Chapter 1

PROMOTE
The arts can help people to understand the world around them. Through the arts, we make learning fun for children, create opportunities for youth, and touch Singaporeans in ways that make a difference to their lives. By partnering artists and corporates, we bring the arts to all segments of the population – children, youth, families, working professionals, seniors and under-reached communities.

ATTENDANCE OF ARTS ACTIVITIES

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<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td>40%</td>
<td>78%</td>
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PARTICIPATION IN ARTS ACTIVITIES

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<tr>
<th></th>
<th>2013</th>
<th>2015</th>
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<tr>
<td>13%</td>
<td>28%</td>
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INTEREST IN THE ARTS

<table>
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<th>2013</th>
<th>2015</th>
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<td>28%</td>
<td>41%</td>
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PERCEIVED CHANGES IN THE ARTS SCENE

- Singaporeans are more accepting of a wider range of art forms and culture-related activities: 78%
- Singaporeans are more appreciative of arts and culture and its application in their lives: 71%
- Singaporeans are more interested in the development of arts and culture in Singapore: 70%

* Based on 2,041 respondents, survey held biennially since 2009.
By exposing our young to the arts, we help build their creative confidence. To enable all children to reach their highest potential, NAC embarked on new initiatives in 2015 to raise awareness amongst parents and teachers specifically in the pre-school sector on the benefits of an arts-driven education. These efforts complement our existing long-running programmes in mainstream schools in partnership with the Ministry of Education (MOE).

**IN SCHOOL**

In 2015, 19 schools piloted the Pre-School Arts Education Programme, designed to build confidence, socio-emotional skills and motor skills through the arts. The Pre-School Artist-in-School Scheme has also been extended from five pilot schools in 2014 to 10 schools in 2015.

We recognise the importance of equipping teachers and arts educators with the skills to inspire and educate young children through the arts. In collaboration with the Wolf Trap Institute for Early Learning (USA), we held training programmes for 330 pre-school educators in mid-2015. We will be piloting an arts-oriented pre-school located at Punggol in 2016, in partnership with NTUC My First Skool.

Together with our strategic partner, the Ministry of Education (MOE), the Council continues to invest in programmes to develop the professional capabilities of MOE art and music teachers, as well as arts educators and instructors in Singapore.

Conducted among students aged 10-16 and their parents or guardians, the survey found that school teachers were highly influential in encouraging children’s enjoyment of the arts and their willingness to continue engaging with the arts outside of school.

Based on these findings, NAC will be looking for opportunities for greater engagement with parents. A significant proportion of them had expressed willingness to support arts education in schools.

The survey also showed that the arts are accessible to the majority of students in Singapore today, and that both students and their parents value the arts.

**DID YOU KNOW?**

1. The Pre-School Arts Education Programme (Pre-School AEP) offers curated, quality, age-appropriate arts programmes at a subsidised rate. The pilot in 2015 was well-received, especially among pre-schools primarily serving children from lower socio-economic backgrounds, who may otherwise have limited exposure to the arts.

2. The Artist-in-School Scheme (AISS) supports collaborations between schools and professional Singaporean artists to create customised arts education programmes. In pre-schools, the AISS comprises an additional teacher-tasking component that helps raise the capabilities of pre-school educators to incorporate the arts in their classrooms.

**WATCH**

**ARTS INTEGRATION IN SCHOOLS**

Hear from teachers and artists on how they have integrated arts in schools.

**Top 3 Benefits of the Arts**

1. Calms me down
2. Boosts creativity
3. A fun alternative to studying
AT HOME
We actively seek to create conducive environments where children can learn and enjoy the arts with their families. In 2015, we conducted six parent-child workshops with Wolf Trap Institute for 222 participants at various public spaces. A dedicated Children’s Arts Centre offering multi-disciplinary arts programmes for families will also be launched by early 2017 at the Goodman Arts Centre.
INSPIRING OUR YOUTH

The defining years between childhood and adulthood can be precarious and challenging. Our arts programmes invite young people to harness their artistic inclinations to embark on their journeys of self-discovery and expression.

In 2015, we commemorated the Festival’s tenth anniversary, with Noise Mentorship alumni such as Daniel Yu, Inch Chua, ShiGGa Shay and The Summer State coming together to put on our first-ever Alumni Showcase. Young artists were also able to apply their talents for a good cause. As part of UNIQLO’s UTme! Campaign, 10 Noise artists created artworks for T-shirts, with all proceeds going to charity.

Through mentorships and workshops, our youth have enjoyed the opportunity to interact with like-minded peers and industry professionals like Leonard Soosay, Eddino Abdul Hadi, Pann Lim, Robert Zhao and Jean Qingwen Loo. Our Matchbox Mayhem networking sessions have also allowed youth across various backgrounds to engage in lively conversations and share ideas for collaborations.

NOISE SINGAPORE 2015

For the past ten years, Noise Singapore has been inspiring the public with original artworks, music performances and commissioned installations by young people. We seek to build a vibrant youth culture that encourages and celebrates artistic expression.

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140,350 Attendees to all Noise Singapore events

55,027 attendees attended the Noise Singapore Festival

81% would recommend the event to family, friends and colleagues

93% of the audience enjoyed the showcase

82% would visit the showcase again

Based on 1,021 visitors surveyed at the Noise Singapore 2015 Festival Exhibition.

Noise Singapore over the past 10 years:

About 363,119 visitors to the annual Noise Singapore Festival

About 2,058 artists featured

About 10,904 works showcased
ARTS FOR EVERYONE

Our goal is for everyone in Singapore to form personal connections with the arts. Spurred on by this vision, we organise a range of arts events and initiatives that cater to varied communities, with themes that relate and resonate with them.

ARTS IN NEW SPACES

Through the Arts in Your Neighbourhood (AYN) programme held twice a year, we have brought a variety of arts events to public spaces in residential neighbourhoods such as Yew Tee and Bishan North, and areas where commuters and workers chill out, such as Dhoby Ghaut Green and Mapletree Business City.

True to the spirit of getting the community involved, the March 2016 season of AYN saw residents sharing their thoughts and feelings about Toa Payoh for an art installation, titled The Real Estates by Jean Loo. With photographs being contributed by more than 40 enthusiasts on a photo walk around the estate, the project inspired residents to rediscover their neighbourhood, and preserve their stories and memories through art.

Since 2012, we have been developing Community Arts and Culture Nodes, an island-wide network of touch-points where people can enjoy regular quality arts programmes where they live, work and play.

With the support of community and corporate partners such as the People’s Association, SAFRA, National Library Board, Mapletree Investments Pte Ltd and Raffles Quay Asset Management, we now have 11 nodes island-wide. We look forward to adding more nodes to the network, bringing diverse arts programmes to the public every month.

WATCH
COMMUNITY ARTS AND CULTURE NODES
Watch what artists and audience members have to say about our Arts and Culture Nodes.
01 Music on the Green with The Philharmonic Winds and Sara Wee (53A) at Dhoby Ghaut Green Amphitheatre, as part of Arts in Your Neighbourhood November 2015.

02 The TENG Company’s unique blend of East meets West music at Bishan North Shopping Centre for Arts in Your Neighbourhood November 2015.

03 Legacy Dance Co. springs a surprise through their flash-mob dance performance at Yew Tee Square for Arts in Your Neighbourhood November 2015.

04 Located at Toa Payoh HDB Hub, The Real Estates – Toa Payoh Edition inspires residents to rediscover their neighbourhood. The installation was part of Arts in Your Neighbourhood March 2016.

05 Mr Zhang, 84, contributor to The Real Estates installation and former fish-net maker, sings praises of Toa Payoh, which has been his home for over 30 years.

06 Eilene and her son, Royston, recall some of their favourite things about Toa Payoh, as part of The Real Estates installation.

07 The Art Fresco Children’s Theatre Club interest group at Woodlands Regional Library node staged its first full-length production, The Stonemason, in December 2015.

08 Families enjoying an interactive storytelling performance at the SAFRA Jurong node in October 2015. SAFRA is the newest partner to join the initiative, and arts programmes can be found at their clubs in Toa Payoh, Jurong and Mount Faber.
ARTS FOR SENIORS
As a national platform that advocates the meaningful experiences that seniors can have in the arts, Silver Arts 2015 presented an enhanced line-up of 50 arts programmes and activities by more than 100 artists and arts groups. For the very first time, seniors enjoyed interactive performances at cosy café settings through La-Teh • La-Kopi, a new component of the festival.

* Based on 851 respondents.

GROWTH OVER THE YEARS

SILVER ARTS 2015

NATIONAL ARTS COUNCIL ANNUAL REPORT FY 2015/2016

81% SATISFIED WITH SILVER ARTS

- 73% Would be attending next year’s Silver Arts
- 80% Would be recommending Silver Arts to their friends and family
- 75% Would be attending other arts programmes this year
INVITING INTERACTION AND CO-CREATION

The Community Arts Projects held as part of Silver Arts 2015 put together diverse art forms, ranging from food art to documentary filmmaking projects, to encourage a wider range of seniors to participate.

ENGAGING UNDER-REACHED COMMUNITIES

The $1.5 million WeCare Arts Fund – launched in partnership with the People’s Association and its five Community Development Councils – was designed to support programmes for the under-reached, particularly the vulnerable youth and elderly. To date, 4,271 beneficiaries across various Voluntary Welfare Organisations (VWOs) have benefited from the fund.

We also focused our efforts on reaching out to the wider community, to raise awareness of the power of the arts to benefit the under-reached. This included the Arts in Eldercare Seminar 2015, which shared insights on how the arts can improve the well-being of seniors, and the Arts & Disability Forum 2016, which promoted greater inclusiveness through the arts.
LEVERAGING SOCIAL AND DIGITAL CHANNELS

Last year, we reached 3.4 million people through the A List on digital platforms.

1,167,000

WORKING ADULTS

847,000

YOUTH AGED 15-29

914,000

FAMILIES WITH CHILDREN AGED 0-14 YEARS OLD

1,132,000

ELDERLY AGED 50 AND ABOVE

* Audience segments may overlap as an individual may take on multiple profiles.

Source: Kantar Media, Nielsen Radio Diary Wave 2, Nielsen SoAR 2013, DoubleClick, MSN Ad Reports, ComScore.

DID YOU KNOW?

The A List is a one-stop guide to all things art and culture, created to generate a better understanding of artists, art spaces and activities. The complimentary magazine is distributed to over 300 locations and accessible online.
Lynn Chen is a 57-year old retiree with a background in education and counselling. She cherishes meaningful encounters with people and enjoys cheering them on in their life journeys. What began as a gesture of goodwill – helping a friend to find her way to Between Servings, a Silver Arts 2015 Community Arts Project– turned into a serendipitous adventure that she started looking forward to each week. For 10 weeks, Lynn, alongside other senior participants, explored food as a medium to create art, driven by memories and imagination. The experience opened up Lynn’s perception of the arts, as she discovered new methods of connecting with herself and the people around her.

Tell us about your experience at Between Servings.

Between Servings was an eye-opening adventure for me. In the beginning, I had no idea what it was about, as I meant to accompany a friend who was interested in it. It turned out to be a unique, interesting and stimulating workshop.

Through the themes of food and art, we connected with our memories and formed new ones. I found myself looking forward to every workshop. Apart from creative activities like Life Recipes* and Secret Desires Soup*, I enjoyed co-creating a presentation with my group members. In the process, I got to appreciate the viewpoints of others and their creativity, and saw the value of staying open to unexpected outcomes, which were surprising and beautiful.

How were you able to express yourself during the workshop?

I was able to share my memories and life experiences through a medium that I had never used before. The way art forms were applied in the workshop was a novel experience for me. It opened up my perception of what the arts can do. I saw the entire experience as very much in keeping with my quest for truth, goodness and beauty.

I opened myself to new people and was able to share my inner world with them. For example, during the activity, Secret Desires Soup, I revealed that I wanted to be a “Bridge Builder” by using pasta letters to form the phrase in a bowl and then pouring soup over it before consuming it, while sharing my thought process with the other participants. I made new friends and appreciated their open-heartedness.

The organisers were very dedicated in creating opportunities for us to connect with our memories and make new ones in unusual ways. The workshop resonated with me as I enjoy forming connections, seeking meaning and purpose in life, while helping others to do likewise.

What is your impression of the arts?

I see the arts as an avenue for creative expression. The arts help us to connect with the environment and our inner worlds. They also serve as a platform to explore issues and address subjects that may not be easy to discuss, such as using art therapy to deal with trauma or theatre and drama to address taboo subjects. The arts definitely enrich lives and enhance our experience of the world.

After the workshop, my perception of the arts has deepened. I realised that the arts create opportunities for people to engage in new and meaningful experiences. It is definitely a way to reach out to seniors purposefully, bringing joy and excitement into their lives.

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