

AN INTERACTIVE HANDS-ON EXPERIENCE FOR CHILDREN AGED 1-12



Children's Centre for Creativity



GOING PLAY-CES

A Wonderful Exploration of New Lands!

15 MAY 2018 - 28 APRIL 2019 | TUESDAY - SUNDAY, 10AM - 6PM

Playeum, Children's Centre for Creativity
Block 47 Malan Road, #01-23 Gillman Barracks, S109444
www.playeum.com

Co-created by:



Children's Centre for Creativity



D/SINI



With the Support of:

FOR IMMEDIATE RELEASE
May 2018

Going Play-ces **A Wonderful Exploration of New Lands!** **15 May 2018 - 28 April 2019**

Playeum, Singapore's premier play centre for creativity, is excited to announce their new exhibition, "GOING PLAY-CES: A Wonderful Exploration of New Lands".

The new exhibition will allow children to use their imagination to explore a variety of landscapes around the world while thinking about sustainability, innovation and the role of STEAM (Science, Technology, Engineering, Art and Mathematics) in everyday life and the future. Designed using common place objects to form the backdrop for such playscapes as the sea, jungle, city and beyond, children become world travelers as both the artist and the engineer, in an environment where their perceptibility knows no bounds.

The exhibition also drives home important social messages such as the necessity of creativity and play in 21st century learning skills, the need for sustainability and the impact and responsibility children have as young citizens to respond to the challenges of the world they live in.

"Children's abilities to create something out of nothing never ceases to amaze me. They have so much to offer when being listened to in a respectful way. Especially in this era where there is a need to adapt to changes in technology and sustainability, children need an education that recognizes them as active citizens, and gives them the opportunity and freedom to tinker, create and find unique solutions." shared Dr. Esther Joosa, Director of Pedagogy at Playeum.

Set to run from 15 May 2018 - 28 April 2019, Playeum invites all to go "PLAY-CES" and begin a journey as creators, innovators and explorers!

Find out more about the spaces within the exhibition below:

Evolving Ocean

How much plastic do we throw into our oceans? What devastating effect does plastic pollution have on our seas and marine life? The Evolving Ocean invites children to wonder about the effect of our actions on the environment with plastic materials used to create a visual impact that ripple and flow, resembling waves that represents the amount of plastic we use in our daily lives.

Homeland

Homeland is where it all begins. Greeted by an assortment of materials that can be found in homes, visitors get to find out more about the exhibition and to discover new play-ces.

The Beyond

A journey in space beyond reality and an infinite interplay of light, color, patterns and symmetry allows children to discover what is not obvious to the common eye! Through interaction with a wall of geometric shapes, children are invited to intervene, disrupt and manipulate the space. They will also get to learn about reflection and refraction through movement in space.

Jungaloo

Children get to step out of their urban comfort zone and into nature. By crawling through a manmade jungle weave of recycled fabric which grows over time, they get to discover the intricacies of the jungle. A soil pit of varying heights allows children to wonder about the purpose of natural growth while being able to observe their surroundings.

Scrapper City

In this experimental space, there is no such thing as waste. Playeum believes that things that go in the bin have potential to expand children's imaginations as they figure out ways to give these items new purpose. Children have the opportunity come together to think, imagine and collaborate of how to use everyday materials in a new light. From large scrap items such as tubes, hoses, tires, and pipes, to other items that are often regarded as trash, there is more to it than just reinvention in this space.

The Future Maker Space

The Future Maker Space is inspired by the global call for children to reinvent and reimagine their world. The space encourages them to search through different types of industrial and electronic waste, and imagine how items can be deconstructed, reinvented and transformed to breathe new life. The Scrap Droids cupboards and drawers also hold many surprises and store a myriad of parts and pieces for hours of endless experimentation.

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 Charlotte Goh and Co-founders Sumitra Pasupathy and Jennifer Loh, the Children's Centre for Creativity draws on future-directed, innovative and creative-play based pedagogies. It aims to contribute to changes in mind-set where education takes on a holistic and life-wide pedagogies and 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 disadvantage 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 once 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.

Additional Information:

Opening Hours

Tuesday to Sunday, 10am to 6pm

Admission Prices

Child (Includes entry for one accompanying adult):

\$22 per child

Additional Adult:

\$10 per adult

Annual Play Pass:

\$160 per child

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47 Malan Road

#01-23 Gillman Barracks

Singapore 109444

About PLAYEUM

Playeum is a non-profit, independent organisation (IPC) that champions children's voices and development through open-ended play and creativity.

In 2009, Playeum started off as a roving pop-up play space that travelled to different parts of Singapore with open-ended activities for families to experience. Playeum collaborated with partners like the National Museum, Mendaki and People's Association, to bring open-ended play to communities of children.

In September 2015, Playeum, the Children's Centre for Creativity, found its home at Gillman Barracks. At Playeum, we know that through open-ended play, children develop creativity, confidence and, stronger problem solving and social emotional skills that bring them to the full potential as an adult.

Why PLAY & why is it NECESSARY?



FOR CHILDREN TO DEVELOP HOLISTICALLY

Through open-ended play, children develop intrinsic qualities such as resilience, confidence, problem-solving skills, creativity, social emotional learning and resourcefulness. These are important 21st century skills that are needed to stay authentic and thrive in our ever-changing world.



FOR ADULTS TO RECOGNIZE

Children learn best through play. Adults have a vital role in giving access to these experiences and recognising the intrinsic value that play brings. With our society's strong focus on academics, the use of play in education will be more important than ever. Playeum aims to shift mindsets about play and how everyone can use open-ended play to learn and grow.

**At Playeum,
children are
active citizens
of the world.**

**How do we
IMPACT?**

THE CHILDREN'S CENTRE FOR CREATIVITY

Where ALL children can come together regardless of abilities and socio-economic backgrounds to play alongside each other.

COMMUNITY OUTREACH

Where we bring elements of Playeum into community spaces using play to impact.

SPACE DESIGN

For open-ended play and learning in schools, and learning spaces.

TRAINING FOR EDUCATORS

Where teachers experience and use the intrinsic value of play, reconnecting with the joy of learning and teaching.

HIGH-TOUCH PROGRAMMES

Where deeper impact is enabled for the social sector.

RESEARCH

On-going research to document social emotional learning with children.



Playeum, 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.**

VISIT THE CHILDREN'S CENTRE FOR CREATIVITY

Child (ages 1 to 12): \$22
Accompanying Adult: FREE
Additional Adult: \$10

PLAY ALL YEAR ROUND WITH A PLAY PASS

\$160 per child and an accompanying adult

Includes unlimited entry for a year, with 20% off additional adult admission & discounts off selected workshops.

VISIT WITH YOUR SCHOOL

Going Play-ces Exhibition: \$13 per student
Additional Creative Workshop: \$8 per student
Accompanying Adult per 5 students: FREE
Additional Adult: \$10 per adult

CELEBRATE YOUR BIRTHDAY AT PLAYEUM

Find out more about the Basic Birthday Package and Creative Workshop Package at www.playeum.com/parties.



About: Going Play-ces

The themes of this exhibition emerged out of consultations and conversations with our stakeholders - children, parents, educators, artists and field practitioners.





About: Going Play-ces

Co-created by **Playeum**, **Participate In Design** and artists from **D/SINI** and **The Animal Book Co**, this exhibition gives visitors opportunities to navigate and explore Play-ces through various landscapes such as the sea, jungle, city and beyond.

Children will experience and engage with their imagination, while thinking about sustainability, innovation and the role of STEAM (Science, Technology, Engineering, Art and Mathematics) in everyday life and the future.

The exhibition drives home important social messages:

THE NEED FOR SUSTAINABILITY

**THE NECESSITY OF CREATIVITY & PLAY
IN 21ST CENTURY LEARNING SKILLS**

**THE IMPACT CHILDREN HAVE AS
YOUNG CITIZENS TO RESPOND TO THE
CHALLENGES OF THE WORLD THEY
LIVE IN**

About: Co-Creators of Going Play-ces



Participate In Design (PID) is a registered non-profit design, planning and educational organisation that helps neighbourhoods and public institutions in Singapore design community-owned spaces and solutions. PID is dedicated to engaging and enabling people in shaping their everyday environments and local communities. Founded on the firm belief that everyone has the right to participate in and influence the design and planning processes that affect them, PID provides services in designing and facilitating the public participation and engagement process concerning the built environment.

W: <http://participateindesign.org/>

Instagram: @participateindesign

FB: <https://www.facebook.com/participateindesign/>

D/SINI

DISINI is a nine-month-long outdoor visual arts festival consisting of events, exhibitions and engagements with unconventional ideas. Spurred by its locale, DISINI is a ground-up initiative that borrows its name from the Malay adverb 'di sini', meaning 'over here'. It invites artists, culture-makers and the public to activate ideas embedded within the landscapes surrounding Gillman Barracks – its precinct of residence. DISINI was organized by Chan + Hori Contemporary in partnership with Gillman Barracks and supported by the National Arts Council (NAC), Economic Development Board (EDB) and Jurong Town Corporation (JTC). The festival was officiated on 26 January 2018 by senior officials from NAC, including Rosa Daniel (Chief Executive Officer) and Paul Tan (Deputy Chief Executive Officer).

Muhammad Izdi (b. 1986) is the represented artist for DISINI, taking part in the exhibition Going Play-ces held in collaboration with Playeum and Participate in Design (PID). He is a visual artist with an ever-evolving practice. A graphic designer by training, he graduated from Singapore Polytechnic and worked as the Senior Designer for the Singapore Art Museum (SAM) from 2010 to 2013. He founded Knuckles & Notch – a Risograph press in Singapore – pushing for the revival of an outdated form of printing and its transformation into a new visual language for creatives. In 2014, Izdi began to focus on his artistic practice. He has taken part in two international exhibitions, the Singapour en France – le Festival; Art Garden at Gare Saint Sauveur, Lille (2015) and Open Sea at Musée d'art contemporain de Lyon (2015). He also participated in the three-month-long Dena Foundation Art Residency Program in Paris. Izdi is part of DXXXXD, an arts collective founded in 2014 that is interested in relations between contemporary visual art and the vernacular.

W: <https://www.disini.art/>

Instagram: @dsini.art

FB: <https://www.facebook.com/disini.art/>

About: Co-Creators of Going Play-ces



The Animal Book Co. (Tabco) produces creative projects that engage with issues about the natural world. Founded by artist Ernest Goh, Tabco believes a lot of work needs to be done in environmental welfare and education. Tabco has worked with, amongst others, the Sumatran Orangutan Conservation Program in Indonesia and Veterinarians Without Borders in Laos. Tabco aided in telling the stories of these organisations and their crucial work in animal welfare using art and design, media and community engagement.

Ernest Goh is a visual artist whose work focuses on ecological relationships, especially through our interactions with animals via anthropomorphism. His fascination with the natural world began as a boy at his grandmother's rural kampung in Singapore, wading in streams looking for fish and jumping into bushes searching for spiders. His animal portraits have been published in The Fish Book (2011), Cocks (2013, republished as Chickens in the US in 2015), and The Gift Book (2014). His recent work was presented in the solo exhibition Breakfast at 8 Jungle at 9 (Objectifs – Centre for Photography and Film, Singapore, 2015). Ernest has received the Discernment Award at the ICON de Martell Cordon Bleu Awards, Singapore (2012), Sony World Photography Award (2013) and an award of excellence from Communication Arts Photography Annual, USA (2013). He is also the creative director of The Animal Book Co., which works with animal welfare groups through art and design.

W: <http://www.ernestgoh.com/the-animal-book-co/>

Instagram: @theanimalbookco

FB: <https://www.facebook.com/theanimalbookco/>



Spaces within the Exhibition

Evolving Oceans

How much plastic do we throw into our oceans? What devastating effect does plastic pollution have on our seas and marine life? The Evolving Ocean invites children to wonder about the effect of our actions on the environment with plastic materials used to create a visual impact that ripple and flow, resembling waves that represents the amount of plastic we use in our daily lives.

Homeland

Homeland is where it all begins. Greeted by an assortment of materials that can be found in homes, young and old visitors will get to find out more about the exhibition and prepare themselves to take flight for an unexpected journey to discover new play-ces.

The Beyond

A journey in space beyond reality and an infinite interplay of light, color, patterns and symmetry allows children to discover what is not obvious to the common eye! Through interaction with a wall of geometric shapes, children are invited to intervene, disrupt and manipulate the space. They will also get to learn about reflection and refraction through movement in space.

Land of Light

Life as we know it would not be possible without light. Inspired by the sun, the Land of Light stirs children's visual senses and invites them to explore opacity, imagine and play with colours in varied forms through interaction with light structures.



Spaces within the Exhibition

Jungaloo

Children get to step out of their urban comfort zone and into nature. By crawling through a manmade jungle weave of recycled fabric which grows over time, they get to discover the intricacies of the jungle. A soil pit of varying heights allows children to wonder about the purpose of natural growth while being able to observe their surroundings.

Scrapper City

In this experimental space, there is no such thing as waste. Playeum believes that things that go in the bin have potential to expand children's imaginations as they figure out ways to give these items new purpose. Children have the opportunity come together to think, imagine and collaborate of how to use everyday materials in a new light. From large scrap items such as tubes, hoses, tires, and pipes, to other items that are often regarded as trash, there is more to it than just reinvention in this space.

Future Maker Space

The Future Maker Space is inspired by the global call for children to reinvent and reimagine their world. The space encourages them to search through different types of industrial and electronic waste, and imagine how items can be deconstructed, reinvented and transformed to breathe new life. The Scrap Droids cupboards and drawers also hold many surprises and store a myriad of parts and pieces for hours of endless experimentation.

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

Playeum 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.

SINCE 2009



190,000

children & families engaged

> 200

innovative programmes created

> 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**



Ways to support Playeum

DONATE

CORE FUNDING OF PLAYEUM'S SOCIAL MISSION

As a non-profit and IPC charity, your donations, which are tax deductible, will help cover the core costs of our social impact work that Playeum hopes to achieve.

CORPORATE SUPPORT

We welcome corporate partnerships for programmes or activities for the children we serve from the social sector.

PLAY-IT-FORWARD PROGRAMME

Play-It-Forward is Playeum's donations and sponsorships programme that supports admission for children of our social service organisation partners.

Visit www.playeum.com/donate for more information on how you can donate to our charity.

VOLUNTEER

VOLUNTEER PLAYMAKER

If you enjoy working with children and would like to facilitate their creative experiences at the Children's Centre for Creativity/outreach events, we welcome you to join us as a Volunteer Playmaker.

VOLUNTEER CORPORATE SUPPORT

If you like what Playeum does and you're interested in providing corporate support to Playeum and have suggestions for us, we welcome corporate support groups as volunteers!

Visit www.playeum.com/volunteer for more information on how you can donate to our charity.

The Team



Charlotte Goh
Executive Director



Imran Mohamad
Director of Operations



Cheryl Gan
Learning & Engagement



Judith Fong
Office Manager



Therese Heng
Programmes & Production



Vanessa Suhaimi
Communications & Events



Zakia Lee
Community Engagement



Esther Joosa
Director of Pedagogy
(Consultant)

Board of Directors



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



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



Irene Liu
Partner,
PwC's Southeast Asia Consulting



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



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



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

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?

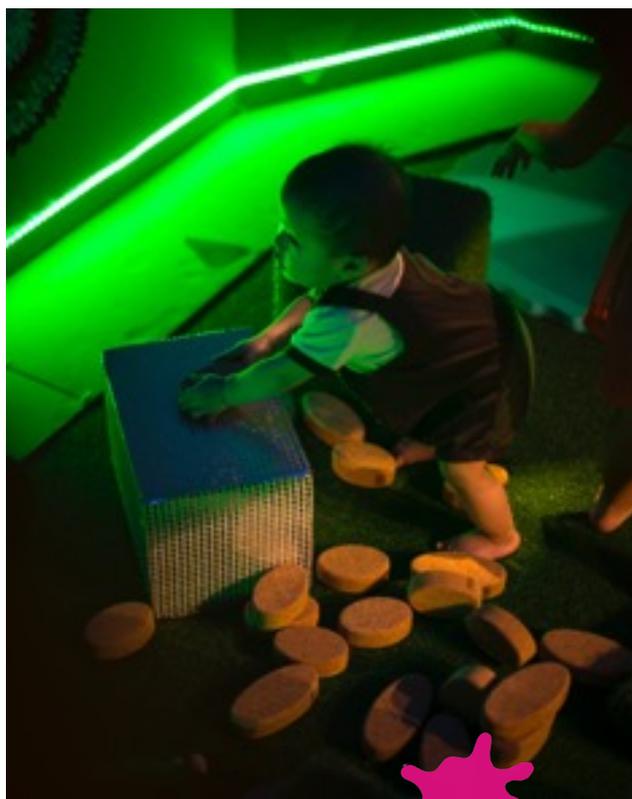
The Children's Centre for Creativity is located at Block 47 Malan Road, Gillman Barracks, #01-21 to #01-23, Singapore 109444. Visiting hours are from 10am to 6pm, Tuesday to Sunday, for families with children aged one to 12. The Centre is also open to preschool and primary school groups with advanced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

Children's Centre for Creativity's fifth hands-on exhibition, opened on 15 May 2018. Co-created by Playeum, Participate In Design and artists from D/SINI and The Animal Book Co, this exhibition gives visitors opportunities to navigate and explore Play-ces through various landscapes such as the sea, jungle, city and beyond. Going Play-ces runs till the 28 April 2019.



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.

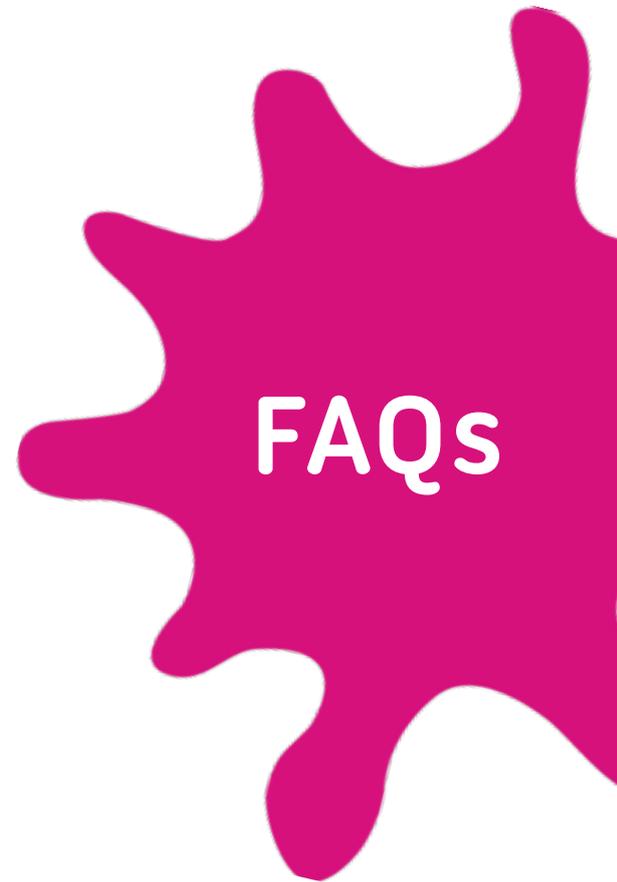
The Centre is mission-based and a non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving children from all social backgrounds. Playeum's Play-It-Forward initiative enables children from low-income families to have access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

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For further information, please visit:

www.playeum.com



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