



PRESS RELEASE

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PMB LAUNCHES EDUCATION AND OUTREACH INITIATIVES TO GROW INTEREST IN SINGAPORE'S NATIONAL MONUMENTS

SINGAPORE, 26 MAY 2010 – What if you could view the all too familiar Singapore landscape in a different light? Or hear the candid stories behind our National Monuments that few know about? Get re-acquainted with Singapore's built heritage in *Of Monuments and Memories*, a special travelling exhibition organised by the Preservation of Monuments Board (PMB) and supported by the UBS.

2 A first for PMB, the travelling exhibition will be launched at the Command House on 26 May 2010 by the Minister for Education and 2nd Minister for Defence, Dr Ng Eng Hen. Dr Ng will also unveil a plaque marking the Command House's National Monument status.

Of Monuments and Memories

3 Featuring 27 National Monuments spectacularly portrayed through the camera lens (please refer to full list in **Annex A**), *Of Monuments and Memories* highlights iconic buildings that have stood the test of time, and continue to be symbols of pioneers and leaders who have made indelible marks on Singapore's history. Through the eyes of avid photographer Mr Kwek Leng Joo and his team, the exhibition seeks to re-introduce both iconic and lesser known monuments, allowing the people to better appreciate Singapore's built heritage. Full biographies of the photographers can be found in **Annex B**.

4 *Of Monuments and Memories* marks the first of a series of new education and outreach efforts that PMB is embarking on. Designed to travel the island, the exhibition hopes to garner a greater interest in Singapore's National Monuments by visiting schools, shopping centres and the heartlands, including Rosyth School, VivoCity, City Square Mall and the National Library. Please refer to **Annex C** for the full list of venues.

5 Says Director of PMB, Ms Jean Wee, who is also the curator of the exhibition: "Through these stunning photographs, we give our monumental treasures a voice to tell the stories of contributions made by Singapore's forefathers. *Of Monuments and Memories* seeks to give the public a visually enticing yet educational experience, and provides the younger generation with a deeper understanding of our shared history."

Education and Outreach Programmes

6 To engage the young, the first *Monument Ambassadors Programme* was recently launched with River Valley High School with the aim to train students as monument ambassadors. A three-month programme designed to encourage the youths to take greater ownership over our National Monuments, the *Monument Ambassadors Programme* enables students to use the knowledge and skills learnt in the classroom to design and guide their own monument trails. These special guided tours will help present our monuments in a different light.

7 “The *Monument Ambassadors Programme* has provided an excellent platform for our students to take learning beyond the classroom. We participated in this programme for our students to gain additional experience through collaborations and partnerships with other agencies. They have embraced their roles as Monument Ambassadors and will be sharing information and knowledge gained with their friends,” says Mr Desmond Lim, Head of Department, Humanities, River Valley High School.

8 Accompanying the *Monument Ambassadors Programme* is the *Volunteer Training Programme* for adults keen to do their part for our built heritage. These volunteer guides will help conduct guided tours of various National Monuments, as well as organise special public talks. Guided tours resulting from both the *Monument Ambassadors Programme* and *Volunteer Training Programme* will commence in June 2010.

9 Rounding off PMB’s education and outreach initiatives is the inaugural education kit, *National Monuments of Singapore*, a free comprehensive guide for the young to Singapore’s National Monuments. It includes suggested trails and activities revolving around our National Monuments which educators can utilise to enrich their lessons. The *Education Kit* will be launched on 11 June 2010. Please refer to **Annex D** for more details.

10 Says Mr Michael Koh, Chief Executive Officer of the National Heritage Board (NHB), “We want to keep these monuments alive in the consciousness of Singaporeans for generations to come. It is thus important to teach our young not just about the architectural merits of our monuments, but also the poignant stories behind them. PMB’s new series of outreach initiatives designed to engage the young and renew the public’s interest in our monuments presents a good starting point.”

Greater Private-Public Partnerships

11 Private organisations such as the UBS have helped breathe new life into historically rich buildings such as the Command House. Indeed, the preservation and promotion of our National Monuments would not be possible without the help and support of our private partners.

12 Says Mrs Christine Ong, Chief Executive Officer of UBS Wealth Management, Singapore: “We are delighted that the UBS Business University ‘Command House’ joins the ranks of significant monuments that are symbols of Singapore’s development and history. Our investment in restoring the Command House into a

world-class, state-of-the-art learning facility is a concrete expression of UBS's commitment to attracting and grooming the best talent in Asia. The Command House is not just an icon of the past but a lighthouse for the future, representing Singapore's ascent as a pre-eminent hub for global wealth management.”

13 Although a private training facility, UBS has had various visits from industry and community groups to the Command House over the last few years, and plans to continue to do so to promote education and community engagement. UBS will continue to organise special guided tours for the public by appointment. Upcoming tours will be held on 2 and 3 June 2010. Visitors can pre-register at SH-Command-House@ubs.com for limited slots. More details on the guided tours can be found in ***Annex E***.

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About the 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).

About the Preservation of Monuments Board

The Preservation of Monuments Board was formed in 1971 following the Preservation of Monuments Act enacted on 29 January 1971. It merged with the National Heritage Board on 1 July 2009. To date, 61 historical buildings have been gazetted as national monuments by the Preservation of Monuments Board. All gazetted monuments are installed with plaques highlighting their historical significance. Preservation guidelines are also drawn up for each monument to

ensure that the preservation and restoration works on a gazetted national monument are undertaken in a proper and systematic manner.

About the UBS Business University 'Command House'

In Singapore, the Command House is the physical campus of the UBS Business University which provides training and professional development courses for new and existing UBS employees. The UBS Business University aligns the training and education activities for UBS employees around the world, and establishes a center of excellence which promotes a culture of continuous improvement and development. Since the opening of the Campus at The Command House in Singapore in 2007, close to 2,000 events and almost 24,000 training days have been conducted at the UBS Business University (The Command House).

UBS has collaborated closely with the National Heritage Board to preserve and maintain this historic building according to the relevant government guidelines. To date, UBS has made a significant investment in transforming the Command House into a state-of-the-art training facility.

Historical background of the Command House:

Situated at the historic Command House at 17 Kheam Hock Road, the UBS Business University (The Command House) was a colonial period house designed by the architect Frank Brewer. Formerly known as 'Flagstaff House', it served as the official residence of sixteen successive General Officers Commanding (GOC) Malaya and Singapore between 1938 and 1971, as well as the Supreme Allied Commander South East Asia Command, Admiral Lord Louis Mountbatten in 1946. Following the withdrawal of the British military from Singapore, the house became the official residence of the Speaker of Singapore Parliament, Dr. Yeoh Ghim Seng (1971-1989). It later served as a venue for State Functions by former Singapore President Ong Teng Cheong (1993-1998). The Command House was gazetted as one of Singapore's national monuments in November 2009.

List of 27 Monuments Featured in *Of Monuments and Memories*

1. Abdul Gaffoor Mosque
2. Al-Abrar Mosque
3. Armenian Church
4. Bowyer Block
5. Central Fire Station
6. Chesed-El Synagogue
7. Church of St Teresa
8. College of Medicine Building
9. Command House
10. Former City Hall
11. Former Convent of the Holy Infant Jesus and Caldwell House (now CHIJMES)
12. Former St Joseph's Institution (now Singapore Art Museum)
13. Former Supreme Court
14. Former Tao Nan School (now the Peranakan Museum)
15. House of Tan Yeok Nee
16. National Museum of Singapore
17. Former Raffles College (now NUS Campus at Bukit Timah)
18. Raffles Hotel
19. Siong Lim Temple
20. Sri Mariamman Temple
21. Sri Perumal Temple
22. St James Power Station
23. St Joseph's Church
24. Sultan Mosque
25. Thian Hock Keng Temple
26. Victoria Theatre & Concert Hall
27. Yueh Hai Ching Temple

For the full list of Singapore's 61 National Monuments, please refer to www.pmb.sg

Biographies of the Photographers

Kwek Leng Joo (Team Leader) 郭令裕

A well-respected figure in the business community, Mr Kwek Leng Joo is the Managing Director of City Developments Limited (CDL) and Executive Director of Hong Leong Group Singapore. Beyond CDL, Mr Kwek contributes actively to the civic community through numerous public appointments in promoting arts and culture, education, youth development and heritage conservation, etc.

Mr Kwek is also a familiar name in the photography community. An avid photographer, he believes in the power of photography as a platform to advocate meaningful causes. To date, his works have raised over a million dollars in aid of various causes including the President's Challenge, Dover Park Hospice, Singapore Environment Council and Nature Society (Singapore).

Through his multiple appointments in the local photographic community, including being the Honorary Chairman of The Photographic Society of Singapore, Honorary Adviser of the Singapore Colour Photographic Society, Patron of the NYAA Young Photographers Network and Honorary Patron of the Photo-Art Association of Singapore, Mr Kwek hopes to elevate the profile of photography as a mainstream fine art form and forge a closer alliance within the community. In the hope to nurture young talents, Mr Kwek initiated the "Singapore Young Photographer Award", a biennial nationwide competition that is into its third run.

Mr Kwek's versatility in photographic subjects, approach and style is the result of his tireless experimentation driven by a desire to create visuals that mirror his thoughts and perspectives. In 2005, his first photo art book, *Heart Voyage*, was published. The second book, *Heart Voyage 2*, followed in 2008. He has also held several exhibitions including *Timeless Jiangnan* in 2002, *The Lost Horizon* in 2004 *The Secret Garden* in 2006 and *Romancing Nature* in 2008.

As a veteran in the property sector, buildings are close to Mr Kwek's heart. As a Singaporean, he is proud of our monuments which represent a country where multi-racial and multi-cultural ties are embraced. The collaboration with the Preservation of Monuments Board has given Mr Kwek the opportunity to be re-acquainted with our national gems. To Mr Kwek, each monument is unique and stands as an embodiment of the dreams and fond memories of Singaporeans and overseas visitors alike.

In creating this body of works, Mr Kwek set out to deepen his understanding and connection with the monuments. Putting aside prior impressions formed as a visitor, he took time to fully take in the charming ambience of a bygone era, observe the happenings within and around, and ponder over the relationship between the monument and its visitors. To characterise the monument in its distinctive flavour, Mr Kwek adopted different approaches – some were given a contemporary touch while others a dramatic finish to accentuate its glory.

By drawing on the diverse styles and background of 6 other photographers, Mr Kwek hopes to portray the monuments in an unconventional perspective that will offer a visual surprise to readers.

Chow Chee Yong 邹志勇

A full-time lecturer at the Temasek Design School, Chee Yong holds a BFA (Honours) degree in Photography from Western Michigan University, USA, and a MA (Distinction) degree in Photography from Musashino Art University, Tokyo, Japan. He has participated in more than 30 solo and group exhibitions in galleries and museums in Hong Kong, Japan, Malaysia, Singapore and the United States. His original prints can be found in various corporate, private and museum collections in Hong Kong, Japan, Malaysia, Singapore and the United States. His first publication *30th Feb* features a collection of his Surrealistic Images and was launched in 2008.

Chris Yap 葉威豪

A fine-art, editorial and commercial photographer, Chris is one of the rare breed of extremely technical and yet critical thinking photographers. In the pursuit of creating an image that is top of its class, he explores many different genres of photography to get to know the finer details in great depth. Chris' works are usually deemed to be evocative and yet subtle, as he continually challenges the photographic frontier to expand and explore the diverse possibilities in photography. His commercial works are showcased in genres of fine-art photography, renowned theatrical performances and fashion magazines.

Darren Soh 苏建隆

Born and based in Singapore, Darren has been an independent photographer specialising in travel, architecture and landscape photography since 2001. Frequently travelling around Asia on assignment, Darren nevertheless believes that there is a wealth of photographic opportunities in his home country. In 2004, Darren published his first monograph *While You Were Sleeping* — a collection of nocturnal landscapes of Singapore. His works were featured in the 2006 MICA publication *Canvas* depicting Singapore through the eyes of 14 photographers and produced as a gift to members of the IMF and World Bank. More recently, Darren was named by Photo District News Magazine (USA) as one of its 30 Emerging Photographers to Watch in 2009.

Huang Fan 黄凡

This former news editor from Wuhan, China, has lived in Singapore for eight years and is a Singaporean since 2008. Huang Fan possesses a keen sense of his surroundings and takes joy in capturing rare occurrences that often go unnoticed. While the magnificence of natural landscape has inspired the beginning of his photography journey, Huang Fan's interest has since expanded to street scenes, lifestyles and culture. With a distinctive interplay of colours and lighting, his photos represent a unique expression of art as well as a new perception on the happenings in our lives.

Jonathan Yeap 叶振忠

A full-time photographer with Singapore Press Holdings, Jonathan is most inspired by human subjects. The young lensman often roams the streets in search of

everyday subjects and opportunities to capture the decisive moment of the subject. He was a merit winner of the inaugural Singapore Young Photographer Award 2006 and later went on to represent Singapore in the ASEAN Young Photographers Award in 2007. More recently in 2008, Jonathan held his first solo photo exhibition *1.26°N 103.8°E The Port That Never Sleeps*.

Raymond Phang 彭蕾鸣

A full-time professional photographer, Raymond lives by the motto of “Carpe Diem” and considers it a true blessing to be in an environment where opportunities for artistic expression abound. Capturing historical monuments has renewed the young man’s perspective on heritage. Despite his age and being self-taught, Raymond’s achievements are commendable. His commercial works have impressed a list of renowned corporate brands from banks, fashion to automobiles. He is also a merit winner of the Singapore Young Photographer Award 2008.

Name of Exhibition:

Of Monuments and Memories (古迹与回忆)

Dates and Venues of Exhibition*:

Exhibition Period	Venue
26 May (Wed) – 4 June (Fri)	Command House
5 June (Sat) – 4 July (Sun)	National Library Board
13 July (Tue) – 1 August (Sun)	Rosyth Primary School
3 August (Tue) – 15 August (Sun)	City Square Mall
17 August (Tue) – 22 August (Sun)	VivoCity
24 August (Tue) – 5 September (Sun)	Singapore General Hospital
7 September (Tue) – 19 September (Sun)	Tampines Central Community Complex

**As of 26 May 2010, bookings for the exhibition are firmed up till September 2010.*

Key Names:

1. **Dr Ng Eng Hen**, 黄永宏医生, Guest-of-Honour, Minister for Ministry of Education (MOE) and 2nd Minister for Defence
2. **Mr Michael Koh**, 许顺华, CEO for the National Heritage Board (NHB)
3. **Ms Jean Wee**, 黄美英, Director of Preservation of Monuments Board (PMB)
4. **Mrs Christine Ong**, 翁思婷, CEO of UBS Wealth Management

Information on PMB's School Programmes and Education Kit

Information on School Programmes:

PMB's schools programmes are designed to:

- Enable students to apply their skills acquired in the classroom to real life situations
- Nurture self confidence and encourage exploration among the students
- Encourage global as well as local knowledge, critical thinking and analysis
- Engage students to make History and Social Studies come alive for themselves

Schools programmes include:

- **Monument Ambassadors Programme**
 - A 10 to 12-week programme which empowers the student ambassadors to take charge of their learning. It allows the ambassadors to:
 - Use the knowledge and skills they have learnt in class to gather information on the monuments and design their trails
 - Present the monuments from their perspectives as students
 - Conduct tours for their peers and friends
- **School talks and trails** which are aimed at engaging students in learning and discussing Singapore's built heritage.

Information on Volunteer Training Programme:

The *Volunteer Training Programme* is a 12-week guiding and research programme designed to equip participants with relevant skills, and cultivate and spread an interest in our national monuments. The training consists of a series of lectures and research training or volunteer guide training. Participants have to complete a research project or develop a tour which they will use to lead participants.

At the end of the programme, participants will be able to use their knowledge gained to either lead school and public tours, or conduct research on National Monuments. Volunteer guides are to commit one year of service to the PMB.

Information on Public Monument Tours:

June Holiday Public Walking Tours

Overview

PMB volunteer guides and River Valley High School monument ambassadors are presenting 11 guided walking tours over five Sundays, beginning June 2010. These free tours are open to the public and are suitable for families* and friends.

Interested participants must pre-register with their name, age, NRIC and contact numbers to nhb_nationalmonuments@nhb.gov.sg before the stipulated closing date. Availability is on a first-come-first-serve basis.

* Suitable for children 10 years and above, each child must be accompanied by an adult.

Tour Details

A Children's Tours

Date	Time	Title and Synopsis	Featured Monuments	Register by
6 June 2010	10.00-11.30 am	Religions of Singapore Experience Singapore's religious and cultural diversity by visiting 4 places of worship in Chinatown.	Meeting venue: Tanjong Pagar MRT Station, Exit G 1. Telok Ayer Chinese Methodist Church 2. Al-Abrar Mosque 3. Thian Hock Keng Temple 4. Sri Mariamman Temple	1 June 2010
13 June 2010	10.00-11.30 am	Catholicism: European Connections Learn about the origins of Catholicism in Singapore and the architectural styles of its institutions.	Meeting venue: Singapore Art Museum 1. Singapore Art Museum 2. Cathedral of the Good Shepherd 3. CHIJMES 4. St. Joseph's Church	6 June 2010
	3.00-4.30 pm	The Colonial Express Explore 4 iconic buildings that express the colonial government's ideals and history.	Meeting venue: Asian Civilisations Museum 1. Asian Civilisations Museum 2. Victoria Theatre and Concert Hall 3. Former Supreme Court 4. Former City Hall	6 June 2010
		Walking in the Light Discover 4 monuments that provided educational and religious support for the communities in	Meeting venue: CHIJMES 1. CHIJMES 2. Maghain Aboth Synagogue 3. Singapore Art Museum	6 June 2010

Date	Time	Title and Synopsis	Featured Monuments	Register by
		Singapore.	4. Church of Sts. Peter and Paul	
20 June 2010	10.00- 11.30 am	<i>Pillars of the People</i> Learn about 4 monuments that supported past communities through civic and medical functions	Meeting venue: Armenian Church 1. Armenian Church 2. Central Fire Station 3. Forever Living Headquarters 4. Family Subordinate Court	13 June 2010
		<i>Where it All Began</i> Explore 4 establishments that witnessed Singapore's development as a thriving modern metropolis today.	Meeting venue: The Peranakan Museum 1. The Peranakan Museum 2. Armenian Church 3. Central Fire Station 4. MICA Building	13 June 2010
	3.00- 4.30 pm	<i>Our Ambitions</i> Understand the contributions of people who worked behind the walls of 4 Monuments.	Meeting venue: The Peranakan Museum 1. The Peranakan Museum 2. Central Fire Station 3. MICA Building 4. Former Supreme Court	13 June 2010
27 June 2010	10.00- 11.30 am	<i>Keepers of the Community</i> Learn about the Armenians through a fun and interactive session that engages your sense of touch and smell.	Meeting venue: Armenian Church 1. Armenian Church	20 June 2010

B Adult Tours

Date	Time	Title and Synopsis	Featured Monuments	Register by
27 June 2010	10.00-11.30 am	<i>The Empire, the Emperor and the Crown</i> Discover Singapore's links to a Chinese Emperor and the British Monarchy.	Meeting venue: Raffles Place MRT Station, Plaza 1. Yueh Hai Ching Temple 2. Lau Pa Sat	20 June 2010
4 July 2010	10.00-11.30 am	<i>A Journey through Time</i> Witness the transformation of these monuments into current hubs for arts and culture.	Meeting venue: The Arts House 1. The Arts House 2. Asian Civilisations Museum	27 June 2010
	3.00-4.30 pm	<i>Observations from Holloway Lane</i> Peak into the past through the eyes of a former resident on Holloway Lane	Meeting venue: Bus Stop 01611 on Beach Road, near junction of Seah Street 1. Raffles Hotel 2. St. Andrew's Cathedral	

Information on the Education Kit, *National Monuments of Singapore*:

National Monuments of Singapore is PMB's first education kit comprising a guide to Singapore's National Monuments. It is a resource guide that educators can use to learn about and teach Singapore's rich history and culture. The kit encourages teachers to incorporate experiential learning in their lessons.

Comprising three books, the kit contains write-ups on all 61 monuments, a trail map with proposed activities, and worksheets. It is especially useful for educators who want to take learning out of the classroom. The kit enables parents or teachers to:

- Plan a trail for their students or children
- Enrich the students' lessons and curriculum.

This kit comes free with selected school/public programmes conducted by PMB. It will be launched on 11 June 2010 with a limited print run. It will also be made available on www.pmb.sg at a later date. A workshop will be conducted to give teachers a first-hand look at how they can incorporate the kit into their school lessons.

Details of Special Guided Tours at Command House*

- Dates:** 2 June and 3 June 2010 (Wednesday and Thursday)
- Venue:** Command House, 17 Kheam Hock Road, Singapore 298791
- Time:** 10.00am - noon
2.00pm - 4.00pm
- Registration:** As slots are limited, please email SH-Command-House@ubs.com to pre-register for a visit and guided tour.

**As UBS Business University 'Command House' is a private training facility with ongoing training courses throughout the year, pre-registration is required for security clearance.*

School Bookings of Travelling Exhibition

- Availability:** From December 2010 onwards
- Price/Fees:** S\$400
- Promotion:** Schools that register by 1 December 2010 will enjoy a 50% discount off fees.

For enquiries on bookings or workshops, please email nhb_nationalmonuments@nhb.gov.sg