
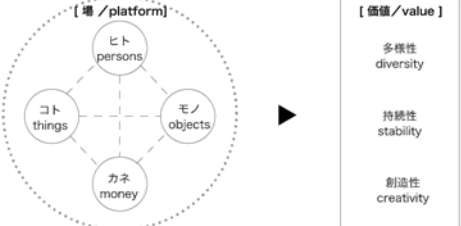


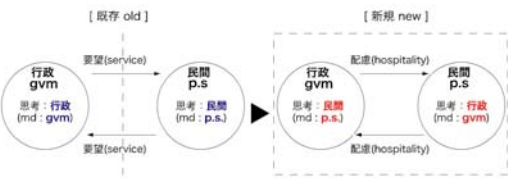


④TRAVELERS PROJECT

<p>the 8th Working-level Conference for Asian-Pacific City Summit as coment for sessoin of Fukuoka City Presentation 2009.09.18</p> <p>Tsuneo Noda Organizer of TRAVELERS PROJECT Architect of no.d+a</p>	<p>TRAVELERS</p>  <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>
<p>[TRAVELERS PROJECT] :</p> <p>日々の挑戦を旅のように楽しむ人を「トラベラー」と位置づけ、 トラベラーのための「場づくり」を目的とするプロジェクト</p> <p>We call people who can enjoy challenging life as if a journey the "TRAVELERS".</p> <p>The purpose of our project is "creating platform" for TRAVELERS.</p> <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>	<p>「場」の要素／elements of "platform"</p> <p>「場」を構成する要素は、ヒト・コト・モノ・カネ それらの関係性を組み替え、新たなしくみと価値を生み出す The "platform" is composed of "persons", "things", "objects" and "money". we try to change their relationship and create new system and new value. (=Design)</p>  <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>
<p>民間がつくる公共の「場」 public "platform" created by private sector</p> <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>	<p>これからの公共性／next generation publicness</p> <p>これまでの公共空間はプライベート空間と対比して考えられてきました。 しかし、これからの公共空間はプライベート空間同士が重なる部分として存在するべきです。</p>  <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>
<p>公共として開放する場／opened platform as public</p> <p>物理的にだけでなくしくみとしても公共空間として開放します。 これまでの公共空間と比較して言うならば、「半公共空間」と言えます。</p>  <p>閉じた箱 closed box 開放される場 opened platform</p> <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>	<p>行政との関係／relationship with government</p> <p>「要望から配慮へ」 from service to hospitality 相手に何をしてもらえるか、ではなく、相手側から見てこちらは何をすべきか、を考える</p>  <p>自己主張する関係 補完する関係 complementary relationship</p> <p>※gvm: government, p.s: private sector, sts: status, md: mind</p> <p>the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT</p>

行政との関係2 / relationship with government 2

役割分担の変化 shift division of roles

別々のことを別々にするのではなく、同じことを分担してする 互いにやるべきことをやる



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行政の役割と段階 / roles and step of government

福岡は、他の都市に比べ、民間の活力と創造力の高いまちです。

そんなまちにおける行政だからこそ、次の先駆的一手への意識が大切です。

例：[まちと文化]

START!!



GOAL!!

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~2009.03.31



~2009.03.31

INFO

2007.01~



~2023.03.31

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ーライフスタイルのデパートー
Department store of Life Style



2006.04~2009.03
終了済 already finished



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2006年4月から
2009年3月まで
築50年のもと古いアパート
だったところに
アート・デザイン・アパレル・
フード・リラクゼーション
など
約20組の様々な部屋が集まる。
期間限定の建物でした。
The building was built 50
years ago.
There are about 20 rooms of
art, design, clothes, food, and
relaxation, etc.
The REISEN-PROJECT
exists from 4/29/06 to
3/31/09



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まちに出る
out to town

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地域

博多という歴史の古いエリアの中でも、更に歴史の古い川端地区にあります。
どんたくや山笠といった、博多の伝統あるお祭りも、この地区を中心に開催されます。そんな川端という地域に対して、清掃への参加や神社の祭り事への参加などから、積極的に関わっていました。



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まちに投げかける
ask question to local community

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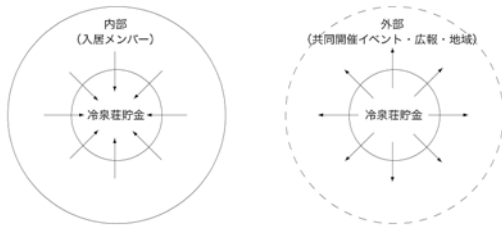
the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT 第

行事をつくる
hold events for town

the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT 第

冷泉荘貯金について

共益費の代わりに「冷泉荘貯金」として集め、共同開催のイベントなどの費用に充てます。



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一未来の雑居ビルー
next generation 'zakkyo' building



2008.04 - 2023.03



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未来の雑居ビルとは／what is "next reneration 'zakkyo' building"

Our 'third building 'rebirth' project is "Konya 2023".
It will run from now for the next 14 years until 2023.
The project site is located in Tenjin, the fashion hub of Fukuoka, in a forty-five year old building consisting of 17 self-contained rooms or spaces.

Organised around the theme of "next generation 'zakkyo' building" the project is intended to nurture and promote projects that emphasise crossovers between people of various backgrounds and skills, within a mixed, multipurpose space.

'Zakkyo' means mixing, crossing over, coexisting.....etc.
'Next generation 'zakkyo' building' is 'Hybrid futures'.

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時間の雑居／'zakkyo' time modules

1秒から15年までをリニアにつなぐ→自然に新陳代謝していく

time module map



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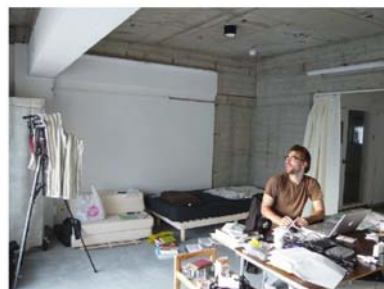
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まちに人材を呼ぶ
invite talent to town

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the 8th Working-level Conference for Asian-Pacific City Summit 2009.09.18 by TRAVEL FRONT



CCIC2009Yokohama1-2 'Talking about the future of art initiatives', 2009.09.05 by TRAVEL FRONT



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教育の場をつくる
making platform for education

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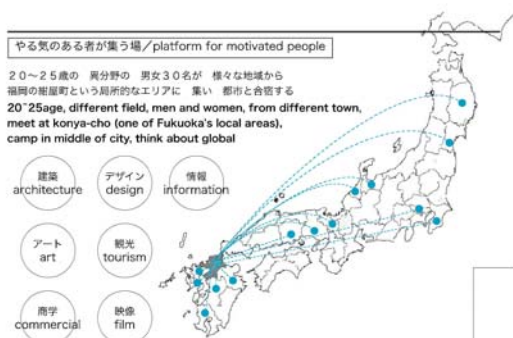
『リアリティとアカデミーの両立』
[Reality and Academy]

大学や企業とは別のもう一つの教育環境
another educational platform differently from university and company

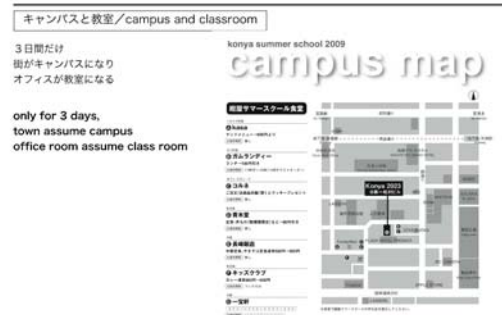
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デザイン DESIGN	下村 一雄 (Yoshio Shimomura)	建築 ARCHITECTURE	坂本 龍一 (Ryuichi Sakamoto)
アート ART	森田 孝之 (Takayuki Morioka)	アパレル APPAREL	スライム (Slime)
イベント PLANING	森田 孝之 (Takayuki Morioka)	福祉 WELFARE	小島 信子 (Shinobu Kojima)
ダンス DANCE	森田 孝之 (Takayuki Morioka)	情報通信 IT	森田 孝之 (Takayuki Morioka)
建築 ARCHITECTURE	坂本 龍一 (Ryuichi Sakamoto)	経済 ECONOMY	森田 孝之 (Takayuki Morioka)
アパレル APPAREL	スライム (Slime)	商業 COMMERCE	森田 孝之 (Takayuki Morioka)

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現場で 現場から 学ぶ
learn from the site, learn at the site



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ぶつかる 実践する 提案する
face, practice, propose

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期間限定書店『にいまるにんさん書店』
10月13日OPEN!!
for limited time bool store[Ni-maru-ni-san book store]
2009.10.13.OPEN

福岡市内各書店の書店員が集まり、本を選び、棚をつくり、販売する書店
ここに来ればお気に入りの本とお気に入りの書店員が見つかる



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TRAVEL FRONT

organizer : Tsuneo Noda / architect
art director : Hidetoshi Noro / graphic designer
chief manager : Yukiko Miyazaki / manager of konya2023
outside coordinator : Mayumi Yamasaki / former manager of REISENSO
assistant : Eishun Murakami

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⑤ Art Support Fukuoka



⑥Busan Metropolitan City

Dynamic BUSAN

Busan Metropolitan City
Culture & Tourism Policy

Busan Metropolitan City
Choi Dong Hwan

I. Introduction: Culture, Culture Industry

2

II. Condition and Trend Changes in the Environment of Culture and Tourism

1. Conditions in the Environment of Culture

- Cultural cities in the world are changing, centering around their cultural facilities and programs
- The Lifestyle Oriented Type: Improving leisure activities, culture and welfare
- The Functional Complex Type: Enhancing the synergy effect on both investment and aspects of usage
- The Urban Marketing Type: Vitalizing urban landscape and inducing visitors
- The Reusing Vacant Space Type: Contributing to urban vitalization

3

II. Condition and Trend Changes in the Environment of Culture and Tourism

1. Conditions in the Environment of Culture

○ Cultural Promotion in cities in and out of Korea, including Seoul

- A Seoul: Declaration of a Creative Culture City
- B Kwangju: Establishment of an Asian cultural center city
- C New York: Creation of a creative social stratum preferred urban environment
- D London: Development of a cultural community for a creative city
- E Bilbao: Conversion from a mining city to a cultural city
- F Beijing: Designation of 5 special zones for developing cultural and creative industries
- G Tokyo: Promotion of new urban creation and regional revitalization projects
- H Hong Kong: Construction of theaters, exhibition halls and museums to attract tourists
- I Singapore Esplanade: Support of creative activities of young artists

○ Busan also promotes the development of various contents and programs by making the city more independent of hardware

4

II. Condition and Trend Changes in the Environment of Culture and Tourism

2. Conditions in the Environment of Culture

Present Situation of the Global Tourism Industry

- Expected to take a 10.9% share of the world's GDP and a 9.9% share of total employment (2020)
- The Asia-Pacific region is expected to grow rapidly as one of the two largest markets for tourism in the world
- 1.6 billion tourists expected in the world by 2020 and 420 million in the Asia-Pacific region

Present Situation of the Domestic Tourism Industry

- 428 million foreign visitors in 2006, including the largest group of 4.52 million from Asia
- Total number of international tourists exceeded 20 million, but tourism showed a deficit (10.1 billion US in 2007)
- Government took improvement measures by transferring tourism promotion systems to the private sector, reduced taxes, deregulated and supported tourism products and marketing

Present Situation of the Tourism Industry in Busan

- Foreign tourists steadily increasing
- Mostly from Northeast Asia (62.9%)
- To develop tourism in Busan, enhancement and improvement in competition within the tourism industry along with deregulation and realization of the 2020 Tourism Resonance Busan Project is necessary

5

III. The Actual Situation and Policy of Cultural Tourism in Busan

1. Analysis of the actual situation of tourists visiting Busan

○ Actual situation of the tourism infrastructure

- Insufficient vitalization of tourism based on cultural exchange, where tourists can experience traditional culture and the unique disposition of Busan and its citizens
- Negative image spread by word of mouth of previous tourists to Busan

○ Entry of foreign tourists

Year	Total	Japan	China	US	Russia	Taiwan	Other
2006	1,817 (100%)	540 (29)	257 (14)	112 (6)	43 (2)	36 (2)	789 (43)
2007	1,891 (100%)	565 (30)	304 (16)	146 (8)	36 (2)	58 (3)	829 (43)
2008	1,531 (100%)	572 (37)	244 (16)	92 (6)	37 (2)	56 (4)	529 (35)

6

III. The Actual Situation and Policy of Cultural Tourism in Busan

2. Direction of Culture and Tourism Policy in Busan

○ SWOT Analysis of Busan Culture

(Strength)	(Weakness)
○ Holds diverse, rich cultural resources, a cultural symbol in the region, and a potential to develop	○ Lack of opportunity for citizens to appreciate culture because of an insufficient infrastructure of international scale
○ Upgrades cultural power of citizens as residents of the hosting city of international events	○ Difficulty in securing identity towards regional culture and history
○ Holds a positional central position in exchanges between people, goods, information as the Korean gateway city in the international age	○ Inefficient alliance among arts & cultural resources and facilities
	○ Weak infrastructure for the cultural industry
(Opportunity)	(Threat)
○ For the formation of a cultural zone to value quality lifestyle sharing leisure and culture	○ Widening gap between the national capital area despite the development of a cultural industry
○ For an increased demand and interest in the arts and culture	○ Difficulty in securing financial resources on account of a stagnated local economy
○ For a potential to develop unique regional culture based on decentralization	○ Inefficient environment for developing software and human resources for regional culture

7

III. Actual Situation and Policy of Cultural Tourism in Busan

2. Direction of Culture and Tourism Policy in Busan

○ SWOT Analysis of Busan Tourism

(Strength)	(Weakness)
○ Holds natural resources for tourism such as mountains, rivers, sea, hot springs, etc.	○ Inconvenient for tourists as terminal buildings at air & sea ports are old
○ Has historic sites such as Beomni Temple	○ Traffic congestion, insufficient infrastructure for tourists
○ Hub of international traffic with airport, international passenger terminal, coastal terminal, railways, express bus services	○ Seasonal disadvantages because of dependency on sea tourism
(Opportunity)	(Threat)
○ About 200 million people live in a 2 hours distance zone by air	○ Competition with other countries in tourism development policy, overlapping policies for tourism industry development
○ National & Busan governments establish policies for tourism industry development	○ Lack of budget for tourism resource development, legal insufficiency
○ Develop various cultural festivals as tourism attractions	
⇒ To develop regional culture and a tourism industry, uniqueness, identity and a foundation of Busan culture such as prominent sea coasts should be emphasized.	

8

III. The Actual Situation and Policy of Cultural Tourism in Busan

3. Cultural Promotion Policy of Busan

(A) Promotion of Arts and Culture

- (1) Support of Creative Activity in Arts & Culture
 - Establish a base of activity for regional artists in the areas of literature, exhibition arts, and performing arts
 - Provide culture appreciation opportunity to strengthen cultural and artistic needs and the rights of citizens
 - Support performing arts(theater, dance, national music and other music) with special policy providing support programs including theater production support projects and artist visiting programs
- (2) Support of Specific Cultural Programs in the Region
 - Preservation and nurturing of unique local literature
 - Support of dance, theater and art festivals
 - Establishment and management of creative space(street) for artists
 - Support other culture & art events such as Young-Ho-Nam Art Exchange Exhibition

9

III. The Actual Situation and Policy of Cultural Tourism in Busan

3. Cultural Promotion Policy in Busan

(A) Promotion of Arts and Culture

- (3) Enhance independence of art & culture organization and local culture schools
 - Support activities of arts & culture organizations
 - Support cultural activities of local cultural institution
- (4) Manage youth participating art programs
 - Support the Youth Art Festival, Folk Art Festival, Youth Cultural Festival
 - Manage culture schools, dispatch instructors in national music
- (5) Improve cultural and art performance standards
 - Remodel the Cultural Hall
 - Increase total subsidies and allocate them to a small number of programs
 - Support planned performances of municipal art groups

10

III. The Actual Situation and Policy of Cultural Tourism in Busan

3. Cultural Promotion Policy in Busan

(B) Promotion of Major Cultural Event

- (1) Special cultivation of regional festivals
 - Sunrise Busan Festival: Every year end
 - Busan Ocean Festival: Every August
 - Busan Fire Works Festival: Every October
- (2) Intensive cultivation of international cultural events
 - Korean Envoys Korea-Japan Cultural Exchange Program: Every May
 - Busan International Theater Festival: Every May
 - Busan International Rock Music Festival: Every August
 - Busan International Magic Festival: Every August

11

IV. Tourism Resource Development of Cultural and Art Events in Busan

1. Tourism Resource Development of International Cultural and Arts Events

- (A) Busan International Theater Festival: 2009. 5. 1~5. 10
244 performances from 9 countries
- (B) Busan International Dance Festival: 2009. 5. 31~6. 4
75 performances from 10 countries
- (C) Tourism resource development of stage performance art festivals
 - ① Establishment of a Federation Council for World Festivals
 - ② Hosting and promotion of tourist participating type festivals
 - ③ Creation of synergy effect through alliances with other festivals
 - ④ Specialization of performance through the hosting of festivals coordinated with unique natural environment

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IV. Tourism Resource Development of Cultural and Art Events in Busan

2. Tourism Resource Development of Traditional Arts

- (A) Saturday Permanent Traditional Entertainment Plaza :
20 times 2009. 3. 28~11. 14
- (B) Our Rhythm-Our Plaza-Outdoor Regular Stage Performance:
25 performances 2009. 4. 12~9. 27
- (C) Policy for Tourism Resource Development of Traditional Arts
 - ① Securing Exclusive Venues in Busan for Traditional Arts
 - ② Hosting and Promoting Tourist Participating Performances
 - ③ Branding of Traditional Performances

13

IV. Tourism Resource Development of Cultural and Art Events in Busan

3. Tourism Resource Development through Enhancing Regional Festival Competition

- (A) Present Situation of Regional Festivals
※ About 63% held in the spring and fall, and about 8.8% held in winter
- | region | total | spring | summer | autumn | winter |
|-------------|-------|--------|--------|--------|--------|
| Seoul | 1,155 | 87 | 62 | 29 | 44 |
| Gyeonggi | 26 | 15 | 19 | 152 | 124 |
| Chungcheong | 98 | 88 | 76 | 105 | 101 |
| Jeolla | 100 | 51 | | | |
- (B) Problems
 - Overlapped schedules with similar festivals hosted by other local governments under competition
 - More government led festivals than public participating festivals
 - Unclear difference between festivals, insufficiently amassed know-how
 - (C) Enhancing Competitiveness
 - ① Support regional festivals through selection and concentration
 - ② Enhance independence of festivals by introducing private initiatives
 - ③ Evaluate festivals and establish feedback systems

14

V. Conclusion: Challenges of Busan, the City of Cultural Tourism

- Discovery and development of international cultural & art events specialized in the region
- Development of cultural industries based on the identity and potential of Busan
- Diversification and versatile PR planning of international performances and events
- Enhancing productivity through streamlining less competitive festivals

15

Reference: Major Sightseeing Spots in Busan

- 

Gentium City
Shin-Sae-Dae
Department
Store



Hae-Moon-Dae
Beach
Umbrella
- World's Largest Department Store
(in the Guinness Book of World Records)
 - Total Floor Size: 293,906.8㎡
14 stories above and 2 below the ground
 - Hae-Moon-Dae Moo-Dong 1495
 - A Challenge to the Guinness world record
(in the Guinness Book of Korean Records)
 - 7,937 beach parasols hoisted at the same time on August 2, 2009
 - Hae-Moon-Dae, Hae-Moon-Dae Beach

16

Reference:Major Sightseeing Spots in Busan

Da-Dae-Po Musical Fountain



- World's Largest Musical Fountain (in the Guinness Book of Korean Records)
- Size: Floor 2,519m², Diameter 60m, Circumference 180m, Highest Shooting Distance 55m, 1,148 lights, 27 different types of water jets
- Se-Ha-Do Da-Dae-Po Beach

UN Memorial Park



- World's only UN Military Cemetery
- About 2,300 people from 11 countries are buried in approx. 14.7ha of land. A space for memory and peace
- Nam-Do Da-Hyun-Dong 779

17

Reference:Major Sightseeing Spots in Busan

Kenae-Jung Fortress



- The largest fortress in Korea
- Size: Length 18,345m, Height of Wall 11.5~3m, Total area approx. 2,512 million tsubo (8.2 square km)
- Established by King Sukjong in 1703
- 4 gates and 4 watchtowers on all sides
- Kenae-Jung-Gu Kenae-Sung Dong Area

Gwang-An Great Bridge



- Korea's only multi-layered sea bridge
- Size: Total length 7,420m, Width 10m~25m (2 layers, 8 traffic lanes)
- Fantastic night lighting harmonized with beach night view symbolizing Busan. It consists of a lower layer towards Nam-Koon-Dae and an upper layer towards Bong-Ko-Dong
- Soo-Young-Gu Nam-Chun-Dong Plaza 49
- Nam-Koon-Dae Roo-Dong Busan Centae City

18

Reference:Major Sightseeing Spots in Busan

Nin-Rok Sashimi Town



- Largest concentration of sashimi restaurants in Korea
- Scale: total of 300 sashimi restaurants
- Soo-Young-Gu, Nam-Chun-Dong Area (End of Kwang-An-Li Beach)




The Sea and Light Museum



- World's first outdoor museum
- night lighting and projected images of Kwang-An-Li bring harmony to this multi-media theme park which presents a fantastic nightscape every night. 6 artworks of world famous artists including the late Nam-Kun Baik's "Digitation" are displayed.
- Kwang-An-Li Beach Area

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⑦Singapore

<p>CONFIDENTIAL</p> <h3>Cultural Promotion and Development in Singapore</h3> <p>Presented at the Asia-Pacific City Summit Working-level Conference in Fukuoka 2009</p> <p>Mr Kennie Ting, Deputy Director (Arts) Ministry of Information, Communications and the Arts, Singapore</p> <p>18 September 2009</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 1</p>	<p>CONFIDENTIAL</p> <h3>Agenda</h3> <ul style="list-style-type: none"> Cultural Promotion in Singapore The Singapore Civic District <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 2</p>
<p>CONFIDENTIAL</p> <h3>1 Cultural Promotion in Singapore</h3> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 3</p>	<p>CONFIDENTIAL</p> <h3>Renaissance City Plan Vision</h3> <h4>A Distinctive Global City</h4> <p>where arts & culture inspire learning & creativity enhance Singapore's attractiveness as a work-live-play city & provide cultural ballast for nation building</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 4</p>
<p>CONFIDENTIAL</p> <h3>Renaissance City Plan III</h3> <h4>I. DISTINCTIVE CONTENT</h4> <p>(rooted in local / Asian / ASEAN multi-cultural heritage)</p> <p>Singapore arts and culture as a rich fusion of Asia's arts and culture</p> <h4>II. DYNAMIC ECOSYSTEM</h4> <p>Singapore as a destination for international arts businesses, institutions and visitors</p> <h4>III. ENGAGED COMMUNITY</h4> <p>Singaporeans who are engaged in arts and culture</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 5</p>	<p>Distinctive Content CONFIDENTIAL</p> <h3>Distinctive Asian Content</h3> <p>Developing & promoting original Singaporean and Asian content</p> <ul style="list-style-type: none"> Singapore Arts Festival Singapore Biennale Major International Museum Blockbusters International Residency Programmes  <p>Clickwise from left to right: Beauty in Asia exhibition at the Asian Civilisations Museum; Indian Dance performance at the Palace of the Arts Award; Andy's Remembrance by Vincent Loo; Singapore Biennale; Singapore Dance Theatre.</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 6</p>
<p>Distinctive Content CONFIDENTIAL</p> <h3>World-Class Cultural Institutions</h3> <p>Centres of cross-cultural exchange for Asian Arts and Culture</p> <ul style="list-style-type: none"> The Esplanade Theatres by the Bay National Museums and National Libraries National Art Gallery of Singapore National Arts Companies  <p>Clickwise from left to right: Victoria Theatre; the upcoming National Art Gallery at the former Supreme Court and City Hall buildings; the Asian Civilisations Museum at Empress Place; the Singapore Symphony Orchestra; Esplanade Theatres on the Bay.</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 7</p>	<p>Distinctive Content CONFIDENTIAL</p> <h3>International Promotion</h3> <p>Profiling Singapore's multi-cultural arts internationally</p> <ul style="list-style-type: none"> Singapore Season 2005 in London Singapore Season 2007 in Beijing and Shanghai  <p>Clickwise from left to right: Singapore Season in London promotional poster; Singapore Season in Beijing and Shanghai Festival Booklet cover; Singapore Chinese Orchestra and Cultural Medallion winner Tan Siew Han; Dramabox.</p> <p>© MICA. All Rights Reserved. Ministry of Information, Communications and the Arts 8</p>

Dynamic Arts Ecosystem

Asian centre for art businesses, private museums and specialised art services

- Investment Promotion
- Development of arts business clusters
- Attracting collectors and collections
- Capability development for priority professions



From left to right: Conservator at work at NHB's Heritage Conservation Centre; Gallery View of the Museum; Black is my Last Weapon exhibition at SO SAM, 2016.

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Place Management of Cultural Precincts

- Strengthen distinctiveness & authenticity
- Enhance public spaces and pedestrian walkability
- Spaces for talent & creative businesses
- Market precinct and anchor events



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Reaching out to the Community

Diverse offerings for a diverse population base

- Community Outreach programmes
- Festivals for specific demographic and ethnic groups
- Funding community Arts & Heritage Events
- Taking arts and culture online



Top Row clockwise from left to right: SGCOOL - Singapore Collections Online, www.sgcool.sg; NAC's NOISE Festival; Kala Uthaman Indian Festival of Arts; The Esplanade Co. Ltd.; Music Festival @ The Esplanade Co. Ltd.; the Singapore Philatelic Museum; Singapore Arts Festival 2017; Boudha Sunday Market's Day Special @ The Esplanade Co. Ltd.

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Cultivating Patrons

Encouraging giving, in various forms, to arts and culture

- Double Tax Incentives
- Arts and Culture Development Office
- Patron of the Arts & Patron of Heritage
- Volunteer management systems / networks



Left to right: Singapore Art Museum (SAM) receives a gift of \$66 million worth of art from internationally renowned Chinese artist Mr. Wu Guanzhong; NAC's Patron of the Arts Award 2016; Museum volunteers appreciation gathering.

For more information and resources on giving to arts and culture in Singapore, please visit www.mica.gov.sg and click on the "Giving to Arts and Culture Icon" in the right hand column.

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The Singapore Civic District

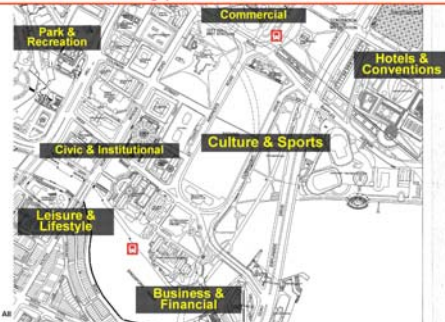
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The Singapore Civic District

Historic Heart of Singapore + Civic, Cultural and Business Centre



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The Singapore Civic District

Singapore's highest concentration of museums, theatres, monuments and sites of civic and historic significance



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The Padang

- Historic Square
 - Forecourt to the grandest colonial buildings in Singapore
 - Civic and public space during the colonial era
- Premiere events space for major national, sporting and cultural events
 - Formula One Grand Prix
 - National Day Parade
 - Singapore Arts Festival opening
 - Marathons, cricket matches



The Padang, view towards Raffles Place - Singapore's Financial Hub

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<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">The Esplanade: Theatres on the Bay</h2> <ul style="list-style-type: none"> World-class performing arts centre <ul style="list-style-type: none"> More than 8 million visitors and 2500 performances a year Showcases an eclectic mix of traditional and contemporary performing arts from Singapore, Asia and the World Primary Venue for the Singapore Arts Festival Iconic architecture defines Singapore's skyline  <p style="text-align: center;">The Esplanade Theatres on the Bay</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">17</p>	<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Empress Place</h2> <ul style="list-style-type: none"> Historic Cluster of cultural institutions and colonial architecture Victoria Theatre and Concert Hall <ul style="list-style-type: none"> Home of the Singapore Symphony Orchestra Largely used by local arts organisations Asian Civilisations Museum <ul style="list-style-type: none"> Historic and anthropological overview of Asia International Museum Blockbusters, eg. Treasures from the Forbidden City The Arts House <ul style="list-style-type: none"> Edgy, contemporary, multi-disciplinary arts centre 'Asia on the Edge' Contemporary Arts Showcase   <p style="text-align: center;">The Arts House and Victoria Theatre</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">18</p>
<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Coming up in 2014</h2> <p style="text-align: right;">www.nationalartgallery.sg</p>  <p style="text-align: center;">National Art Gallery, Singapore</p> <p>The National Art Gallery of Singapore (working title) is a new visual arts institution which will contribute to building Singapore as a regional and international hub for visual arts. This institution will focus on the display, promotion, research and study of Southeast Asian art including Singapore art, as well as play host to international art exhibitions.</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">19</p>	<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">About the Gallery</h2> <ul style="list-style-type: none"> Housed in the former Supreme Court and City Hall Buildings Opening 2014 as the largest arts venue in Singapore, a civic and creative space, and a lifestyle destination. Permanent galleries will display Singapore art and 19th century and 20th century Southeast Asian art. The Gallery aims to tell the story of the development of the cultures of this region, and, by extension, their social, economic and political histories as well.  <p style="text-align: right;">Latiff Mohidin, Two Standing Figures (Pago-Pago Series), Latiff Mohidin, 1968, Oil on canvas</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">20</p>
<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Fort Canning Hill</h2> <ul style="list-style-type: none"> Park and Recreational Area in the heart of the city Historical Significance <ul style="list-style-type: none"> 14th century settlements Colonial Governor's Residence British Command Base Headquarters during WWII Performing Arts Venues <ul style="list-style-type: none"> Fort Canning Green: home to international concerts in the park Fort Canning Centre: Home to the Singapore Dance Theatre  <p style="text-align: center;">Fort Canning Park, view from the foot of the hill and view from above</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">21</p>	<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Fort Canning</h2> <ul style="list-style-type: none"> Major Civic and Cultural Institutions at the foot of the hill National Museum of Singapore <ul style="list-style-type: none"> Museum of Singapore History & Lifestyle Multi-disciplinary programming Singapore Art Museum <ul style="list-style-type: none"> Asian and Southeast Asian Contemporary Art Peranakan Museum <ul style="list-style-type: none"> Straits Chinese (& Indian) history and artefacts Other Institutions <ul style="list-style-type: none"> National Archives of Singapore Singapore Philatelic Museum Ministry of Information, Communications and the Arts  <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">22</p>
<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Marketing the Singapore Civic District</h2> <p style="text-align: center;">Asia's "Must-Go" Arts & Cultural Destination</p> <div style="display: flex;"> <div style="flex: 1;"> <p>Grand Historic Iconic Quality High End Authentic Edgy Contemporary Vitality</p> </div> <div style="flex: 2;">  <p style="text-align: center;">Civic Grandeur</p> <p style="text-align: center;">Empress Place-Padang hill's eye view</p> </div> </div> <p>Models: National Mall, Washington, DC Bryant Park, New York</p> <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">23</p>	<p style="text-align: center;">CONFIDENTIAL</p> <h2 style="text-align: center;">Further Developments</h2>  <ul style="list-style-type: none"> A) Redevelopment of Victoria Theatre and Concert Hall B) Strengthen Pedestrian Walkability C) Facilitating more and better events & programming in public spaces <p>© MICA. All Rights Reserved.  Ministry of Information, Communications and the Arts</p> <p style="text-align: right;">24</p>

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Creative People, Gracious Community, Connected Singapore

Thank you!

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