



# "Amazing museum. Kids as well as adults thoroughly enjoyed."

Singapore Philatelic Museum (SPM) started the year with the upgrading works to refresh the museum's infrastructure, content and offerings to enhance the visitor experience. The renovation is a major redevelopment since the museum opened in 1995.

### "A lot to interest my boys aged 6 & 3...as the exhibits are highly interactive."

Although the museum was closed for renovation, staff continued to engage the young through educational programmes at pre-schools, primary and secondary schools. The museum also organised signature events such as the annual National Stamp Collecting Competition and Draw My Stamp Story Art Competition. Families could also visit A Little Magic roving exhibition at public libraries. With SPM's expertise in organising exhibitions, the museum also provided consultancy management services for the set-up of heritage spaces.

At the Ministry of Culture, Community and Youth Committee of Supply Debate 2020, the Ministry announced that the museum would be revamped as a dedicated children's museum. SPM is positioned as the most children-friendly museum in the National Heritage Board. Before the museum closed for renovation. it had a dedicated children's gallery and

programmes for children from 3 years old and above, and enjoys a strong following among pre-schools and families with children. Many museum-goers are wont to describe the SPM as Singapore's de facto "children's museum".

## "...an environment of objects that children can put their hands on and have a memorable experience."

The new children's museum will be a welcoming, imaginative and nurturing space that fosters learning amongst our young. The museum will explore a wide range of themes including heritage, culture and contemporary issues in permanent and changing exhibitions. The new children's museum is tentatively scheduled to open in 2021.











SPM organised 63 sessions of interesting educational programmes in pre-schools, primary and secondary schools on various topics, reaching out to 2,700 students. Programmes included Beauty of Postage Stamps, Journey through Postage Stamps, Postcard from Singapore!, Stamps that Tickle our Senses, Who Delivers our Mail? and the National Stamp Collecting Competition workshop.





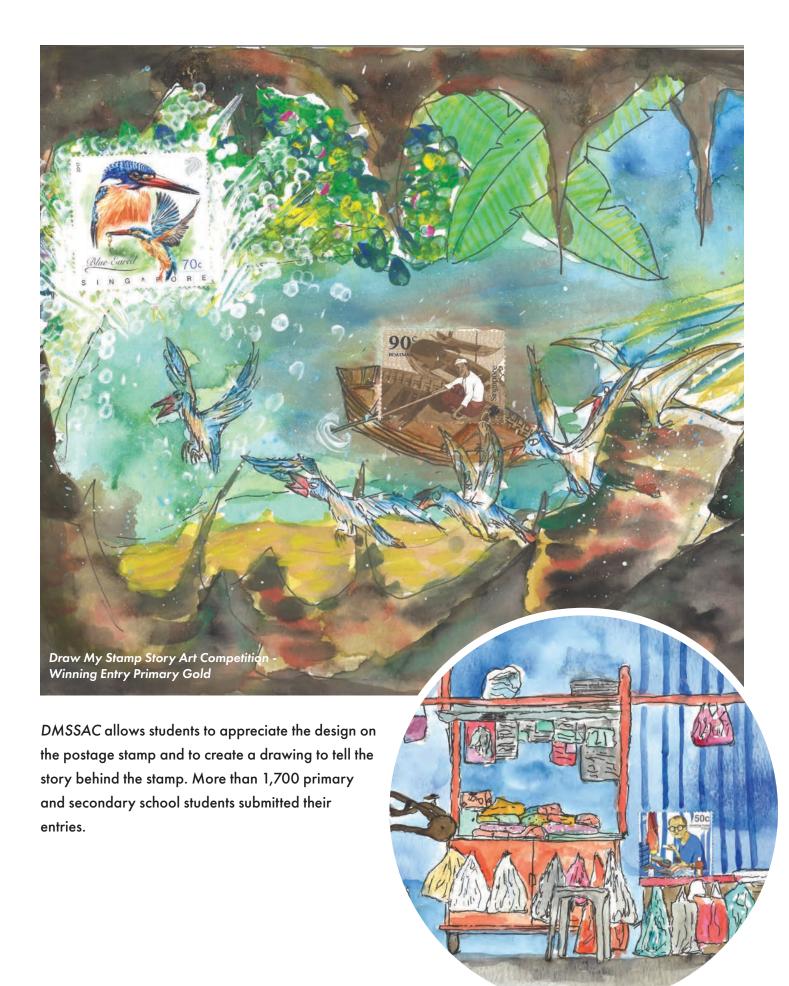


The Walking Down Memory Lane programme was carried out to senior citizens, beneficiaries of the Heritage Cares initiative.

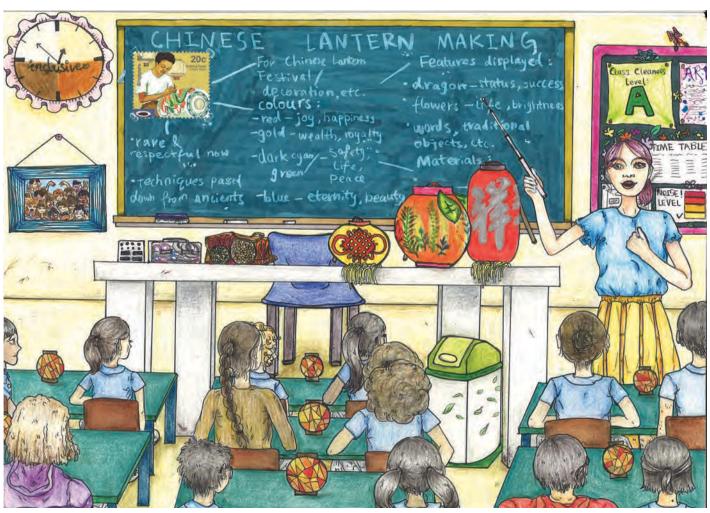


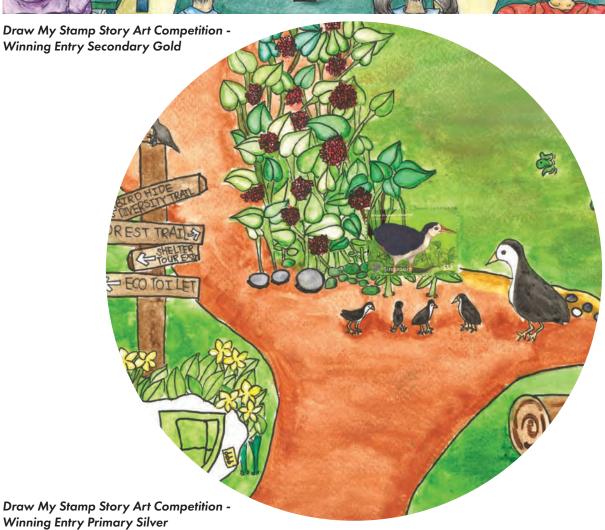


National Stamp Collecting Competition Winners -Nan Hua High School



**Draw My Stamp Story Art Competition -**Winning Entry Primary Gold









travelled to libraries. Visitors could relive the magic woven by Hans Christian Andersen, the Brothers Grimm, Charles Perraut and more at the interactive exhibition. Offsite visitorship was 241,634 visitors.

A Little Magic exhibition





With SPM's expertise in organising exhibitions, the museum provides consultancy management services for the set-up of heritage spaces and galleries for schools and

organisations that would like to showcase their history and heritage. Projects during the financial year were:

#### Our Istana: A Living Museum

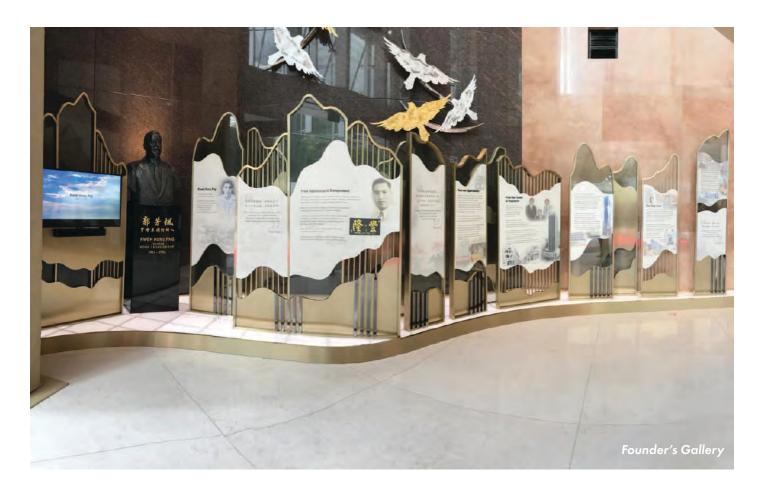
SPM curated Our Istana: A Living Museum exhibition as part of the Istana 150 anniversary celebrations. Through stories, images, objects, videos, hands-on exhibits etc, the exhibition brought the history and heritage of the Istana closer to Singaporeans. The exhibition, officially opened by the President of Singapore on 1 June 2019, travelled to six libraries until 1 December 2019. Programmes such as storytelling, fun quiz and craft, were held on one weekend day at each venue.

Our Istana: A Living Museum exhibition activity



Eurasian Community House since January 2018. SPM curated the content, developed the narrative and oversaw the design, fabrication and installation of the exhibition as the project manager, and the gallery fit-out was completed on 9 July 2019. The gallery was officially opened by the President of Singapore on 21 September 2019.

**Eurasian Heritage Gallery** 



### Founder's Gallery

SPM was engaged by Pico Art International Pte Ltd (Pico) in August 2019 to research on Mr Kwek Hong Png, the founder of Hong Leong Group. The research was for the Pico design team to design and build the Founder's Gallery at the lobby of Republic Plaza located at Raffles Place. Research was completed in September 2019 and the gallery was installed in October 2019.



SPM curated a travelling exhibition to celebrate the 70th anniversary of the Singapore Red Cross and the 100th Anniversary of Federation of Red Cross and Red Crescent. The exhibition was launched at Grand Copthorne Waterfront Hotel on 30 September 2019 by the President of Singapore. It travelled to five shopping malls from 1 October until 3 November 2019.



70 Years of Serving Humanity, Saving Lives - An Exhibition

