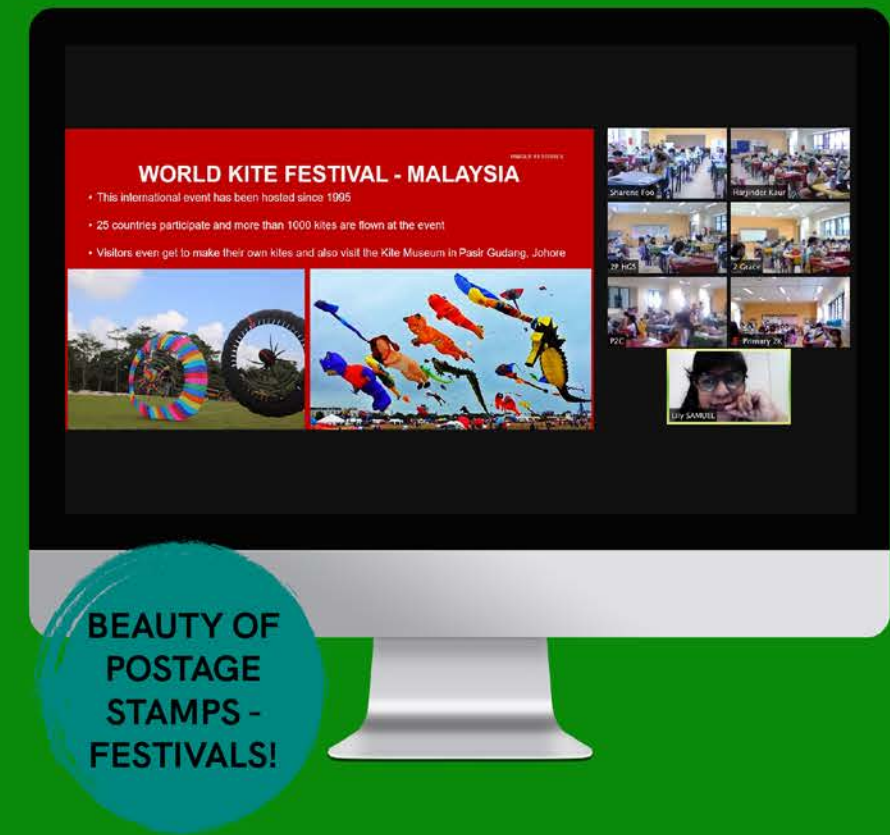
We went digital for education programmes due to the COVID-19 situation.

Programmes were designed for active young learners and helped pupils build comprehension skills, fuel the learning process and instil meaningful values.

Programmes included *Ally at the Playground*, *Beauty of Postage Stamps*, *Beauty of Postage Stamps – Festivals!*, *Home Sweet Home*, *Secret Treasures*, *Stamps that Tickle our Senses*, *Unusual Stamps* and *We Are One – Festivals!*.



## VIRTUAL PROGRAMMES





## ON-SITE PROGRAMMES



## STAMPS THAT TICKLE OUR SENSES

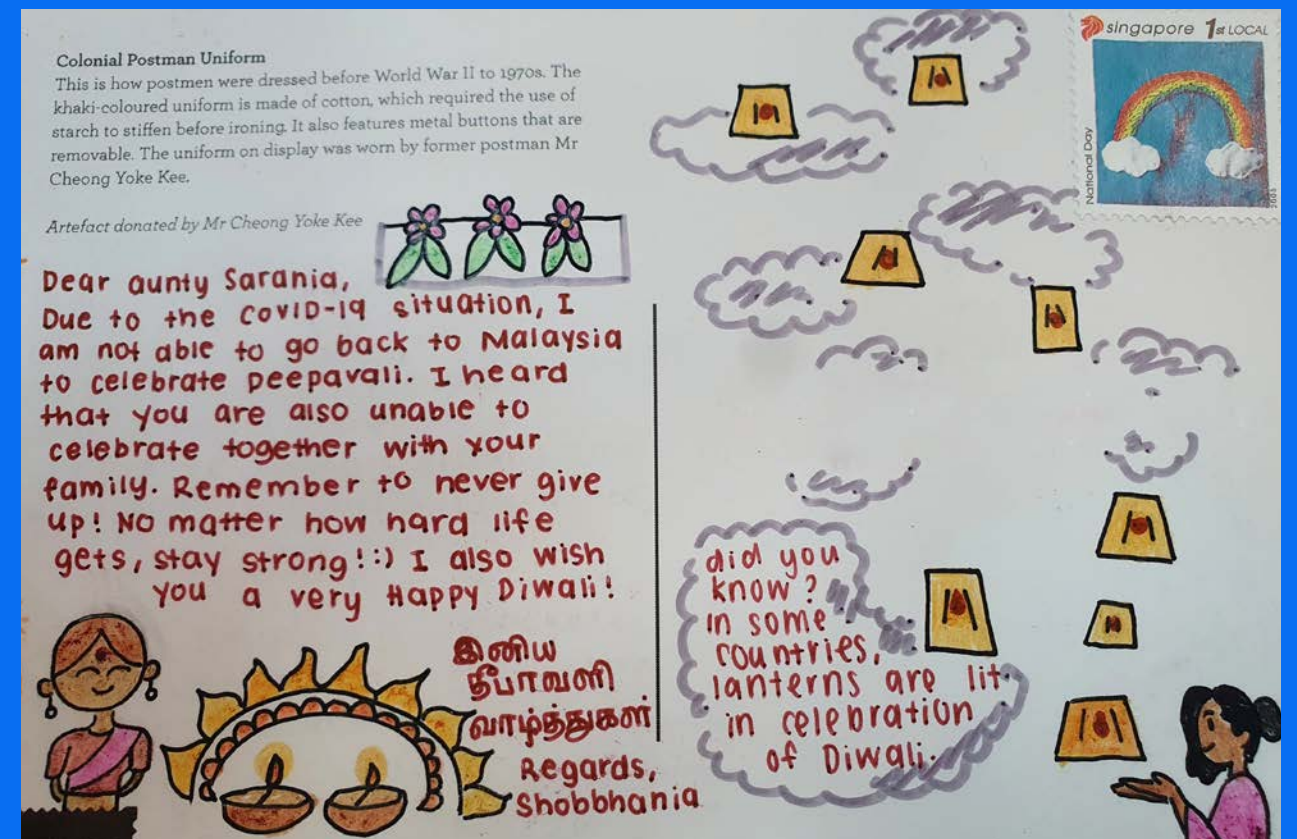


Child decorating his unusual stamp



## WORLD POSTCARD DAY

A total of 2,016 students from 48 primary schools wrote postcards to parents, teachers, siblings, relatives and friends.



Postcard from Marsiling Primary School student



Changkat Primary School students writing their postcards



# DRAW MY STAMP STORY ART COMPETITION 2021

Participants used drawings to tell a story and included stamps in their artworks. Winning entries were featured on the museum's website and YouTube.

*Gold Winning Entry by Vrishin Akula from Wellington Primary School*

**1,546**  
SHORTLISTED ENTRIES

**56**  
PRIMARY SCHOOLS

**29**  
SECONDARY SCHOOLS

**8,577**  
PARTICIPANTS

Say no to pollution. Save earth  
A Tree for Peace.



# PUBLIC PROGRAMMES

Participants had great fun learning about nature at Fort Canning Park, exploring the Civic District and picking up photography skills, creating crafts and more.

The programmes included *Easter Egg Hunt*, *Sensory Trail*, *City Photography Trail*, *Operation Santa*, *Line Art – Mailbox Painting* and *Color Your World – Tote Bag Painting*.

Interesting contests were organised for children.

## SENSORY TRAIL



## EASTER EGG HUNT



Children at public programmes



## CITY PHOTOGRAPHY TRAIL





## LINE ART - MAILBOX PAINTING



## COLOR YOUR WORLD - TOTE BAG PAINTING



## OPERATION SANTA



## DESIGN YOUR OWN HONG BAO CONTEST WINNERS



Peh Xin Qiao Jeriel



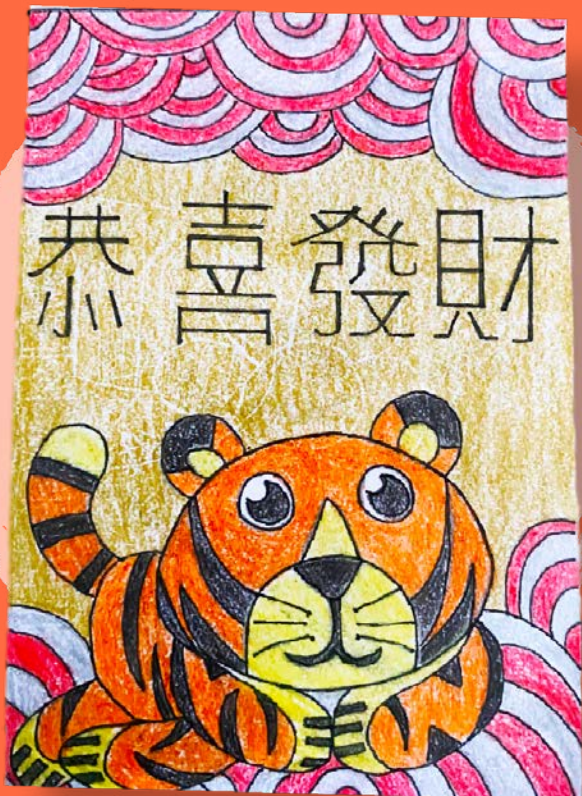
Xiangyu Liu



Stephie Lin Yu En



Enoch Ling Jia An



Liya Ameera



Tye Ming Yew



Audrey Clarissa Chung



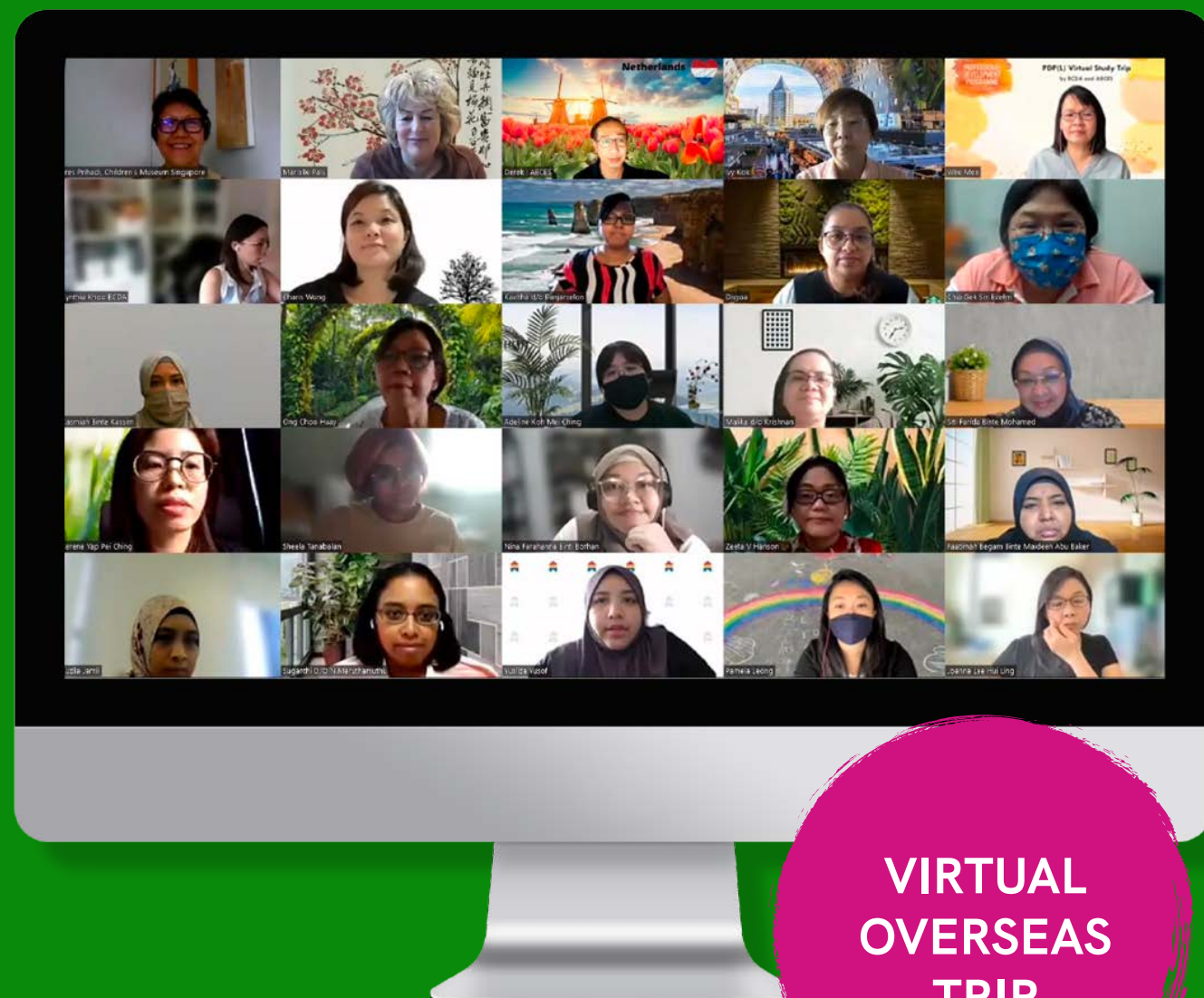
Morgan Lai Ruijie







# REACHING OUT TO EDUCATORS AND PARENTS



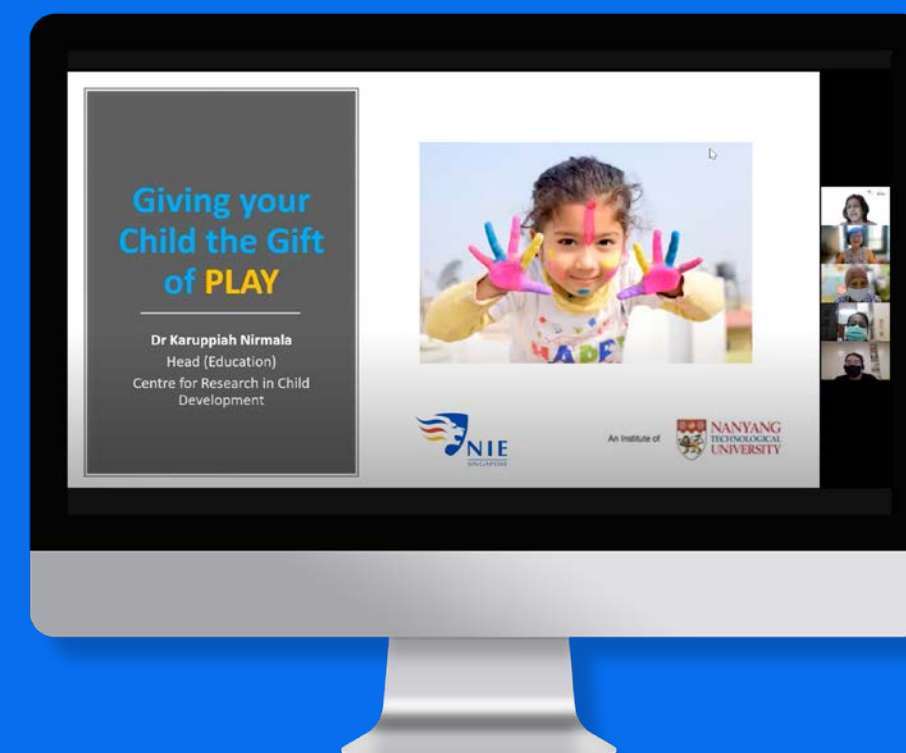
*Credit: Association for Early Childhood Educators (Singapore)*

Director and General Manager of CMSG shared with early childhood educators about the new children's museum at the Professional Development Programme (Leaders) virtual overseas trip organised by the Association for Early Childhood Educators (Singapore).

## THE EXPERT SERIES

The Expert Series was launched in November 2021. Educators and parents learnt a range of topics that support children's learning and development from experts in their fields.

In the first session "Giving Your Child The Gift of Play", Dr Nirmala Karupiah, an early childhood specialist shared how parents can leverage museums to support children's play and holistic development in the early years.







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