

Press Release

THE STRAITS TIMES


MARINA BAY Sands
SINGAPORE

FOR IMMEDIATE RELEASE

ArtScience Museum unlocks The Straits Times' rich archives of 170 years

Singapore STories: Then, Now, Tomorrow exhibition includes never-before-seen collection

Singapore (14 July 2015) – *Singapore STories: Then, Now, Tomorrow*, a free multi-media exhibition co-organised by The Straits Times and ArtScience Museum at Marina Bay Sands, opens to the public from 17 July to 4 October 2015. The exhibition weaves together unforgettable moments in Singapore's 170 years of history through the lens of Singapore's oldest English-language daily newspaper. Visitors will also have a chance to imagine what Singapore will be like in 50 years.

One of the highlights at *Singapore STories* is a display of artefacts from The Straits Times' archives. This includes a photo assignment book from September 1949 to December 1950 that includes an entry on September 30, 1950 to cover the wedding of Mr. and Mrs. Lee Kuan Yew at Raffles Hotel. Photographers had their assignments recorded in such books from the 1940s until the mid-1980s, before the process was computerised.

Visitors will also have the opportunity to view an original and rare copy of The Straits Times Annual (1905-1906), featuring stories and photos on life in Singapore and Malaya. The Annual, launched to target the market for Christmas gifts, was revived in the 1930s and published again from 1950 until the early 1980s.

In addition to artefacts that showcase The Straits Times' historical development, the exhibition highlights headlines, articles, and photographs from the newspaper that tell stories of Singapore, both famous and lesser known ones.

From its first issue, which highlights Singapore's importance as an agent of global commerce, to the announcement of Singapore's separation from Malaysia and the recent push towards universal healthcare, The Straits Times archives provides a unique and captivating glimpse into where Singapore has been, how its people came to be who they are today, and where the country is headed next. Taking a peek at news-making developments of tomorrow, the exhibition will also showcase ideas crowd-sourced from Singaporeans that are set to transform Singapore's future city, changing the way people and the community live, work and play.

George Tanasijevich, Chief Executive Officer and President of Marina Bay Sands, said: "Marina Bay Sands is proud to work in partnership with the Straits Times to curate and house this meaningful exhibition, which is especially relevant in the year of Singapore's Golden Jubilee. It is an honor to assist in conveying the rich history of Singapore to locals and visitors alike."

Visitor experience at *Singapore STories* will be enhanced through interactive activities integrated throughout the six themed galleries (Business, Home, World, Sport, Life and Forum). In the Sport gallery, visitors are encouraged to build their own futuristic sports complex using blocks and joints. Visitors can also test their knowledge of acronyms commonly used in Singapore in the Home gallery.

Warren Fernandez, Editor of The Straits Times said: "The Straits Times has been covering the significant moments in the life of this island since 1845. These stories, photos and pages form part of our rich archives. With the help of our friends at ArtScience Museum, we have brought these alive in an interactive exhibition. Visitors will get to walk through the pages of the ST and feel like they are living history."

#BuildSG2065 by Presenting Sponsor CapitaLand

The Forum gallery features ideas from the public about life in Singapore in 2065. The ideas were drawn from over 2,000 entries of the 'Building Communities - Setting the stage for Singapore2065' campaign (#BuildSG2065) by CapitaLand, a Singapore company and one of Asia's largest real estate developers.

Through the #BuildSG2065 campaign, Singaporeans unleashed their creative ideas and shared their visions for Singapore in the next 50 years. A showcase of the 50 top ideas from #BuildSG2065 is organised around five core themes: alternative energy sources; living in the sky, out into the sea or underground; new modes of transportation; smart homes, and integrated and interconnected developments.

In the same gallery, visitors can try out the the Vox Box, an interactive activity which helps visitors understand how sound energy can be used to power future devices.

Lim Ming Yan, President & Group CEO, CapitaLand, said: "#BuildSG2065 was created to capture the public's dreams and aspirations for Singapore, specifically towards our built environment. As we look back at our past successes and challenges in this important milestone of SG50, we wanted to inspire Singaporeans to look ahead, using what we have learnt to build a better future. We are pleased to receive over 2,000 entries, with participants ranging from age four to 80. It is a meaningful campaign, not just for CapitaLand, but also for Singapore, because it is a platform for the voices from the ground, from all walks of life, sharing with us what they hope to see when Singapore turns 100."

Mr Lim added: "However far-fetched the ideas may seem, they can be tomorrow's reality. There are certainly many ideas that we can pilot and try out, and others that we can explore as technology matures. As a Singapore company that puts our stakeholders first, we hope

these ideas have not only inspired us, but will further inspire policy makers, urban planners and property developers to join us in building better communities in Singapore - the place we call home."

Gold Sponsor Standard Chartered Bank

Standard Chartered Bank is featured in the Business gallery. The bank's contribution to the growth of Singapore's trade and economy since 1859, when it opened here, is highlighted through significant photos and headlines, including the news that it established the first merchant bank in Singapore in 1970. There is also a video in the gallery that mines The Straits Times' archives to offer a close look at the bank's role in Singapore through the years.

On its support of the exhibition, Neeraj Swaroop, CEO, Standard Chartered Bank, Singapore said: "We are proud to partner The Straits Times in showcasing the highlights of Singapore's development and accompany Singaporeans down memory lane. *Singapore STories* is not just a celebration of success. This exhibition also celebrates a nation of people who have, individually and collectively, played an important role, however big or small, in shaping Singapore to what it is today. Banks like ourselves have an important role to play and we focus on doing the small things right. We believe that by running our operations well, contributing to sustainable economic growth, standing by our clients and customers and investing in the communities in which we operate, we can be Here for good and an agent of positive change. As we celebrate Singapore's achievements today, we look forward to continuously contributing to the Singapore story, both as a corporate and as individuals."

Best Denki, Equipment Sponsor

A leading electrical and electronic retailer in Singapore, Best Denki is the equipment sponsor for the *Singapore STories* exhibition, providing large-screen TV sets, tablets and speakers from leading electronics brand LG. The TV sets, in particular, have been used in creative ways to showcase their sophistication and versatility. Four 55-inch LG TV sets are used in the dramatic entrance display to show 170 years of front pages from The Straits Times while 12 world first curved OLED TVs are used throughout the exhibition to create an immersive experience of digital content from The Straits Times' archives. Consumers can visit Best Denki Ngee Ann City to get a firsthand immersive experience of the LG world first curved OLED TVs from 17-19 July 2015.

Kenji Hanasaki, President of Best Denki, Singapore, said: "Best Denki is proud to be a sponsor of this exhibition. Best Denki had a long and good relationship with SPH since our inception in Singapore in 1985. The Straits Times has always been a main and strong media tool for us. Best Denki is excited to be part of this exhibition which brings audiences through the history of Singapore for the past 170 years. As Singapore progresses, we look forward to improving consumers' quality of life with the latest electrical and electronics products."

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Opening Weekend

Over the opening weekend, visitors can join free exclusive guided tours by the exhibition's co-curators, The Straits Times correspondent Huang Lijie and ArtScience Museum project manager Julia Vasko. They will offer insight into curatorial process and the significance of the images and stories exhibited.

To complement *Singapore STories*, ArtScience Museum will be organising a public workshop, *Printing from the Past: Letterpress and typesetting* on selected days. Limited to 12 participants for each session, the hands-on class provides an introduction to letterpress printing, basic typesetting and typography. During the workshop, participants will get to operate the press and print their own card with letterpress metal types.

For more information on the exhibition and programming events, please visit www.marinabaysands.com/ArtScienceMuseum

PROGRAMME HIGHLIGHTS:

Event:	Date and timings:	Venue:	Description:	Remarks:
Curator Guided Tour	Fri 17 Jul: 11.30am & 5pm Sat 18 Jul: 11.30am & 5pm Sun 19 Jul: 11.30am & 5pm	<i>Singapore STories</i> entrance, Level 3 of ArtScience Museum	Exclusively during the opening weekend, visitors can gain behind-the-scenes insights into the curatorial process to discover hundreds of front-page stories, headlines and photographs, and their significance. Join free guided tours by Lijie Huang, Straits Times correspondent and exhibition co-curator, and Julia Vasko, ArtScience Museum project manager and co-curator.	Free. Up to 25 visitors on a first-come, first-served basis. Stickers will be given out five minutes before tour begins.
English Guided Tour	Sundays from 26 Jul: 11.30am		Learn the stories behind the headlines in this tour of Straits Times front pages, spanning 170 years of Singapore history.	
Mandarin Guided Tour	Saturdays and Sundays from 25 Jul: 2pm			
(Public Workshop) Printing from the past: Letterpress and typesetting	Saturdays (18 Jul, 15 Aug) and Wed (9 Sep): <ul style="list-style-type: none"> • 2-3pm • 3.30pm-4.30pm • 5-6pm 		This hands-on workshop, led by Typesettingsg, provides an introduction to letterpress printing and basic typesetting, introducing tools of the trade and the basics of typography. Participants will learn the stages of typesetting, including layout, lockup, make-ready, ink & colour and packing, and will also get the chance to operate the typesetting machine.	Limited to 12 pax per session. S\$15 per person. Tickets can be pre-purchased from Marina Bay Sands website and from the museum box office.



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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About The Straits Times

The Straits Times is one of the region's oldest English-language daily newspapers. It is the flagship publication of the publicly-listed Singapore Press Holdings group. First published on July 15, 1845, The Straits Times is the most widely read newspaper in Singapore. The Sunday Times, which is produced by the same team of journalists, has a circulation of 365,800 and a readership of 1.43 million. The Straits Times strives to be an authoritative provider of news and views, with special focus on Singapore and the Asian region. It has nine bureaus in Asia and a worldwide network of other contributors.

About CapitaLand Limited

CapitaLand is one of Asia's largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand's listed real estate investment trusts are Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust and CapitaRetail China Trust.

About Standard Chartered Bank (Singapore) Limited

Standard Chartered Standard Chartered has a history of 156 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) license, an endorsement of the Group's long-standing commitment to its businesses in the country. The Bank in Singapore serves both retail and corporate customers. It provides credit cards, personal loans, auto loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. The Bank also provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance. The Bank employs around 7,000 people in Singapore and has a network of 18 branches, 7 Priority Banking centres and 32 ATMs. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets island-wide.

About Best Denki

Best Denki has been operating in Singapore for 30 years and is part of the Best Denki Group in Japan. Best Denki Group has more than 400 retail outlets worldwide and is operating in Singapore, Malaysia, Indonesia and Taiwan. The Group is exploring to expand their operations in ASEAN countries such as Vietnam, Philippines, Thailand and Myanmar.

Today, Best Denki is one of the the leading electrical and electronics retailers in Singapore and has 11 retail outlets.

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Co-organised by:

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THE STRAITS TIMES
1845
SINCE
CELEBRATING 170 YEARS



**ArtScience
Museum**
MARINA BAY SANDS

**Presenting
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BUILDING PEOPLE
BUILDING COMMUNITIES

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