

For immediate release

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MEDIA RELEASE

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**DIVE INTO THE WORLD OF ANIME AT THE SINGAPORE PHILATELIC
MUSEUM THIS YEAR-END HOLIDAYS!**

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



Singapore, 15 November 2017 – The Singapore Philatelic Museum (SPM) celebrates the centenary of Japanese anime with its latest pop-culture themed exhibition *Anime X Stamps* from 16 November 2017 to 15 April 2018. This colourful and immersive exhibition features for the first time in Singapore, a comprehensive collection of stamps and philatelic materials from Japan and

Singapore, limited edition collectibles, and one-of-a-kind original production artworks specially put together for the exhibition. Don't miss out on this rare opportunity to see all these under one roof.

Covering the gamut of anime genres from comedy and action, to magic and sci-fi, the exhibition promises a journey of discovery, where stamps and anime open windows to new worlds.

Says Ms Tresnawati Prihadi, General Manager of SPM, "This year marks the 100th anniversary of Japanese anime. Anime has developed over the past century to encompass a diverse repertoire of stories and characters, enjoyed around the world by people of all ages. *Anime X Stamps* explores how Japan showcases anime, their creativity and innovative way of doing things through stamps! This attests to the fact that stamps are the pride of a country."

Highlights of the exhibition include

- A collection of over 700 stamps that depict anime, which cover about 80 different titles. Get up-close to stamps of beloved classics like *Astro Boy* and *Doraemon*, all-time favourites like *Dragon Ball*, *Gundam*, *Pokémon*, works by *Studio Ghibli*, as well as more recent series like *One Piece*, *Naruto* and *Attack on Titan*.
- Rare one-of-a-kind original production artwork from *Naruto* and *My Neighbour Totoro*.
- Limited edition collectibles, toys, costumes and figurines from the *Dragon Ball* and *Mazinger Z* series, and *Astro Boy* collectibles from the 1960s.
- Photo opportunities in colourful immersive galleries featuring *Fifi*, the exhibition mascot, who cosplays iconic scenes from different anime.

Look forward to loads of fun at ***Animania Sunday*** on 19 November and 17 December 2017. There will be interesting activities, including a musical performance of classic anime pieces by local pianist and YouTuber *Pianominion*, a cosplayers walkabout, a *yukata* and cosplay dress-up booth,

a *sushi* and *kushikatsu* (Japanese vegetable skewers) making demonstration, and much more.

Also from 16 – 19 November 2017, take part in a contest to win tickets to *C3AFA Singapore 2017* or the movie *Fireworks, Should We See It From The Side Or The Bottom*. In January 2018, look forward to *I LOVE ANIME!* contest and stand a chance to win fantastic prizes such as limited edition stamp sets, goodie bags, comics and toys!

During the November and December 2017 school holidays, children aged between seven to 12 years of age will have the opportunity to discover more about anime and Japanese culture, as well as to create anime characters through fun, hands-on activities and games at ***An Enchanted Day with Stamps - Overnight and Day Camps***. Please refer to *Annex B* for the full list of programmes.

Fans can also purchase an exclusive *Anime X Stamps postcard with an event date stamp* during the period of the exhibition. Please refer to *Annex C* for more details on this.

Details of *Anime X Stamps* exhibition

日本动画 X 邮票

アニメ X 切手

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

Date: 16 November 2017 to April 2018

Opening hours: Monday – Sunday
10.00am – 7.00pm

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

Tel: 63373888

Website: www.spm.org.sg

Official hashtags: #animexstampsSPM
#singaporephilatelicmuseum

Organiser

Singapore Philatelic Museum

An Institution of

National Heritage Board

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Tamashii Nations + Bandai
Purple Plan
MINT Museum of Toys
TCZ Studio
Comics Society (Singapore)
La Tendo
Singapore Cosplay Club
Japan Creative Centre
Davis Guitar

Mr Alan Ooi
Mr Bernard Ang
Mr Leonard Lee
Mr Reedy Tay

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 date. 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.

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EXHIBITION HIGHLIGHTS



One Piece MyStamp Collection, Singapore, 6 September 2014
(Singapore Philatelic Museum Collection)



Road to Ninja – Naruto the Movie, Japan, 21 July 2012
(Singapore Philatelic Museum Collection)



Attack on Titan (Universal Studios Japan), Japan
(Singapore Philatelic Museum Collection)



45th Anniversary of the Birth of Doraemon Manga, 16 September 2015
(Singapore Philatelic Museum Collection)



Astro Boy Soundtrack, Asahi Sonorama, 1965; Astro Boy - Science and Technology and Animation Series, 16 December 2003
(on loan from private collector)



Astro Boy: Astro Lab Play Set, Bandai, 2004
(on loan from private collector)



My Neighbour Totoro Original Production Celluloid: Totoro, Studio Ghibli, 1988
(Collection of Mr Alan Ooi)



Dragon Ball Original Production Celluloid: Goku, Toei Animation, 1980s –
1990s, (Collection of Mr Bernard Ang)



Pokémon shoes, Asahi, 2000s
(Collection of Ms Tanya Ee)



Dimension of Dragon Ball – Evil Goku, Megahouse, 2015
(Collection of Mr Bernard Ang)



Mazinger-Z, Mighty Mecha Series by Jungle, 2016
(Collection of Mr Reedy Tan)

PUBLIC PROGRAMMES

Animania Sunday on 19 November 2017

@ Singapore Philatelic Museum

Sunday, 19 November 2017

10:00am – 7:00pm

Free admission for Singaporeans and Permanent Residents

All are welcome

Activities for the day

11.00am – 5.00pm

Animania Fun Quiz

Answer questions on *Anime X Stamps* exhibition and get special collectible toys.

Terms and conditions apply, while stocks last.

12.00pm – 12.30pm

Anime-themed Sushi Demonstration

Learn how to make anime-themed sushi from Ms Chiyomi Kawasaki.

Donations apply. Limited spaces.

2.00pm - 2.30pm

Musical Journey with Pianominion

Enjoy familiar and well-loved classic anime pieces performed by *Pianominion* as he shares his musical journey with you.

2.00pm - 5.00pm

Yukata and Cosplay Dress-up

Turn your dreams of dressing up in a *yukata* or your favourite anime character into reality at the costume dress-up booth.

Donations apply

3.00pm - 5.00pm

Live anime-style portraiture

Have your very own portrait drawn - in anime style!

Donations apply

3.00pm - 5.00pm

Special Appearance by Cosplayers

Strike a pose with cosplayers as they meet you around the museum!

Animania Sunday on 17 December 2017

@ Singapore Philatelic Museum

Sunday, 17 December 2017

10:00am – 7:00pm

Free admission for Singaporeans and Permanent Residents

All are welcome

Special activities for the day

12.00pm – 12.30pm

Kushikatsu Demonstration

Learn how to make *kushikatsu* or Japanese deep-fried skewered vegetables. Get the chance to taste the dish which is popular in Osaka, Japan.

Conducted by Ms Chiyomi Kawasaki.

Donations apply. Limited spaces.

2.00pm - 5.00pm

Yukata and Cosplay Dress-up

Turn your dreams of dressing up in a *yukata* or your favourite anime character into reality at the costume dress-up booth.

Donations apply

3.00pm - 3.30pm

Mascot creative talk

Discover the process behind the creation of mascot by local manga talent, *Gravitine*.

3.00pm - 5.00pm

Special Appearance by Cosplayers

Strike a pose with cosplayers as they meet you around the museum!

'ANIME X STAMPS' CONTESTS

These Exclusive Anime Tickets Could Be Yours!

Date: 16 – 19 November 2017

Show your love for anime! Visit our newest exhibition, *Anime X Stamps*, pick up an entry form to stand a chance to win either an exclusive pair of tickets to **C3AFA Singapore 2017** or **Fireworks, Should We See It From The Side Or The Bottom** movie!

Contest open to all residing in Singapore only. Terms and conditions apply. Check www.spm.org.sg for details

I LOVE ANIME!

Date: 1 December 2017 – 4 February 2018

Are you our biggest anime fan? Take part in our contest and stand a chance to win fantastic prizes such as limited edition stamp sets, goodie bags, comics and toys!

Contest open to all residing in Singapore only. Terms and conditions apply. Check www.spm.org.sg for details

AN ENCHANTED DAY WITH STAMPS - SCHOOL HOLIDAY PROGRAMMES

An Enchanted Day with Stamps - Overnight Adventure

Dates:

Thursday, 30 November 2017, 6:00pm – Friday, 1 December 2017, 9:00am & Thursday, 7 December 2017, 6:00pm – Friday, 8 December 2017, 9:00am

Age: 7 – 12 years old

Charge: \$100.00 per child

Sleepovers are great developmental opportunities for children to build their social skills and explore their independence. Check-in at the Singapore Philatelic Museum for a night of discovery, games and craft.

Enjoy activities such as adventure race, treasure hunt, craft activity, stamp puzzle and more. Get to sleep in the galleries and dream sweet dreams about stamps! Participants are to bring along a sleeping bag, toiletries, comfortable clothes or pyjamas to sleep, fresh change of clothing to change into in the morning (no bathing facilities) and a jacket.

Participants will get to explore *Anime x Stamps* exhibition, our museum's newest exhibition and see some of your favourite cartoon characters. Learn basic Japanese greetings and words, create fun origami pieces to wear and play, see an exquisite *yukata* (traditional outfit) up close and bring home a well-loved recipe to make with your family.

Dinner, Supper & Breakfast will be provided by the museum.



Credit: Singapore Philatelic Museum

An Enchanted Day with Stamps – Japanese Culture

Dates:

Wednesday, 22 November 2017 & Wednesday, 6 December 2017

10:00am – 3:00pm

Age: 7 – 12 years old

Charge: \$60.00 per child

The *Koinobori* are carp-shaped wind socks traditionally flown in Japan to celebrate Children's Day. Come join us as we teach you how to make your own family *Koinobori*. Find out fascinating facts about the Land of the Rising Sun, pick up a few phrases and discover more about well-loved anime and manga characters from Japan!

Learn about the fascinating world of philately and discover stories about culture, heritage, history and more! Hunt for philatelic treasures, put together stamp puzzles in the shortest time, take part in a stamp designing competition and win prizes!

Lunch & Light Refreshments will be provided by the museum.



Credit: Singapore Philatelic Museum Collection

An Enchanted Day with Stamps – Anime Drawings (fully booked)

Dates: Friday, 24 November 2017 & Friday, 1 December 2017

Time: 10:00am – 3:00pm

Age: 7 – 12 years old

Charge: \$60.00 per child

Calling all Pokémon lovers! Do you know that Japan has issued stamps featuring well-loved Pokémon characters? Come take a closer look at these beautiful artworks and be inspired to create your own character! Join Jerry Hinds, President of the Association of Comic Artists, as he teaches you the basics of drawing these popular characters!

Learn about the fascinating world of philately and discover stories about culture, heritage, history and more! Hunt for philatelic treasures, put together stamp puzzles in the shortest time, take part in a stamp designing competition and win prizes!

Lunch & Light Refreshments will be provided by the museum.



Credit: Singapore Philatelic Museum Collection

For information and registration, email: SPM_EDU_PRG@nhb.gov.sg

Exclusive Anime X Stamps Postcard and Event Date-stamp

Get your exclusive *Anime X Stamps* exhibition postcard and event date stamp (16th November 2017)



Price: \$1.00



Price: \$0.50