



PRESS RELEASE (FOR IMMEDIATE RELEASE)

What's Your Story?

Singapore HeritageFest 2007 to Encourage Singaporeans to Share Their Unique Memories

Singapore, 6 June 2007 – Singapore HeritageFest (SHF) is back again for the fourth year. Running from 18th to 29th July 2007, this year's Festival encourages people to share stories of their memories as part of the Festival's theme of 'People and Memories'. In addition to the *Festival Hub* at Suntec City Mall, highlights of SHF 2007 include familiar favorites like *Fun on Foot*, a heritage-based treasure hunt featuring Singapore's 'Firsts', as well as *Expedition 'H'*, guided adventure tours to off-the-beaten-track sites in Singapore. New programmes like *Culture By The Bay*, a *Vintage Car Showcase* and *Sound Stories 1 & 2* (a concert at Zouk and a closing finale by Singapore's popular band, Tania) have also been introduced at this year's Festival.

This year's tagline, 'What's Your Story?', seeks to provoke thought among Singaporeans, reminding them of the memories, stories, traditions and cultures that make up the unique Singaporean story. Through the fun-filled yet educational festival programmes, the Festival aims to make Singaporeans realise that everyone plays a part in shaping the heritage of the future, and that the personal and collective stories of Singaporeans are what makes our multi-cultural heritage rich, interesting and unique.

“Last year’s SHF was a milestone for the National Heritage Board (NHB), with a record number of 1.165 million people participating in our activities. SHF 2006 was also awarded the inaugural ‘Uniquely Singapore’ Award at the 21st Singapore Tourism Awards 2006. These achievements have spurred us on to make SHF 2007 an even more engaging and fascinating Festival for Singaporeans and tourists alike. This year’s Festival will introduce new ideas and programmes to make SHF a ‘must’ visit for all, and we hope that visitors will experience for themselves the richness and value of our heritage,” said Mr Michael Koh, Chief Executive Officer of National Heritage Board.

“SHF 2007 also highlights through its many programmes the idea that there are many faces to the Singaporean Story – from our memories and stories of what we used to or did in our everyday life, to memories of our local music scene, our love and passion for cars, and our familiar haunts both for family outings and dates with loved one. We take all these for granted, but each and every one of these cherished memories has a story to tell – whether it is engaging, heart-warming or heart-wrenching. And this is what we hope to do through SHF 2007 – to provide a platform for people to relive their memories, share their stories and write new stories and memories for the future. Every event in the festival is programmed to achieve this”, said Miss Thangamma Karthigesu, Festival Director and Director of Public Education at the National Heritage Board.

Online Platform for Singaporeans to Share Stories (6th June 2007)

To encourage more Singaporeans to step forward and share their story, SHF 2007 has created an online portal, *mystory.heritagefest.org.sg* for the first time. Located on the official website (www.heritagefest.org.sg), members of the public can visit this portal to share their special memories of events, people, places and even our lifestyle and Singapore quirks. There will also be a ‘Singapore’s Oldest’ section, where people are encouraged to share stories of their oldest treasured items, which may just be Singapore’s oldest artefact in that category. These entries can be done in the form of photographs, text, podcasts and video clips. There are attractive prizes to be won in each category.

New Programmes

Culture By The Bay (27th July to 31st August 2007)

The Singapore HeritageFest this year also acts as the curtain raiser for the National Day Festival 2007. In conjunction with the National Day celebrations, NHB is partnering NDP Exco and the Ministry of Education for the first time to present *Culture By The Bay*, a new festival outreach event designed to showcase students' memories of the lifeblood of Singapore – the Singapore River. *Culture By The Bay*, which will be launched on 27th July, will coincide with the first National Day Preview held at Marina Bay the following day, and visitors can look forward to viewing art sculptures bearing students' artworks located along the banks of the river starting from Clarke Quay and ending near the Marina Barrage. *Culture By Bay* also has two other components – an Arts Fair selling exquisite handmade art (e.g. paintings by budding artists, photographs by amateur photographers, prints, etc) and craft items, as well as movie screenings at the Asian Civilisations Museum on 22nd July.

Vintage Car Showcase (22nd July 2007)

Another new programme for SHF 2007 is the Vintage Car Showcase, which partners the Malaysia and Singapore Vintage Car Register to bring in a display of much-loved vintage and classic cars, all above 35 years old, for a one-day display on 22nd July at the lawns of the National Museum of Singapore. The owners of these special cars will also be making an appearance to share their memories and stories of their cars with the public. Before the display, these cars will also be driving around the city similar to the proposed F1 route that morning for members of the public to have a closer look. It's a not to be missed event.

Sound Stories 1 & 2 (Concert at Zouk and a closing finale by Tania) (28th and 29th July 2007)

The next new event to premiere at SHF 2007 is Sound Stories. Comprising 2 such events, Sound Stories 1 is a concert at Zouk where bands like Jive Talkin', Max Surin (member of the former *Tokyo Square*), Vernon Cornelius, and Matthew and the Mandarins will present the music of yesteryear in a night of nostalgia at Zouk on 28th July. These well-established veterans of the music industry will also share their memories of the music scene at this event, hosted by veteran Gold 90.5FM presenter, Brian Richmond.

Sound Stories 2 will see a 50-minute performance by Singapore's well-loved band, Tania at the Festival Hub at Suntec City on 29th July. Fronted by musical and entertainment stalwarts

Alban De Souza and Zul Sutan, Tania has been performing songs from legends like Santana, the Beatles, Dire Straits, the Eagles and many more. Don't miss the perfect closure to this year's Singapore HeritageFest.

Culture 101

And to help people gather the tools to start documenting their stories and memories, the festival this year will for the first time offer a new programme called Culture 101. This series of 11 talks given by experts in the various fields will tickle the interest of, and boost Singaporeans' knowledge about, the arts and heritage. Culture 101 will impart useful tips and general knowledge on art appreciation, conservation of keepsakes and how to conduct oral history recordings.

To round off the new programmes above are other events that help to share stories and memories of people and places.

Launch of Bukit Timah Trail (23rd July 2007)

A brand new Bukit Timah trail will be launched on 23rd July. A project collaboration between the National Heritage Board and the National Junior College, this trail will highlight the many interesting spots within Bukit Timah and share the never-before told stories of the area. A trail booklet will also be launched.

10 Years That Shaped a Nation (28th July 2007)

Another significant event is the launch of the *10 Years That Shaped a Nation* exhibition by the National Archives of Singapore and the National Library Board. This exhibition will highlight and tell the stories of the people of the First Cabinet and their contributions to the building of the initial chapters of the Singapore Story.

Miss Karthigesu summed it up by saying, "The popularity of SHF has been increasing over the years, and last year, we saw a 29% jump in visitorship numbers. The support is encouraging, and we have worked to make SHF 2007 even more engaging. We hope that the Festival this year will start people sharing their stories with each other, especially between the older and younger generations and between the Singaporeans by birth and New Singaporeans. We want people to think about what they want to remember and the stories they want to create for

future generations. Most importantly, we want our visitors and participants to share their personal stories and memories, and start documenting them, which will eventually become a part of the future Singapore Story. In essence, it is the people, our shared memories and places that make us who we are and what we will become.”

The Singapore HeritageFest 2007 will take place islandwide from 18th to 29th July 2007.

For more information, please contact:

Stella Quek
141 Worldwide Pte Ltd
Tel: 9389 9178 / 6389 3340
Email: stella.quek@141worldwide.com

Nicholas Ferguson
141 Worldwide Pte Ltd
Tel: 9452 0613 / 6389 3369
Email: nicholas.ferguson@141worldwide.com

About the Singapore HeritageFest

Organised by the Public Education Division of the National Heritage Board (NHB), Singapore HeritageFest is NHB's signature annual event aimed at raising the level of awareness and appreciation amongst Singaporeans for our rich and multicultural heritage. Over the past three years, over 2.5 million visitors, local and foreign, have participated and been delighted by the Festival's specially-curated exhibitions, treasure hunts, heritage trails, competitions, cultural performances, events, etc. Singapore HeritageFest won the inaugural "Uniquely Singapore" award at the 21st Singapore Tourism Awards 2006. With this feather in its cap, the festival aims to continue delighting visitors with its fun-filled, interactive and educational programmes.

About National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).