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FEEL THE SINGAPORE SPIRIT AT
ARTSCIENCE MUSEUM'S NEW SG60
EXHIBITION SINGAPOP!

Hailing from the creative mind of the iconic Dick Lee, this timely exhibition celebrates the people, stories and traditions that have shaped Singapore's cultural story. Tickets go on sale from 7 July.



Singapore (7 July 2025) — Growing from a small fishing village to a bustling metropolitan city, Singapore is now celebrating its 60th birthday. To commemorate this milestone, ArtScience Museum is presenting a vibrant multimedia exhibition as part of its new *SG60 Season* that serves as an ode to the nation's evolving cultural landscape over the past six decades.

Making its global premiere on 2 August, *SingaPop! 60 Years of Singapore Pop Culture* charts key moments in Singapore's cultural transformation, from its unique Singlish language and hawker culture to local music, film, fashion, and even annual National Day celebrations—inviting reflection on what makes this island home unique.

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Presented in collaboration with mm2 Entertainment and supported by the Infocomm Media Development Authority (IMDA), this story is told through the eyes, heart and soul of national icon and Cultural Medallion recipient Dick Lee, who is marking his first foray into exhibition-making. With a career that has evolved in parallel with Singapore's development, Lee has contributed greatly to the arts and is not just recognised for beloved songs such as 'Home', but also his significant role in shaping Singapore's cultural identity.

SingaPop! offers a rare glimpse into the achievements of Lee and his close community of friends—all movers and shakers of Singapore culture—including vocal virtuoso Kit Chan, comedy star Kumar, legendary performer Rahimah Rahim and many more. Bringing together these defining figures across the local music, media, and entertainment scenes, the exhibition spotlights how these extraordinary performers have helped instil a sense of national pride, vibrancy and dynamism in the Singapore pop culture people know and love today.

As part of this journey, visitors can look forward to seeing, hearing and feeling the nation's cultural heartbeat as they embark on an immersive and nostalgic trip through the eras, ranging from the youthful swinging 1960s to the digital dynamism of 2020s.

Additionally, the exhibition explores how Singapore's multicultural, or 'rojak', society has developed into a cohesive national identity, capturing the everyday moments, creative breakthroughs and cultural touchstones that continue to bind generations together. Individuals from all walks of life will be able to celebrate the integral part they play in weaving Singapore's rich social fabric, as they consider their own place in the nation's unfolding story and become active participants in the exhibition to form a collective narrative for the future.

"Having lived through and been a part of the evolution of our cultural identity in the last 60 years, I'm proud to present this exhibition that showcases who we are: idiosyncratic, colourful and uniquely Singaporean," said Dick Lee, Creative Director of *SingaPop!*.

"As Singapore turns 60, ArtScience Museum is proud to be celebrating the country's cultural imagination, past, present and future. *SingaPop!* is the first in an exciting season of exhibitions and events for SG60, and we're honoured to begin that journey with Dick Lee,

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whose creative vision has defined so much of what makes Singapore, Singapore,” said Honor Harger, Vice President of ArtScience Museum.

“This is a show about how we sound, how we speak, how we dress and how we celebrate. It's about the vivid, particular texture of daily life that binds our city-state together. Created with our friends at mm2, *SingaPop!* is a tribute to pop culture, the people who make it, and the audiences who live it. It's our ode to the spirit of invention and expression that continues to shape Singapore's identity. *SingaPop!* is the beginning of a season that celebrates where we've been, and dares to ask what comes next,” added Harger.

Unfolding six decades of Singapore pop culture across five chapters



L to R: Video still of Dick Lee at *SingaWho?*. Image courtesy of Dick Lee and TMRRW;
Design render of Rojak Lane. Image courtesy of DXDC.

SingaPop! will open with its first chapter, *SingaWho?*, where visitors are welcomed with a striking audiovisual experience of crashing waves paired with a multilingual soundscape that whispers ‘Welcome’ in English, Mandarin, Malay and Tamil. As they journey further into the space, a video message from Dick Lee appears, offering a personal introduction to his creative journey and his search for what it means to be Singaporean.

This immersive introduction sets the stage for the next chapter of the exhibition, as the screen transitions to an animated map of Singapore. The map traces the early migratory paths of communities from China, India, the Malay Archipelago and Europe, laying the historical foundation for the cultural diversity that defines Singapore today.

Next, ***RojakLane*** is a vibrant visual showcase of Singapore's rich cultural tapestry, celebrating the distinct traditions of Malay, Chinese, Indian, Eurasian, Peranakan and other communities. From traditional motifs, retro-fusion cut-outs to familiar Singlish expressions such as *kaypoh* and *aiyoyo*, this chapter invites visitors on a colourful journey through the multicultural heritage that shapes Singapore's unique 'rojak' identity.

At the heart of the exhibition, ***RojakLand*** features six sections that illuminate the elements shaping 60 years of Singaporean pop culture. This chapter is designed for visitors to literally walk into a theatre set as well as leave their mark at the central botanical pavilion where they can rubber-stamp their favourite pop culture icons. The journey begins with ***IconSG***, where visitors can pose with a photo wall featuring beloved figures like Kumar, Phua Chu Kang, Singa the Kindness Lion, the Merlion and other symbols that reflect the spirit and aspirations of the nation.

From icons to style, ***SingaStyle*** explores how fashion helped shape national identity in the 1950s. It features pageant wear from 2013 to 2022 designed by local designers Frederick Lee and Moe Kasim and includes a digital fashion scrapbook put together by Dick Lee that highlights some of his work in the now defunct fashion label, *Ping Pong*. Meanwhile, ***NDPop*** traces the evolution of the National Day Parade (NDP) from its solemn 1966 beginning to a lively celebration of unity and pride. This section also offers rare insights from Dick Lee, as both a performer and Creative Director of multiple NDPs, on how the event has evolved into a cultural cornerstone of Singapore today.



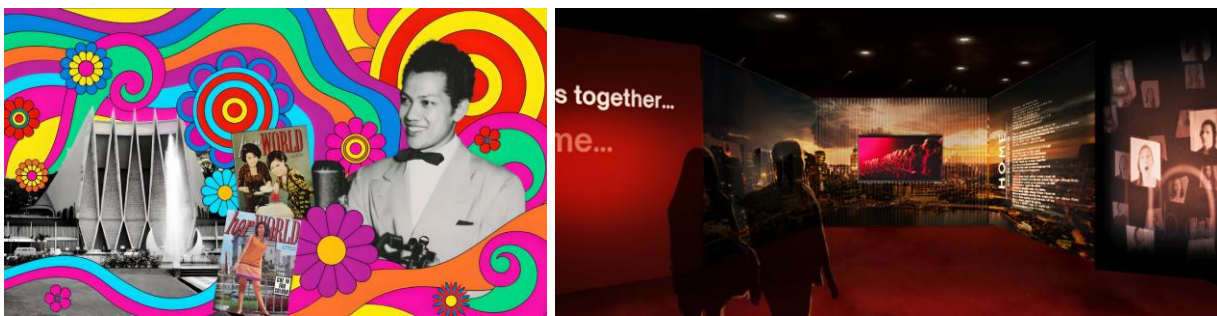
Design render of SingaSong as part of RojakLand. Image courtesy of DXDC

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At *SingaSong*, visitors can discover the development of Singapore's sonic landscape through an interactive jukebox that takes them from 1960s bands like The Quests and The Crescendos to today's stars including JJ Lin, Stefanie Sun, Shabir Sulthan and Sezairi—reflecting the nation's creative diversity across generations. Here, iconic memorabilia from local artistes such as Rahimah Rahim's glittery glasses and a DIY guitar from rock-duo Mel and Jo Ferdinald, will be featured, among others.

Over 60 years, Singapore's television and film industry has also evolved from the consumption of foreign media to the creation of its own multicultural stories. *Screening Room* explores how its media landscape has grown to include multiple languages and platforms since its first broadcast in 1963, with spotlights on iconic local films such as *Mee Pok Man* (1995) by Eric Khoo and *Money No Enough* (1998) by Jack Neo, as well as dramas such as *Under One Roof* (1995) and *Phua Chu Kang* (1997).

Language takes centre stage in *Singlish*, where visitors can delve into an interactive activity that explores how Singapore's unofficial national tongue evolved into a cultural hallmark which is playful, expressive and unmistakably local. The journey in *Rojak Land* will then wrap up with *SingaMakan*, a tribute to hawker culture's evolution from the street vendors of the 1800s to heritage icons, showcasing how food continues to unite Singaporeans across time.



L to R: Video still of *SingaStories*. Image courtesy of TMRRW; video still of *Voices of Singapore*. Image courtesy of DXDC.

Moving on to *SingaStories*, this chapter of the exhibition invites visitors on a captivating journey through the evolution of Singapore's dynamic pop culture. Presented in a 6-minute immersive video experience, each decade's defining moments in music, fashion, art, design

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and social movements will be highlighted, revealing the rich tapestry of Singapore's identity as it developed over time.

Concluding the *SingaPop!* experience is *SingaVoices*, a powerful tribute to national unity and resilience. In 2020, more than 900 Singaporeans, including local artistes Shigga Shay and Yung Raja came together for the inaugural Singapore Virtual Choir—whether they were at home or overseas. This moving rendition of the beloved national song 'Home', composed by Dick Lee and arranged by Darius Lim, brought their voices and hearts together, capturing the enduring spirit of hope, strength and love that defines the nation.

Ticketing Details

Tickets to *SingaPop! 60 Years of Singapore Pop Culture* are available from 7 July. Sands LifeStyle Members can enjoy exclusive perks and discounts when purchasing tickets on the ArtScience Museum website or all Marina Bay Sands box offices, while non-Sands LifeStyle Members can buy their tickets via the Klook platform.

For more information on the exhibition, please refer to <https://www.marinabaysands.com/museum/exhibitions/singapop.html>. It will run from 2 August to 28 December 2025.

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About Dick Lee

Dick Lee is a renowned Singaporean singer-songwriter, playwright, film director and much-loved cultural icon. As creative director for multiple National Day Parades, he has shaped the musical and artistic direction of a nation over many years. He is celebrated for his iconic songs like 'Home' and his significant contributions to Singapore's cultural identity.

About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

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Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum is a major cultural institution in Singapore that explores the intersection between art, science, technology and culture. It is the cultural component of Marina Bay Sands. Since its opening in February 2011, ArtScience Museum has staged large-scale exhibitions by some of the world's major artists, including Leonardo da Vinci, M.C. Escher, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as exhibitions that explore aspects of science and technology – including particle physics, big data, robotics, palaeontology, marine biology and space science. Its permanent exhibition is a partnership with the Japanese digital art collective, teamLab, and it has become known for our immersive and interactive approach to exhibitions.

For more information, please visit www.marinabaysands.com/museum.html

About mm2 Entertainment

mm2 Entertainment is a leading media and entertainment company headquartered in Singapore, known for its dynamic presence in the Asian film, television, and content production industry. As a subsidiary of mm2 Asia Ltd, which is listed on the Singapore Exchange, mm2 Entertainment has established itself as a key player in producing, distributing, and financing high-quality content across the region.

Since its inception, mm2 Entertainment has built a strong reputation for delivering commercially successful and critically acclaimed films, collaborating with renowned filmmakers and talent across Asia. The company plays a pivotal role in the entertainment ecosystem by supporting local and regional productions, fostering creative storytelling, and expanding the reach of Asian content on international platforms.

Beyond film production, mm2 Entertainment is actively involved in event and concert promotions, talent management, and digital content creation. Its diversified portfolio includes strategic partnerships and investments in cinemas, post-production services, and immersive media experiences, reinforcing its commitment to shaping the future of entertainment in Asia.

With its headquarters in Singapore, mm2 Entertainment continues to drive innovation and expand

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its influence, bringing compelling stories to global audiences while championing the growth of the regional creative industry.

For more information, please visit <https://www.mm2entertainment.com/>

Media Enquiries

Julia Tan: +65 8380 4031/ julia.tan@marinabaysands.com

Sarina Pushkarna: +65 9298 5728 / sarina.pushkarna@marinabaysands.com

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