

## **NEWS RELEASE**

### **MUSEUM ROUNDTABLE LAUNCHES SINGAPORE'S FIRST HERITAGE AND MUSEUM BLOG**

Come 1 March 2006, a new virtual space for heritage and museum enthusiasts - *yesterday.sg* - will enrich the blogosphere. An initiative of the Museum Roundtable (MR), *yesterday.sg* is an interest-based blog on Singapore's heritage and museums. With a rich repository of posts by heritage enthusiasts, museum aficionados, and nostalgia fans, visitors can tune into heritage happenings, explore Singapore's close to 40 museums, and indulge in personal tales from the past. They can share their adventures, discover quirky facts, and offer insights on never-before-heard nuggets of Singapore's history.

Bringing *yesterday.sg* to fruition is an eclectic team comprising members from the people, private and public sectors. Driven by their passion for heritage and museums, team members hail from a variety of professions, and include a management consultant, librarian, polytechnic lecturer, museum volunteers and a naturalist (details in **Annex A**). Content for *yesterday.sg* will come from a rich variety of sources – museum staff, volunteers, bloggers, experts, mailing lists to individuals who simply have a passion for heritage and museums.

"With the launch of *yesterday.sg*, Singaporeans and visitors alike can easily share personal stories, insights and experiences from the past that have touched their lives. Over time, the blog would become a community space where the riches of Singapore's multi-faceted heritage and museum scene will be unearthed and displayed," said Mrs Lim Siok Peng, Chairperson of the Museum Roundtable and CEO of the National Heritage Board. "I am heartened that volunteers passionate about heritage have willingly come forward and their commitment will ensure the success of this blog. I am sure the heritage community will be inspired by their energy and fervour just as I have been."

For heritage blogger Lam Chun See of *GoodMorningYesterday* fame (<http://www.goodmorningyesterday.blogspot.com/>), who only picked up blogging last year at the age of 53, *yesterday.sg* is an opportunity for the older generation to share with the younger generation precious gems of personal history not found in books: "I hope more people of my generation will make use of this blog to share their personal stories of pre-independent Singapore with the young people of today."

It is this personal element that *yesterday.sg* hopes to attract. "Our history has been dominated by political and economic perspectives. The gaps are stories of everyday life which provoke both nostalgia and reflection. *yesterday.sg* will help unearth and share an essential part of our identity. History has never been so accessible," said Sivasothi, a Research Officer at the Raffles Museum of Biodiversity Research at NUS who operates two blogs himself (<http://habitatnews.rafflesmuseum.net> and <http://news.rafflesmuseum.net>).

Targeted at both the blog-savvy as well as the general population, *yesterday.sg* incorporates common blog features such as RSS (Really Simple Syndication), feeds,

comments, trackbacks, links, archives, and even a photo gallery. Where possible, podcasts (audio recordings) and even vlogs (video recordings) may be used to reach out to readers through a variety of media platforms. These tools enrich visitor experiences while connecting them to others in the community.

Contributions are welcome from any source. Visitors only have to sign up as members on *yesterday.sg* to start posting. To encourage the public to share their stories, the MR and NHB have lined up a series of promotions. From 1<sup>st</sup> – 31<sup>st</sup> March 2006, visitors can take part in *yesterday.sg* quizzes, post their stories/experiences, or vote for their favourite blog post. The more they participate, the higher the chance of winning attractive prizes in a lucky draw. Contributors of the top three blog posts will also walk away with either a laptop, digital camera, or mobile phone.

Other than *yesterday.sg*, the Museum Roundtable will also be launching an online portal for museums in Singapore. The website ([www.museums.com.sg](http://www.museums.com.sg)) provides information on the nearly 40 museums in Singapore, their latest exhibitions, programmes, events, and visits. The only website dedicated to the museum industry in Singapore, members of the public can sign up as a member to keep abreast of what's happening in the Singapore museum and heritage scene. A write up on the Museum Roundtable and a list of MR member museums is attached at **[Annex B](#)**.

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Museum Volunteers

Friends of the Museum

Museum Volunteers

NHB Staff

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**The Museum Roundtable**

The Museum Roundtable was formed in 1996 to bring museums and heritage galleries closer to the public. Chaired by the National Heritage Board, it seeks to develop a stronger museum-going culture amongst Singaporeans and tourists. Currently, MR has close to 40 members covering a wide range of themes and topics – from art, culture, history, World War II, science, urban planning, healthcare, to security and defence.

**Members of the Museum Roundtable (as at 1 March 2006)**

Art Retreat, A Private Museum  
Asian Civilisations Museum, Armenian St  
Asian Civilisations Museum, Empress Place  
Chinatown Heritage Centre  
Chinese Heritage Centre  
Civil Defence Heritage Gallery  
Fuk Tak Chi Museum  
Fort Siloso  
Grassroots Heritage Centre  
Hua Song Museum  
Images of Singapore  
Malay Heritage Centre  
Museum, NUS Centre For the Arts  
Museum of Shanghai Toys  
Nei Xue Tang – A Buddhist Art Museum  
Ngee Ann Kongsi  
NHGP Gallery of Memories  
Police Heritage Centre  
Raffles Museum of Biodiversity Research  
Red Dot Traffic Museum  
Reflections at Bukit Chandu  
Republic of Singapore Air Force Museum  
Republic of Singapore Navy Museum  
Silat Folk Heritage Centre  
Singapore Art Museum  
Singapore City Gallery  
Singapore Discovery Centre  
Singapore History Museum  
Singapore Philatelic Museum  
Singapore Science Centre  
Sports Museum  
Sun Yat Sen Nanyang Memorial Hall  
The Battle Box  
The Changi Museum  
The Singapore General Hospital Museum  
Tan Tock Seng Hospital Heritage Gallery