

**FOR IMMEDIATE RELEASE**

**ART MEETS HEART:**  
**SINGAPORE ARTS STREET BRINGS THE LARGEST MIX OF LOCAL ARTISTS**  
**TO HEARTLANDS**

Singapore 15 May 2009 - With an inspiring 20,000 people turning up in Hougang and Clarke Quay last year, Singapore Arts Street 2009 @ South East brings local artists to Marine Parade this July. Jointly organized by the Singapore Arts Street team and South East Community Development Council, in conjunction with the South East District Arts Festival 2009, this event aims to garner support and awareness for local artists by bringing them right to the doorsteps of the people.

Setting itself clearly apart from the regular high flown art events, the Singapore Arts Street presents art in the most refreshing of ways. For one, you literally get a breath of fresh air as you step into this lively outdoor bazaar! The event boldly brings a large variety of art right into our neighbourhoods so that even the most unassuming of crowds will not miss it. While it basically provides a free platform for local artists to showcase their work year after year, the biggest message of all is just how casually art can be shared and enjoyed by everyone.

Recognising the kind of support communities can give the artists, the Singapore Arts Street team is an organisation committed to promoting local art. They started the inaugural Singapore Arts Street in 2006. In just 4 years, Singapore Arts Street developed into one of the largest community of mixed artists in the local scene. Last year alone, it brought more than 300 artists and art enthusiasts together which cultivated a dynamic community in itself. Dedicated artists were exposed to art forms beyond their own; creating an energetic environment where they could share and learn from each other. Amidst their differences, there was no doubt, a congruent passion to connect to people through their works.

The must-see for this year, is one of the country's largest printmaking plates. Carefully mounted with random materials, everyone can create their very own unique pieces as the ultimate memorabilia. For the 'art academics,' there is also the ever-growing Art Wall that has since doubled in length and reached 60m. For the 'art punks,' there are the 'Singapore-style' Italian street painting and contemporary Graffiti art. For 'mummy's little artists,' there are Hands-on art and Stick-an-art workshops to keep them busy as a bee. Then, for the 'art urbanites,' there is the eclectic art market and numerous live performances which give the Singapore Arts Street its unmistakable beat. There is truly something for everyone!

"South East CDC is pleased to partner Singapore Arts Street for the first time to bring a refreshing mix of art forms to the community and support our local artists at the same time. Art enthusiasts will be delighted to see the vibrant art displays right in the heart of our neighbourhood, while the uninitiated will be taken by its borderless appeal and have the opportunity to cultivate a deeper appreciation of the arts. Indeed, I truly believe that art inspires and bonds our community and allows a greater sense of fulfilment especially in difficult times like now. I hope that this event will establish a modern cultural tradition in our community for many years to come." said Mr Matthias Yao Chih, Mayor, South East District

Singapore Arts Street 2009 @ South East welcomes all art lovers on the 11<sup>th</sup> & 12<sup>th</sup> of July, (11am-8pm & 11am-6pm respectively) at Marine Parade Promenade. Admission is free. Attached Annex A and B are the corporate information of our co-organising partner, South East Community Development Council (CDC) and our Central Pitch Feature Co-sponsor, Yamaha Music (Asia) Pte Ltd respectively.

For more information on the event, please contact Christopher Tong at 6323-3708 (office), 8333-1273 (mobile) or christopher@singaporeartsstreet.com (email) or refer our website at [www.singaporeartsstreet.com](http://www.singaporeartsstreet.com).

--End--



## **About South East Community Development Council (CDC)**

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Joo Chiat Single Member Constituency (SMC), MacPherson SMC and Potong Pasir SMC, and serves a population of about half a million residents.

At the helm of South East CDC is Mayor Matthias Yao Chih, who steers efforts in achieving the three strategic thrusts that guide the work of the CDCs. Termed the '**ABCs of Community Bonding**' — **Assisting the Needy, Bonding the People and Connecting the Community** — South East CDC initiates and manages programmes in collaboration with both community and corporate partners along these three strategic thrusts, so as to nurture a vibrant and self-reliant community.

South East CDC also supports its community partners from the schools, grassroots organisations, Voluntary Welfare Organisations and other social service agencies to facilitate and empower them in their programmes to assist the needy and bring the community together. The CDC also believes and invests in building the capacities of our partners to provide services that will help residents achieve self-reliance in the long run.

South East CDC plays a bridging role by initiating programmes which allow people of different ages, races and walks of life to interact and connect with one another. Wherever possible, such programmes should achieve a multiplier effect with positive spin-offs that the CDC can support and replicate over time to involve more of our residents.

### ***Vision***

An active and vibrant South East District where residents and stakeholders feel a strong sense of belonging.

### ***Mission***

To nurture and catalyse the community by bonding, bridging, linking and enabling our stakeholders.

---

#### **Media Contacts**

**Tracy Ng**  
Manager (Corporate)  
South East Community Development Council

Tel: 6319 8712  
Mobile: 9229 8430  
Fax: 6319 8766  
Email: Tracy\_NG@pa.gov.sg

---

#### **Officer-in-Charge**

**Janice Seah**  
Manager (Community Projects)  
South East Community Development Council

Tel: 6319 8724  
Mobile: 9691 0134  
Fax: 6319 8766  
Email: Janice\_SEAH@pa.gov.sg

---



## YAMAHA MUSIC (ASIA) PTE LTD

Co. Reg. No. 196600213D

140 Paya Lebar Road #03-11, A-Z Building, Singapore 409015  
Tel: 67474374 Fax: 67472668 Website: [www.yamaha.com.sg](http://www.yamaha.com.sg)

Yamaha Music (Asia) Pte Ltd was incorporated in 1966, as a joint-venture company between local investors and the manufacturer of YAMAHA musical instrument.

The company is now a 100%-owned subsidiary of Yamaha Corporation, Japan.

The core business of Yamaha Music Asia is in the retail & wholesale of musical instruments and the operation of music schools.

Besides the flagship store at Plaza Singapura, we have five other retail stores around the island, residing in Tampines Mall, Thomson Plaza, Clementi, The Frontier Community Club and Sun Plaza. All these stores have a Yamaha Music School within their premises.

Specialty stores like BeatSpot carries a wide range of acoustic and electric guitars, drums, music synthesizers, accessories etc.

Dedicated music schools like the Contempo Pop Music School caters for learning of the drums, electric guitars, and brass & wind instruments; whilst the Piacere Music Salon addresses the needs of the busy working adults who needs a more flexible time-table for their music pursuits.

Fronted by a dedicated sales & marketing team, and supported by experienced technical & teaching personnel, Yamaha Music Asia continues to provide quality products and well-researched music education programs for music lovers.

### Media contacts

Dennis Kong

Senior Executive

Tel: 67409-315

Fax: 67472-668

Email: [dennis\\_kong@gmx.yamaha.com](mailto:dennis_kong@gmx.yamaha.com)