



Chinatown Heritage Centre Turns Two in 2018 - Growing Big in Heritage Edutainment Experiences, Growing Strong as a Museum that Makes a Difference

Singapore, January 23, 2018 - The Chinatown Heritage Centre (牛车水原貌馆) will be celebrating its 2nd birthday with the launch of a whole host of new exciting experiences in 2018, centred on heritage edutainment.

The Chinatown Heritage Centre was officially re-opened on 28 Jan 2016, after a year of rejuvenation by The Singapore Tourism Board. 2018 marks the Centre's third year of operation under museum management team, Chinatown Heritage Centre Pte Ltd - a consortium comprising heritage tourism players Singapore River Cruise, Journeys and Splash Entertainment.

Located within three beautifully-restored shophouses on Pagoda Street, the Chinatown Heritage Centre is the only place in Singapore that has recreated the original interiors of its shophouse tenants in the 1950s, offering a rare glimpse into the lives of Chinatown's early residents.

New Multimedia Guide (MMG) – Available Now

To share the real life stories of the people of Chinatown who once lived in the shophouse cubicles, **multimedia guides with audiovisual commentaries** (多媒体导览设备) in various languages have been produced to cater to local and overseas visitors. The new multimedia guide experience has been enhanced and extended to cover all galleries of the shophouse museum. The previous version only featured the Tailor Shop & The Living Cubicles.

Through the multimedia guide, visitors will also get to meet a real Chinatown character Sijing and hear her personal account of living in the Physician's cubicle recreated on the museum's 2nd floor and memories of growing up in Chinatown. Born the daughter of a Physician, Sijing had to be fostered out to a Majie of a pleasure house when her family fell on hard times. In the multimedia guide, Sijing's heartwarming anecdotes are accompanied by illustrations by her son Francis Wong Hooe Wai. A new character guided tour inspired by Sijing's story will also be launched this year.

1950s Chinatown Time Travel Adventure – Launch on 28 Jan 2018 (Sun)

As part of Chinatown Heritage Centre's 2nd anniversary celebrations, visitors will be invited to embark on a **1950s Chinatown time travel adventure** (时空穿越 1950 牛车水). They will get the opportunity to play the role of their favourite iconic Chinatown character and trace the footsteps of Singapore's early pioneers who journeyed to Nanyang to pursue their dreams of a better life. **1950s Chinatown themed costumes** of the Samsui Woman, Majie, Coolie and Mata Mata (policemen in shorts) will be available for visitors who are game to dress the part to fully immerse in the heritage experience.





A special **time travel adventure passport** is being designed to guide visitors through the museum galleries and exhibits. Illustrated by renowned Singapore artist Patrick Yee, the passport beckons visitors to step into a time machine and travel to 1950s Chinatown to discover what life was like for Singapore's early migrants trying to eke out a living in Nanyang.

Engaging Immersive Experiential Journey - Launch on 28 Jan 2018 (Sun)

Chinatown Heritage Centre will also be showcasing its interpretation of **"augmented" reality with a twist in old school style**. Historic scenes of Chinatown depicted at the museum will be enhanced with larger-than-life realistic photography props to provide a vibrant, engaging environment for creative interactive play and Instagram-worthy moments.

This "augmented" reality will add to Chinatown's **signature scents of time** which are currently part of Chinatown Heritage Centre's immersive experiential journey - from the pungent smell of opium from Chinatown's colourful history to the fragrance of egg tarts from heritage brand Tong Heng which is still as popular today.

Bringing the Chinatown Heritage Experience to the Streets – Launch on 26 Jan 2018 (Fri)

The Chinatown heritage experience will also be brought out, beyond the walls of the shophouse museum, to the streets of Chinatown.

Grandpa's Shop (爷爷杂货店) will be set up at the doorstep of Chinatown Heritage Centre. This is a new social enterprise for seniors in their golden years who wish to continue working, contribute to society and combat loneliness. Symbolically, a retired trishaw has been modified to become a mini provision shop on wheels.

To kickstart this pilot project, seniors in their 70s and 80s have been commissioned to play the role of Grandpa. They will interact with visitors and share their memories of olden day Chinatown and Singapore, including the childhood games they used to play.

To recreate signature memorable moments from their childhood memories of Chinatown in the olden days, they will be setting up the games they used to play and a mini comics library along the five foot way for the young generation of today to experience.

The Grandpas will converse in a smattering of Mandarin, Chinese dialect, Malay and Singlish phrases, just like how the Singapore's early migrants communicated with each other, before English became Singapore's first language. In turn, visitors are encouraged to participate in this fun dynamic cultural exchange by teaching the Grandpas English and their own foreign language.



New Integrated Beyond CHC Tours – Launch on 3 Feb 2018 (Sat)

Chinatown Heritage Centre is the first stop to discovering Chinatown and new integrated tour experiences for visitors to explore Chinatown precinct have been created.

For the launch of children’s storybook **“Go Trishaw Go”** (三轮车跑得快) on 3 & 4 Feb 2018, Singapore architect-cum- author Francis Wong Hooe Wai will be conducting storytelling, nursery rhyme and game sessions over the weekend at the Chinatown Heritage Centre. Francis will also be exhibiting his original watercolour illustrations until 16 Mar 2018.

Inspired by the storybook, Chinatown Heritage Centre is collaborating with author Francis, Lingzi Media and Trishaw Uncle to roll out **interactive Chinatown trishaw and walking trails with a treasure hunt theme** (三轮车寻宝游戏), as a long-term heritage edutainment programme for families and children.

To celebrate the Spring Festival, Chinatown Heritage Centre is also partnering Sprout to organize a **Chinatown CNY Family Trail** (走读牛车水) on 3 Feb 2018 for children to learn more about cultural traditions as well as to soak in the festive atmosphere at Chinatown. The programme includes an interactive storytelling session, a guided walking tour at the Festive Street Bazaar and tour of Chinatown Heritage Centre.

Trilingual Programming

In line with Singapore Chinatown’s unique multi-ethnic heritage, Chinatown Heritage Centre aims to cultivate an interest and deeper appreciation of Singapore’s multiculturalism through programmes in different languages.

In collaboration with Sprout, a **storytelling series on Chinese legends** (听神话故事乐亲子活动) was launched at the Chinatown Heritage Centre on 21 Jan 2018. Presenting a new refreshing way of learning, these interactive storytelling sessions will be accompanied by role-play and craft work.

Ever wondered why Singapore’s Chinatown has a Malay name “Kreta Ayer”? Chinatown Heritage Centre has tied up with Mini Monsters to **learn Malay the easy way** starting 3 Feb 2018. This introductory Malay conversational programme is designed for children from non-Malay speaking households to pick up the language in a fun way through songs, drama and games.

Workshops All Year Round

Chinatown Heritage Centre will be conducting **language, art and craft workshops** throughout the year as part of its programming to make Chinatown’s history and heritage come alive and relevant for locals and visitors today.

A heritage arts and craft corner has been set up at the Chinatown Heritage Centre to provide hands-on experiences for visitors. The type of art and craft will tie in with the themes of the shophouse museum’s heritage experience as well as seasonal festivals throughout the year.





Singapore and overseas artists will be brought in to conduct classes for locals and visitors. Popular miniature artist Picoworm from Malaysia, who has a strong international following, will be back to hold her second miniature workshop on 10 and 11 Feb 2018. This follows the sold-out success of her inaugural workshop at Chinatown Heritage Centre in Nov 2017.

All year round, Do-It-Yourself (DIY) art and craft kits will be available for purchase at the museum shop and docents will be on hand to guide and assist the visitors to create and bring home a precious memorable keepsake handmade in Chinatown.

Stories of Migrant Workers Then and Now

Then and now, through the ages, migrant workers have been especially challenged by a heavy sense of displacement and disenfranchisement, by economic and socio-cultural issues in host countries.

PracticeForte Advisory is planning a series of initiatives to bring awareness to mediation as a peaceful way of addressing migrant related issues among the stakeholders in the foreign labour space.

PracticeForte Advisory is a multi-disciplinary group of independent small firms providing professional services in diverse areas ranging from law to accounting and finance, from tax to forensics and business advisory, amongst others.

Chinatown Heritage Centre will be supporting PracticeForte Advisory's meaningful cause through the organizing of events with the aim of bringing the mediation process and their availability of such services to impact on stakeholder management of work and life disputes for Singapore's migrant workers.

This is in line with management's vision for Chinatown Heritage Centre to be more than the traditional idea of a museum but to be a living, breathing museum that is relevant today, making a difference to society through the stories it tells.

For full details, please refer to Media Factsheet attached.

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About Chinatown Heritage Centre Pte Ltd

Chinatown Heritage Centre Pte Ltd (CHCPL) is a consortium comprising Singapore River Cruise, Journeys (Heritage Tours and Travel Services) and Splash Entertainment. The three companies - leaders within the heritage, tourism, leisure and events management industries - have put their collective expertise and strengths together to achieve new milestones in heritage and tourism. All three have a stake in Chinatown and a common desire to offer a unique Chinatown heritage experience as the gateway to discovering Chinatown.

Singapore River Cruise Pte Ltd has decades of experience (since 1987) in bumboat and trishaw operations, easily lending operational and marketing support and bringing new life to Chinatown Heritage Centre.

Journeys Pte Ltd has been setting the benchmark for creative travel experiences since 2001. Supported by rigorous research and curatorial expertise from its associate company, Singapore History Consultants, its high quality tours are an asset in telling the Chinatown story. They have significant experience in museum development and management.

Splash Entertainment Pte Ltd, specialising in creative themed concepts, has steered countless events, branding and marketing projects since 2007. It has developed strong ties with creative talents in the arts and entertainment industry as well as key stakeholders in Chinatown, which is a significant asset in establishing collaborative partnerships for Chinatown Heritage Centre's programmes.



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