

FOR IMMEDIATE RELEASE

**National Museum of Singapore invites everyone to its
130th Anniversary celebrations!**



Singapore, 10 October 2017 – This October, National Museum of Singapore marks 130 years since Sir Frederick Weld, the Governor of the Straits Settlements at that time, opened the institution, which was formerly known as the Raffles Library and Museum building. To celebrate this milestone, visitors are invited to the National Museum for a fun-packed weekend (13 to 15 October 2017) exploring the museum’s past, present and future, through interactive tours, art installations, music performances and more.

As Singapore’s oldest and most iconic cultural institution, the museum has grown alongside with the nation over the years, from its humble beginnings as the Raffles Library and Museum, to surviving the Japanese Occupation, and transforming into the socio-history and cultural institution that is well-loved by many today.

“In the last 130 years, the National Museum of Singapore has always endeared itself to the generation of its time. For our birthday weekend, we invite visitors to get to know the museum

better, re-discover its fascinating history and architecture, its galleries, my colleagues and our volunteers who have helped to make the National Museum not just the place to learn about Singapore's cultural and historical heritage, but also the place to celebrate our shared stories," shared Angelita Teo, Director of the National Museum of Singapore.

Let's dive into the Museum's past

Embark on the newly commissioned **National Museum Historic Trail**, which transports visitors back in time to discover the evolution of the museum over the years. Supported by LGT Private Banking, 11 markers located around the museum building will reveal the history and key architectural features of Singapore's most loved cultural institution.

For an intimate glimpse into the museum's history and its collection, visitors can enjoy various themed tours led by experienced docents, curators and even, the museum director, Angelita. Hear her memories and experiences of working at the National Museum in her first ever Director's Tour, and learn more about the museum's collection and how the galleries were put together in the Curator Tours. The museum's corps of seasoned docents will also bring visitors on a journey of discovery through this 130 year old institution through dramatised tours, historic tours and other encounters.



Available for a special price of \$50 till 31 December 2017 at the Museum Label shop

Visitors can also take home a slice of the museum's history with a limited edition **Anniversary Gift Set** produced in commemoration of the museum's 130th anniversary. Designed by renowned local designer Theseus Chan and his agency WORK, the gift set features reproductions of 50 significant photographs, postcards and building plans, some published for the first time. The selection traces

the museum's evolution into the National Museum you know today, bearing the memories, hopes and dreams of the people of Singapore.

Not just a history museum



La Bétonnière Boule à Facettes by Benedetto Bufalino and Benoît Deselle

After diving into its fascinating past, visitors can experience the museum through **An Art Trail**, a suite of five art installations by Singapore and international artists located in and around the museum. With works by Singapore's leading sound artist Zul Mahmod and Melbourne and Berlin-based sculptor Kristen Berg, the interactive contemporary installations offer visitors new ways to appreciate the museum's spaces and will be on display beyond the anniversary weekend.

Visitors can also indulge in some retail therapy at the **Artisanal Retro Market** by Satire Singapore, which offers one-of-a-kind handicraft, creative knick-knacks and locally-made produce. There will also be live music performances around the museum, as well unique craft activities for the whole family.

Stepping into the future

The 130th Anniversary Celebrations also showcases the National Museum of Singapore's commitment to seek new and innovative ways to connect with our audiences across different platforms. Through the collaboration with PRESENCE Pictures, the Little Artists for Virtual Reality (VR) programme invites young visitors to create their imaginary future museum and cartoon Museum Buddy. Young visitors may also experience the basics of creating a virtual reality artwork through an interactive drop-in activity.

Get ready to have your senses intrigued at the larger-than-life digital art installation, *Story of the Forest*, with the introduction of three special botanical scents by world's leading flavour and fragrances company, Givaudan at different parts of the Glass Rotunda, where the installation is held.

“We are constantly looking for new ways to connect with our visitors, encourage pride in our national collection and enhance the understanding of history and contemporary issues. It can be as simple as engaging our basic sense of smell or as savvy as adopting technology to bring history to life. As we look forward to the future, one thing is for sure – the National Museum will endeavour to be relevant and resonate with its visitors,” added Teo.

And what's a birthday party without cake? Cedele will be supporting the occasion with a gula Melaka sugée cake and 1000 cupcakes! Visitors who post their birthday wishes with a photo of themselves at the National Museum tagged #happynms130 can receive a bespoke cupcake by Cedele. The Museum is also planning a cake-cutting ceremony on Saturday, 14 October at 2.45pm where the walls of the Museum will be filled with the sounds of choir, The Joyful Voices singing “Happy Birthday”.

The National Museum of Singapore's 130th Anniversary Celebrations is supported by Electronics and Engineering Pte Ltd, LGT Private Banking, Pan-United Corporation Ltd, Givaudan, Dominic Press, Cedele, Rendezvous Hotel and the Info-communications Media Development Authority (IMDA).

Admission for the National Museum of Singapore 130th Anniversary Celebrations is free. Selected programmes are ticketed. For more information, visit www.nationalmuseum.sg. See attached factsheet for the full line up of activities.

The National Museum is an institution of



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About the National Museum of Singapore

With a history dating back to 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt cutting-edge and multi-perspective ways of presenting history and culture to redefine conventional museum experience. A cultural and architectural landmark in Singapore, the Museum hosts innovative festivals and events all year round—the dynamic Night Festival, visually arresting art installations, as well as amazing performances and film screenings—in addition to presenting thought-provoking exhibitions involving critically important collections of artefacts. The programming is supported by a wide range of facilities and services including F&B, retail and a Resource Centre. The National Museum of Singapore re-opened in December 2006 after a three-year redevelopment, and refreshed its permanent galleries and re-opened them in September 2015 for Singapore's Golden Jubilee. For more details, please visit www.nationalmuseum.sg