

Playeum's Children's Centre for Creativity
presents

A WORLD FULL OF STORIES

An interactive
exhibition for
children aged
1 to 12 years



Children's Centre for Creativity

Until 30 April 2017
Tuesday - Sunday 10am - 6pm

FOR IMMEDIATE RELEASE



Freeing the imagination with 'A World Full of Stories'

Asia's first Children's Centre for Creativity launches an interactive, hands-on exhibition to foster children's love of stories

Singapore, 10 November 2016 – Playeum, Asia's first dedicated creative space for children, will launch its third hands-on exhibition, 'A World Full of Stories', on **15 November 2016** at **Gillman Barracks, ending 30 April 2017**. The exhibition combines the fundamental facets of stories with play.

Specifically designed for children aged 1-12, 'A World Full of Stories' offers a series of interactive and open-ended spaces for young minds to feed their creative imagination through role play, story-making, illustration, writing, drama and puppetry.

Led by Creative and Executive Director Anna Salaman, in collaboration with local and international artists, the exhibition features installations which offer unrivalled opportunities for story-making and performance, celebrating the fundamentals of speech, language, drama and creative thinking within children:

Story Cubes – *By Playeum* – A series of cube-shaped structures provide multiple surfaces and opportunities for story-making, creating fantasy characters and new narratives. It also features a book corner, crammed full of the world's best storybooks for children.

Story Raft – *Fabricated by Dennis Tan* – Featuring a nautical theme, children can imagine 'being at sea' by playing on a bamboo and rope raft, complete with a flag-flying mast and wheel for steering. They can also create a personalised, magical marine environment by crafting their own sea creature on the walls surrounding the raft and experimenting with kinetic sand.

Play Making Space – *By Playeum* – Using upcycled materials, children can create their own unique hand, finger and spoon puppets to bring to life in a puppet show. Fostering collaboration, there is also an opportunity for children to work together as a team to change the lighting and produce accompanying sounds for the show.

Story Caves – *Fabricated by Bartholomew Ting* – Children can enjoy role-play in immersive, multi-sensory caves, from experimenting with sound tubes, speaking cups and voice-distortion mechanisms in the Listen and Speak cave, to playing with props and creating their own stories in the magical, luminous environment in the Look and Touch cave.

A Film Full of Stories – *Featuring Sheila Wee, Nancy Leopard, Kamini Ramachandran, Karen Lee, Rosemarie Somaiah; directed by Roger Jenkins* – Children can listen to some of Singapore's finest storytellers through a specially commissioned film. Featuring five storytellers each orating a tale from a specific culture, children can enjoy 30 minutes of this rich, oral art-form within a magical space, lit up with glowing story icons and motifs on the surrounding walls.

The Story Booth – *By Playeum* – This interactive feature invites children to share their stories in a purpose-built space, enabling them to document their creations through photography and video.

The Chalk Wall – *Artwork by Clio Ding* – Children can add their own chalk features and additional narrative to a visually stimulating chalk wall landscape.

Fantasy Dress Up – This space offers a chance for children to dress up as a favourite fantasy character. With plenty of materials to choose from, the options are open-ended and endless!

Story Writing – Older children can write their own story or poem and post it into the Story Mailbox. Selected stories will be featured regularly on Playeum's website!

Encouraging children to employ the active use of imagination through creative expression, '**A World Full of Stories**' addresses some of the important questions on what the nation is doing to spur innovation and develop the spirit of individuality amongst Singaporean children. A study from the University of Cambridge reveals the positive impact of pretend play in the development of a child's narrative skills, deductive reasoning, social competence and self-regulation. Highlighting the importance of quality imaginative play, the study demonstrates its close link to the development of cognitive, social and academic abilities.

"The team at Playeum created this hands-on exhibition to not only feed children's imaginations with inspiring stories from around the world, but also to inspire and encourage them to create their own new stories. The result is a vibrant presentation of creative invention and a celebration of children's amazing abilities to imagine and construct new narratives. With a wonderful breadth of opportunities for children to explore stories in different ways and through different mediums, 'A World Full of Stories' provides something special for everyone," says Playeum's Creative and Executive Director, Anna Salaman.

Ever-changing, the 'World Full of Stories' exhibition will also be bringing to life an impressive line-up of creative workshops, holiday camps, live storytelling, artist interventions and other activities. Featuring partner artists and organisations including Lea Vidakovic, Whizz Kidz, Imagin8ors, Studio Why Not, Coding Lab, selected storytellers and Cheryl Gan, the diverse programme includes storytelling, Scratch coding, movie making, play-mation animation, stopmotion, tinkering, the visual and performing arts, and diorama-building.

A highlight of the events programme is '[Roald Dahl's Propsposterous Playtime](#)', taking place on **26 November 2016**, a delightful, free literary extravaganza presented by Penguin Books, made up of installations and hands-on activities centred around the stories written by the beloved children's author, born 100 years ago.

Ends

Notes for Editors:

"A World Full of Stories" will run from 15 November 2016 – 30 April 2017.

Location: Children's Centre for Creativity, Blk 47, #01-23 Gillman Barracks, Singapore 109444

Admission prices: \$22 per child with one accompanying adult, additional adults \$10

Opening Times: Tuesday – Sunday, 10am – 6pm

Special rates and times are available for schools and groups. The Centre also hosts birthday parties.

'The Importance of Play': a study conducted by professor David Whitebread from the University of Cambridge in 2012, investigating the value of children's play and its influence on the development of their abilities.

Further Information

More on Playeum and the Children's Centre for Creativity can be found at www.playeum.com

About the Children's Centre for Creativity

Award winning non-profit organization Playeum opened Asia's first Children's Centre for Creativity on 19 September 2015. The first of its kind, the dedicated creative space for children is located in key regional visual arts hub, Gillman Barracks. Embracing a global shift in increasing marketing demands for creativity, a key part of Playeum's wider mission is to establish a culture of meaningful and impactful play.

Led by Executive Director Anna Salaman and Co-Founders Sumitra Pasupathy and Jennifer Loh, the Children's Centre for Creativity draws from the most innovative play and creative-based pedagogies globally, and aims to lead a revolutionary change in mind-set where children are viewed as highly competent and creative.

The Children's Centre for Creativity is also set apart for being a mission-based, non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving all children. Playeum's Play-It-Forward initiative invites individuals and companies to contribute towards high-quality programming specially designed to serve disadvantaged groups, including facilitating visits to the Children's Centre for Creativity. For families from lower socio-economic households, funds are raised through Playeum's "Play-It-Forward" programme to enable equal access, provision and inclusion for all.

Working directly with practicing artists and other content creators, the Children's Centre for Creativity presents hands-on exhibitions twice a year, and builds a series of creative open-ended artistic experiences which incorporate participative opportunities, custom-built installations and technology. The changing themes ensure a constantly refreshed space in which the children can explore new ideas.

For Media Enquiries and Images, please contact:

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or

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the children's centre for creativity

Playeum is proud to present its next hands-on exhibition at the Children's Centre for Creativity - **the first of its kind in South-East Asia.**



LOCATION

Block 47, Malan Road
Gillman Barracks
#01-21 to #01-23
Singapore 109444

TICKETING

Child (ages 1 to 12): \$22
Accompanying adult: FREE
Additional adult: \$10
For schools and groups:
\$13 per student



The Children's
Centre for Creativity
presents **A World Full
of Stories**

FROM 15 NOVEMBER 2016 - 30 APRIL 2017

This immersive hands-on exhibition will invite children to explore story-making through the following interactive artists' installations.

Story Cubes

by Playeum

A series of cube-shaped structures provide multiple surfaces and opportunities for story-making, creating fantasy characters and new narratives. It also features a book corner, crammed full of the world's best storybooks for children.



Story Raft

Fabricated by Dennis Tan

Featuring a nautical theme, children can imagine 'being at sea' by playing on a bamboo and rope raft, complete with a flag-flying mast and wheel for steering they can also create a personalised, magical marine environment by crafting their own sea creature on the walls surrounding the raft and experimenting with kinetic sand.



Play Making Space

by Playeum

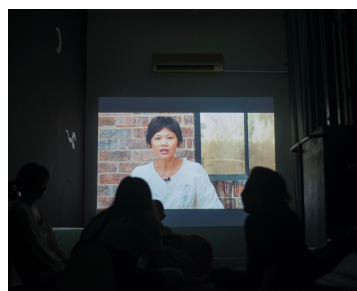
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Story Caves

Fabricated by Bartholomew Ting

Children can enjoy role-play in immersive, multi-sensory caves, from experimenting with sound tubes, speaking cups and voice-distortion mechanisms in the Listen and Speak cave, to playing with props and creating their own stories in the magical, luminous environment in the Look and Touch cave.



A Film Full of Stories

What better way to enjoy stories than through listening to some of Singapore's finest storytellers? Experience a specially commissioned storytelling film, where each of the five storytellers share a story from a specific culture. Played on a loop, enjoy 30 minutes of this rich, oral art-form.

Featuring Sheila Wee,
Nancy Leopard, Kamini
Ramachandran, Karen
Lee, Rosemarie Somaiah;
directed by Roger Jenkins



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This interactive feature invites children to share their stories in a purpose-built space, enabling them to document their creations through photography and video.



The Chalk Wall

Artwork by Clío Ding

Children can add their own chalk features and additional narratives to a visually stimulating chalk wall landscape.



Fantasy Dress Up

by Playeum

This space offers a chance for children to dress up as a favourite fantasy character. With plenty of materials to choose from, the options are open-ended and endless!



Interplay

by Richard Kearns

Come in to the Dark Space and explore this interactive live stream video installation, where you can create your own interweaving story alone or with others. Experience the play between personal and impersonal space, and discover the fascinating overlap of real and imaginary worlds.

Story Writing

by Playeum

Older children can write their own story or poem and post it into the Story Mailbox. Selected stories will be featured regularly on Playeum's website.



FEATURED ARTISTS & PROGRAMME



Led by our featured **Creative Director Anna Salaman**, we have collaborated with artists for A World Full of Stories installations and programme.

For A World Full of Stories, we are proud to present **featured collectives and artists**, Ana Sousa Gavin, Bartholomew Ting, Cheryl Gan, Coding Lab, Clio Ding, Dennis Tan, Imagin8ors, Kiran Shah, Kamini Ramachandran, Karen Lee, Lea Vidakovic, Nancy Leppard, Roger Jenkins, Rosemarie Somaiah, Sheila Wee, Shogun Creatives, Studio Why Not & Whizz Kidz.



Storytelling Sessions

Delve into the world of Southeast Asian Stories and enjoy the different and exciting folklore that our storytellers have up their sleeves. Complimentary with admission.

Artist-Led Workshops

This multi-disciplinary programme explores the nature and habitats in new and creative ways, and is run by our featured artists and other creators.



Tinkering Sundays

Taking place on the last Sunday of every month, we invite children and their parents to explore, experiment and invent.

Holiday Camps

Holiday camps at the Children's Centre for Creativity provide the perfect opportunity for children to have unlimited access to all of the interactive spaces in the Centre. Children will enjoy a hands-on workshop every morning, develop their creative ideas and have fun throughout the four days.

For the full line-up of programmes, visit:
<http://www.playeum.com/#!programmes/ckx1>

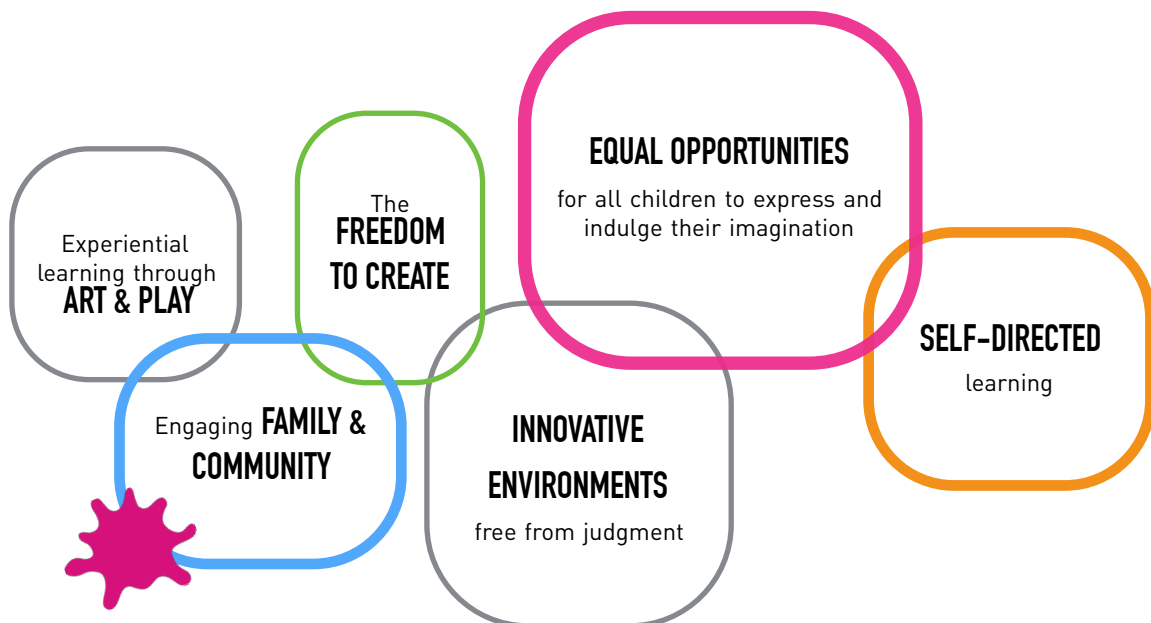


about playeum

Playeum is an independent charity which **champions children** through **play and creativity**.

Through **collaborations** with public institutions, corporations and creative practitioners, we aim **to inspire children of ages 1 to 12**.

WE BELIEVE IN...



We **empower** a future generation of **creators & innovators** to embrace, challenge and shape a better world.

fact sheet

Every dollar spent on Playeum activities in FY2014 yielded a **\$15.3 social return**.

According to an independent study by Shujog, a non-profit organization advocating for impact investment and funded by the Rockefeller Foundation

SINCE 2009



> **90,000**

children & families
engaged

> **150**

innovative
programmes
created

20%

of which serve
underprivileged
children

> **2,000**

stakeholders
trained

9

international
awards

INTERNATIONAL AWARDS



Winner of the
Ben & Jerry's
"Join Our Core"
Fan Choice Award 2014



Prize Winner of the
British Council
ELEVATE Startwell
Challenge 2015



Honourable Mention in
UNICEF's
Inclusive Play Space
Design Ideas Competition



Pacesetter in the
Lego Foundation's
Re-Imagine Learning
Challenge 2014



5 awards
from the UK's
Campaign for
Drawing

Play-It-Forward Programme

Playeum's **Play-it-Forward Programme** is our donations and sponsorships programme that supports **equal access to all children**, and it is funded by donations generously given by individuals and companies.

To ensure equal access to play, the Children's Centre for Creativity serves as a resource for social service organisations to extend their existing programmes and refer children and families from disadvantaged backgrounds to our Centre.

We work closely with community partners such as Family Service Centres, Children's Home, Foster Care Services, Child Protection Services, Student Care Centres serving low-income families and Special Needs and Intervention Services. In partnership with these agencies, we provide the following opportunities:





Play-It-Forward Programme

Single and Multi-session Visits to the Children's Centre for Creativity

Playeum works closely with caseworkers, social workers and counselors to refer the families and children they serve to the Children's Centre for Creativity. The experience provides stress relief, family bonding and leads to self expression through creative activities. For sustained impact, our beneficiaries return for consecutive visits to the Children's Centre for Creativity, which leads to familiarity of the space and provides a safe play haven for children to engage in focused activities.



Community Outreach in heartland locations across Singapore

Playeum designs programmes and organises pop-up play booths at locations such as shopping malls, public libraries and schools to be enjoyed by the community and to increase awareness for play in the lives of children.



High Touch Programmes

through corporate sponsorship, including a research and documentation element

Based on the needs of a group of children, these programmes are designed for measurable impact in the areas of social-emotional wellness and an increase in oral literacy. The progress is often documented in a final research report.

Playeum also crafts meaningful **Corporate Social Responsibility (CSR) programmes** with a high-engagement level and strong focus on community building.

For further enquiries:

- Please contact share@playeum.com regarding potential partnerships in the social-services sector.
- Please contact Anna at anna@playeum.com regarding corporate sponsorships and CSR opportunities.

the team

Anna Salaman

Executive Director and
Creative Director for A World Full of Stories

Anna is an active champion for creativity in the lives of children, with an extensive background in arts and cultural programming. A published author and expert consultant to creative institutions, she has presented at conferences in Singapore, Vietnam, Indonesia, Belgium and the UK. She has put her passion into practice at the ArtScience Museum (Singapore), the Victoria & Albert Museum (UK) and the Discover Story Centre (UK).



Sumitra Pasupathy

Co-Founder, Board Director
& Founding Executive Director

Sumitra has close to 20 years of professional experience internationally with innovative work in the creative and education sectors. A Malaysian trained as a Chemical Engineer from Cambridge (MEng) with an MBA from INSEAD, she has several patents and awards to her name. Above all, Sumitra has a deep-rooted passion for children and the arts. She co-founded Playeum in 2009 and is committed to creating lasting social impact in our society.



Jennifer Loh

Co-Founder

Jennifer has a background in real estate development and investments in the US and a family business in real estate in Asia. She has always been an advocate for youth empowerment through her leadership roles in the UCLA student body, the boards of Taiwanese American Foundation and UCLA Association (Singapore) and Raffles Girls' School Alumnae. Likewise, in co-founding Playeum, she strives to empower a new generation of creators and innovators.



the board of directors



Petrina Kow
Actress and Communications
& Voice Coach at Art of Voice



Sumitra Pasupathy
Co-founder and Founding
Executive Director of Playeum
Ltd, and Advisor of Ashoka
Singapore



Sue Adams
Founder & Coach of Bamboo
Development and Former
Managing Director of
Freemantle Media Asia

Dr. Christine Chen
Founder & President of
Association of Early Childhood
Education Singapore (AECES)



Jaelle Ang
Board Director & Head of
Development of Country Group
Development, PCL



Jennifer Loh
Co-founder of Playeum Ltd and
Explorer Asia Holdings Pte Ltd



the board of advisors

Dr. Lum Chee Hoo
NIE, Unesco Arts Observatory

Mark Wee
Director of Ong & Ong

Michael Beckmann
Director of Ipswitch Art Gallery

Patricia Tan
Director of Como Foundation

Dr. Barbara Piscitelli AM
Arts & Education Advisor

Chaw Chih Wen
Design Director of Manor Studio

Gillian Howell
Musician

Simon Spain
Creative Director of Artplay Melbourne

Sirene Lim
Senior Lecturer, UniSIM

FAQs

1. What is the Children's Centre for Creativity?

The Children's Centre for Creativity is a space set up by award-winning non-profit organisation Playeum and is dedicated to unique experiences, programmes and workshops for children of all social backgrounds aged one to 12. Its key mission is to ignite children to explore, create and learn through play. The environment is thoughtfully designed to promote enjoyable and absorbing open-ended, interactive experiences.

2. Where is the Centre located and what are its opening hours?

The Children's Centre for Creativity is located at Block 47 Malan Road, Gillman Barracks, #01-21 to #01-23, Singapore 109444. Visiting hours are from 10am to 6pm, Tuesday to Sunday, for families with children aged one to 12. The Centre is also open to preschool and primary school groups with advanced bookings.

Ticket prices are \$22 per child with free entry for the accompanying adult and \$10 per additional adult fee. The promotional rate for schools and groups is \$13 per student.

More on Playeum and the Centre can be found at www.playeum.com

3. What is 'A World Full of Stories' and how long is it running for?

Children's Centre for Creativity's third hands-on exhibition, opening on 15 November 2016. Exploring story-building, creative literacy and performance, A World Full of Stories, will run until 30 April 2017.



4. What makes the Children's Centre for Creativity different from other visitor attractions for children?

The environment and activities in the Centre have been carefully designed to encourage open-ended, exploratory learning and play. Its pedagogy is child-centred, with a focus on meaningful environments. Art and other 'languages' of expression are an integrated part of the learning process. Similarly, at the Children's Centre for Creativity, there is a high level of artist involvement.

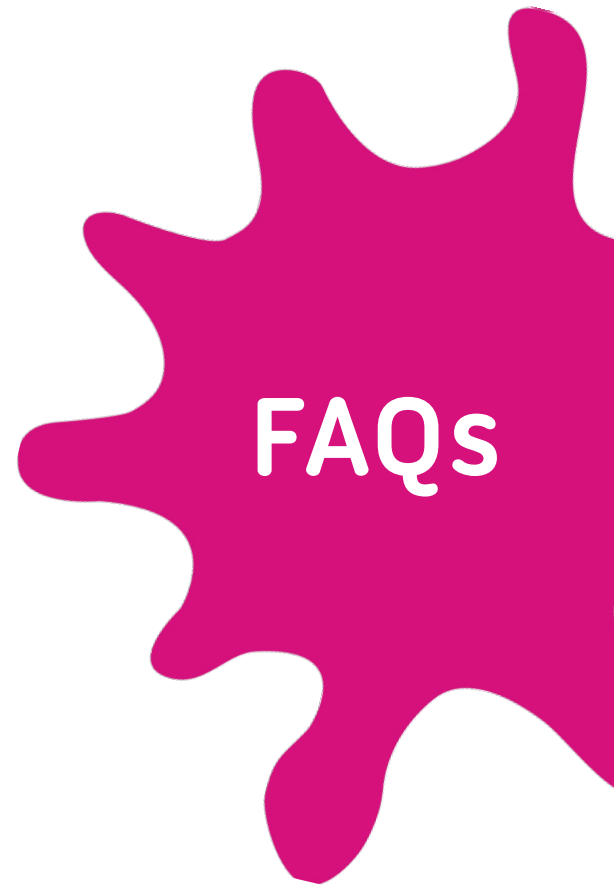
The Centre is mission-based and a non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving children from all social backgrounds. Playeum's Play-It-Forward initiative enables children from low-income families to have access to the Centre.

5. Why focus on creativity?

For decades, studies have proven that creativity brings wide-ranging benefits to children. Among others, an exploratory, open-ended and creative approach has been evidenced to:

- Aid focus and concentration
- Improve behavioural difficulties
- Assist children in self-expression
- Help memory retention
- Boost confidence and attainment levels in school
- Develop perseverance and maturity

With an increasing need for innovative solutions, creativity is the key to empowering our children to think and act creatively, and so succeed in shaping a better world in the future.



6. Why do you charge for entry if Playeum is a not-for-profit organization?

As an independent charity organization, Playeum charges for entry to ensure the sustainability of the centre's operations. It does not receive any core funding, and is reliant on a funding mix from admissions, grants, sponsorships and donations. This collective income enables the organisation to continue to engage artists, involve quality facilitators, and provide innovative programmes to all families and children, all of which fulfil Playeum's mission of promoting children's play and creativity for the benefit of all.

FAQs

7. Where did the idea come about to create a space dedicated to children, incorporating an inspired and innovative pedagogy on creativity?

Playeum started its journey seven years ago with a community consultation process with over 200 parents. It was moderated by an independent well-respected champion for children, Dr Barbara Piscatelli, a recipient of the Australian Medal of Honour for her work with children. In that study, families lamented the over-structured nature, loss of play and lack of cultural activities in their children's lives. From there, Playeum was inspired to restore and protect the precious creative years of childhood by providing the time and space for engagement in child-led play and creative activities.

Over the past seven years, Playeum has conducted over 200 programmes all over Singapore, from void decks to museums. Its programmes are curated with a deep understanding and sense of purpose to fulfil the needs of the children in the community.

9. How are you different from an enrichment centre ?

The Children's Centre for Creativity operates as a visitor attraction. It is open every day of the year from 10am – 6pm, except Mondays and Christmas. Visits are self-directed in essence, but carefully guided and facilitated by trained Playmakers.

The Centre has a full programme of artist-led workshops, holiday camps and other activities, which is similar to how museums run programmes. Unlike enrichment classes, Playeum focuses on children's creativity, and how this can be expressed through the different provisions on offer. Parental involvement is also core to the experience at the Children's Centre for Creativity. Parents are encouraged to play alongside their children during their visit, and are provided with ideas to continue this engagement at home.





The Children's Centre for Creativity

Block 47, Malan Road
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#01-21 to #01-23
Singapore 109444

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For further information, please visit:

www.playeum.com



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