

For immediate release

MEDIA RELEASE

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**USHER IN CHINESE NEW YEAR AT SINGAPORE PHILATELIC
MUSEUM'S "CHICKEN & EGG: A FOWL TALE" EXHIBITION**



COMPANY. REG. NO. 199502248C
a National Heritage Board Museum

Did you know that:

- 1. In the early 1900s, American farmers sold eggs through the post? They sent the eggs, numbering six to as many as 72, in metal cases.*
- 2. The flu vaccine was first cultured in a fertilised chicken egg in 1931.*
- 3. Many cultures sacrifice chickens for numerous problems – from poor harvest to illness. The use of chickens instead of expensive cattle allows even the poor to send their wishes to the gods.*
- 4. For a long time, scientists have known that birds and dinosaurs are related. Recently, tests done on fossils have shown a definite link between chickens and the tyrannosaurus rex.*
- 5. Chickens are omnivores. Besides seeds and insects, they will also eat small prey like mice and lizards.*

Singapore, 18 January 2017 – Chickens are the most common birds on earth. With over 20 billion chickens – there are about three for every one person. How did this unassuming animal that can hardly fly, move from Asia to the four corners of the world?

The Singapore Philatelic Museum (SPM) celebrates the year of the Rooster, the tenth animal in the zodiac cycle, with a family-friendly exhibition tracing the roots of the chicken from prehistory, across numerous civilisations, to its position today. The chicken, a favourite in cuisines all over the world, also plays other roles – a partner in faith, entertainment, medical aid and recreation. The exhibition features over 200 stamps, dating from 1962 to the latest zodiac rooster stamps from Singapore and the Åland Islands, as well as fun hands-on exhibits.

Discover the amazing journey of the humble chicken, from its early home in the Asian tropical forests, to the dining tables of the world, at the *Chicken & Egg: A Fowl Tale* exhibition, held at SPM from 20 January to 25 June 2017.

Ms Tresnawati Prihadi, General Manager of SPM said, “Through stamps and exciting hands-on exhibits, families can discover interesting facts about chickens and eggs used in different forms and cultures. Aside from its widely-known and enjoyed role in food, the egg is also a symbol of fertility in local cultures, whether as the *bunga telur* (egg flower tree) at Malay weddings, or red eggs at Chinese one-month baby celebrations. We hope that visitors will have a chance to learn more about local and international traditions at this exhibition.”

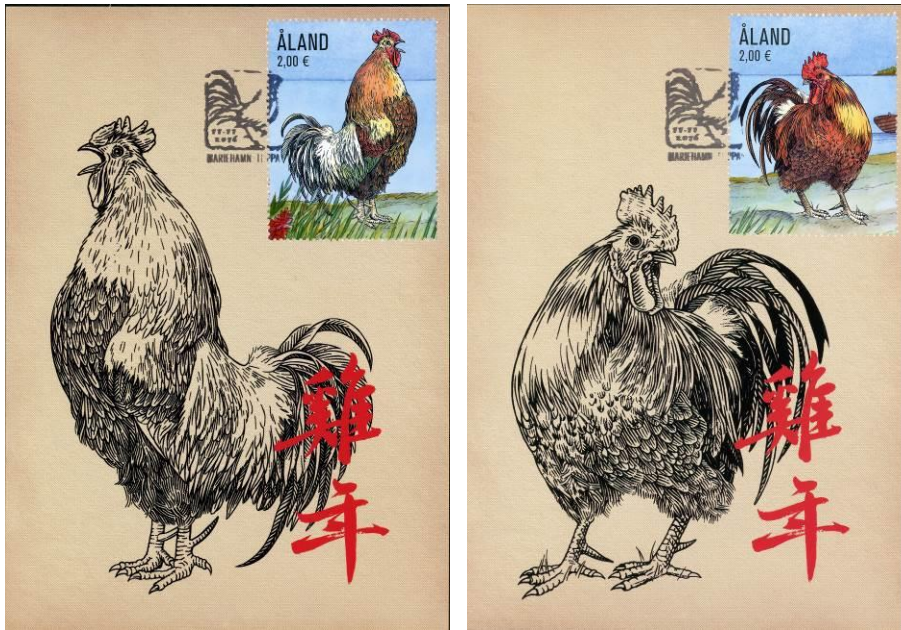
Highlights of the exhibition:

2017 Year of the Rooster Philatelic Items



*Zodiac Series - Rooster
Singapore, 2017
Singapore Philatelic Museum Collection*

This set of stamps, released on 6 January 2017, was designed by Leo Teck Chong. The illustrations for the Zodiac series are based on a design concept of “roundness”, which signifies fullness, wealth and prosperity. A Collector’s Sheet comprising a \$5 stamp and a \$10 stamp features shiny varnish with gold ink that glows in the dark.



*Zodiac Series – Rooster – Maxicards
Åland, 2017
Singapore Philatelic Museum Collection*

These colourful roosters were created by Swedish stamp engraver and artist Martin Mörck, who has been an engraving instructor in China for the past few years. The roosters in the design are the most common breed in Åland.

Which Came First, the Chicken or the Egg?



*Red Junglefowl, Singapore-Vietnam Joint Issue
Singapore, 2013
Singapore Philatelic Museum Collection*



*Easter chick
Finland, 2006
Singapore Philatelic Museum Collection*

Many have attempted to answer this question. One explanation is that millions of years ago, some bird-like animals reproduced, and over a long period of time, through many mutations, a chicken was hatched from an egg.

Chicken Family



Jungle Fowl of Fiji
Fiji, 2001
Singapore Philatelic Museum Collection

Many chickens are farm animals and are raised mainly for their meat and eggs.

The male chicken is called a cockerel or rooster, the female is called a hen and the young are called chicks. A group of chickens is called a flock. There are many types of chicken of varying sizes and colours. The scientific name for the chicken is *Gallus gallus domesticus*.

Going Places – A Fowl's Journey



Chickens
Thailand, 1991
Singapore Philatelic Museum Collection



On the farm
Australia, 2005
Singapore Philatelic Museum Collection



Gallus gallus
Bangladesh, 1994
Singapore Philatelic Museum Collection



Rearing chicken
Botswana, 2014
Singapore Philatelic Museum Collection



Hens
Cuba, 2006
Singapore Philatelic Museum Collection

Chickens do not migrate with changing seasons as they cannot fly or swim long distances. It is very likely that man's migration and trading brought them around the world.

From India and Southeast Asia, the chicken probably arrived in Persia (present-day Iran) around 1200 BC. From there, it moved to Central Asia, northern Africa and Europe.

Introduced as an exotic animal, the chicken soon got involved in the religious rituals of ancient Western civilisations.

Cockfights - Feathers will Fly!



Cockfighter
Laos, 2001
Singapore Philatelic Museum Collection

Put two roosters together in a small space and their natural fighting instincts will take over. This behaviour very likely attracted people to domesticate chickens, to use for fighting as a sport. Today, cock-fighting is a multi-million industry; from breeding champion roosters to producing quality feed for top performances.

How Do I Look? The Chicken Comb



Jungle Fowl
Tuvalu, 1988
Singapore Philatelic Museum Collection



Game
Australia, 2013
Singapore Philatelic Museum Collection



*Chickens - Coq la fleche
France, 2016
Singapore Philatelic Museum Collection*



*The cocks of France - Houdan
France, 2015
Singapore Philatelic Museum Collection*

Do you know the purpose of the comb on the chicken's head? Its first function is to help cool the chicken. A large, bright-coloured comb in roosters is also a sign of good health, and helps to attract hens and warn potential rivals. Combs have different shapes depending on the breed of chicken. The single comb is the most common. Other varieties include rose, cushion, buttercup, pea, walnut and v-shaped combs.

From Fancy Bird to the Table



*Gastronomy – roast chicken
Czech Republic, 2005
Singapore Philatelic Museum Collection*



*Leghorn
Bulgaria, 2002
Singapore Philatelic Museum Collection*



*Modern Cornish-influenced chicken
Bulgaria, 1991
Singapore Philatelic Museum Collection*

Scrawny chickens were quite common in Europe, until the 19th century, when explorers brought larger exotic Chinese breeds home. From that point on, Europe was gripped by “chicken fever” and started to breed fanciful chickens of all colours and sizes.

The White Leghorn and Cornish became very popular, and they became the foundation of meat and egg production.

Wind Vane



*Wind vane
USA, 1998
Singapore Philatelic Museum Collection*

In Christianity, the rooster is noted for crowing after the betrayal of Christ, before he was crucified. Pope Nicholas I, in the ninth century, decreed that a cockerel figure should be placed on top of the church in remembrance of

this occasion. To this day, the rooster wind vane still sits on top of many churches.

Details of *Chicken & Egg: A Fowl Tale* (鸡与蛋的故事 - 儿童邮票展)

Venue: Singapore Philatelic Museum
23-B Coleman Street, Singapore 179807

Date: 20 January – 25 June 2017

Opening hours: Monday – Sunday
10.00am – 7.00pm

Admission charges:
Free admission for Singaporeans and Permanent Residents
Admission charges for foreigners:
Adult \$8
Child (3 – 12 years) \$6

Tel: 63373888

Website: www.spm.org.sg

Public Programmes

Chinese New Year Celebrations

Members of the public are invited to enjoy the Chinese New Year festivities at SPM on the second day of the festival, 29 January 2017. Free admission will be extended to all, with interesting activities such as Family Fun Stations with a dress-up booth, museum quiz and chicken-themed craftwork (donations apply). *Feng Shui* Master Tong Noong Chin will be giving a talk in Mandarin. Visitors will also be treated to a *guzheng* performance, and Chinese lion and dragon dances.

March School Holiday Programmes

During the school holidays, children aged between 6-12 years will be able to take part in fun programmes. They will discover interesting facts about eggs, take part in craft activities, and get to paint a tin mailbox.

School Programmes

Pre-school and primary school children can find out how the chicken became the most common bird on earth. Museum staff will share folklore during guided programmes such as *World of Stamps* and *Colourful World of Stamps*. Students will also learn about the significance of the chicken in various cultures and the many roles it plays as food, partner in faith, recreation, and even medical aid.

Details for Public Programmes and School Programmes can be found in Annex 1.

Acknowledgements

Singapore Philatelic Museum would like to thank the following individuals and organisations for supporting the exhibition.

Corporate Sponsor

Singapore Post Limited

Special Thanks

Lee Kong Chian Natural History Museum

ABOUT SINGAPORE PHILATELIC MUSEUM

The Singapore Philatelic Museum officially opened on 19 August 1995, showcasing Singapore's rich philatelic heritage using postal artefacts dating from the 1830s to today. The museum's family-friendly galleries use stamps as windows to introduce Singapore's heritage and culture, as well as the world's. From telling Singapore's story to showcasing pop culture themes, the museum has brought to life many of these philatelic wonders to the public. Exhibitions on show feature a wide range of stamps from the rare collections of world-class philatelists to contemporary collections from around the world. To complement these exhibitions, the museum runs educational programmes, guided tours, school holiday workshops and public programmes. Visitors can go on a journey of discovery on how significant and important the little stamp is in today's world.

The mission of the Singapore Philatelic Museum is to stimulate an interest in philately. The museum is a fully-owned subsidiary of the National Heritage Board and an institution of Public Charter (IPC) Status. For more information, visit www.spm.org.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, 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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“CHICKEN & EGG: A FOWL TALE” - PUBLIC PROGRAMMES

Chinese New Year Open House at Singapore Philatelic Museum

Date: 29 January 2017 (Chinese New Year, Day 2), 10.00am – 7.00pm

Free Admission, All Are Welcome

Visitors will be able to view the museum exhibitions including “Chicken & Egg: A Fowl Tale”, “Collecting Magic: From Stamps to Wands” and “Shaking It With Shakespeare”. Check www.spm.org.sg for details.

Activities:

Family Fun Station

10.00am - 5.00pm

Have fun at our Dress-up Booth, take part in a quiz and do chicken-themed craftwork. *Donations apply.*

Talk by Master Tong Noong Chin

2.30pm – 3.15pm

Join *Feng Shui* Master Tong Noong Chin for tips on how to have a smooth-sailing Year of the Chicken. Talk will be conducted in Mandarin.

Chinese Lion & Dragon Dance

3.30pm – 4.00pm

Herald the lunar new year with an exhilarating Chinese lion and dragon dance performance!

Guzheng Melodies

4.00pm – 4.30pm

Enjoy a special performance by popular Malay professional *guzheng* player Mohammad Faizal, who will entertain with Chinese New Year favourites.

School Holiday Programmes

An Adventure with Stamps

Date & Time: Tuesday, 14 Mar 2017, 10.00am – 4.00pm
Charge: \$60 (includes lunch and snack)
Age: 7 – 12 years

Discover the wonders of stamps through fun-filled activities. Participants go on an interactive tour, take part in a cool race to find museum treasures, complete an exciting craft and more.

Chicken & Egg Mailbox Workshop

Date & Time: Thursday, 16 Mar 2017, 10.00am – 12.00pm
Charge: \$30
Age: 6 – 12 years

Explore the interactive *Chicken and Egg: A Fowl Tale* exhibition and be inspired by the beautiful stamps from around the world. Participants design and paint a tin mailbox, and decorate with an array of special embellishments.

For bookings of school holiday programmes, please contact Lily Samuel, Senior Manager, Education & Programmes at Tel: 6513 7347 (DID); 6337 3888 or Email: Lily_Samuel@nhb.gov.sg

“CHICKEN & EGG: A FOWL TALE” – SCHOOL PROGRAMMES

School Programmes

Highlights for the school programmes *The World of Stamps* and *Colourful World of Stamps* include the sharing of folklore from around the world, and finding out how the chicken became the most common bird on earth. Pupils will learn about the many roles the chicken plays as food, partner in faith, recreation and medical aid.

The World of Stamps is suitable for K1 and K2 children aged between 5 – 6 years; and *Colourful World of Stamps* is suitable for Primary 1 and Primary 2 children aged between 7 – 8 years. The programmes are priced at \$7 per student.

For bookings of school programmes, please contact Lily Samuel, Senior Manager, Education & Programmes at Tel: 6513 7347 (DID); 6337 3888 or Email: Lily_Samuel@nhb.gov.sg