

The logo for playeum, featuring the word "playeum" in a white, lowercase, sans-serif font inside a bright pink, multi-pointed starburst shape.

playeum®

The background is a vibrant green jungle scene with various silhouettes of insects and plants. A large, dark, circular frame is centered on the page, containing the main title and director information. The insects include butterflies, beetles, and dragonflies, scattered throughout the scene.

# HIDEAWAYS

*Creating with Nature*

**Creative Director**  
Jeremy Chu

An interactive exhibition with  
children aged 1 to 12 years

From **16 April 2016**  
Tuesday - Sunday **10am - 6pm**



Children's Centre for Creativity

## For Immediate Release

### Asia's first Children's Centre for Creativity launches unique, nature-themed hands-on exhibition

**Singapore, April 14, 2016** – Playeum, Singapore's first Children's Centre for Creativity, will open its second hands-on exhibition for children **on 16 April until 30 October 2016 at Gillman Barracks**. Titled '**Hideaways – Creating With Nature**', the exhibition and accompanying programmes are specifically designed for children ages one to 12 visiting with their families or schools.

Offering an immersive environment for children to explore, observe, construct, reflect, innovate and engage with nature and natural materials through hands-on exhibits and interactive artists' installations, the exhibition follows the hugely successful inaugural exhibition 'The Art of Speed' which attracted over 17,500 children and adults during its six and a half month-long duration.

Led by Creative Director Jeremy Chu, and conceived of by artists and other content creators, 'Hideaways – Creating with Nature' features installations which provide an interdisciplinary and engaging experience, serving as an important reminder of the world's ecosystem:

- **Knock, Knock! Who lives there?** - By Isabelle Desjeux - On special surveillance screens, children can view insects and other creatures in their natural habitats and record what they see in a unique opportunity to get up close and personal with creepy crawlies in their natural environment.
- **Make-believe Hideaway** - By Madhvi Subrahmanian - Informed by the artist's love of creating secret dens as a child, this installation invites children to experience playing with clay and building imaginary habitats inspired by nature, resulting in a collaborative installation.
- **Welcome to my World** - By The People's Atelier (formerly known as ShadowGap Suite) - Children can imagine a world where they are as small as an insect in an immersive installation that presents the insect environment on a giant scale. Kids are encouraged to construct shelters, which will grow throughout the exhibition's duration, while exploring sights and sounds through the eyes and ears of insects.
- **Sounds of Earth - Nature's Ensemble** - By Shogun Creatives - An interactive sound installation where children can create and build musical instruments with natural materials. These will be attached to a skeletal structure that will grow throughout the exhibition's duration, culminating in an immersive musical extravaganza.
- **Creature Cave** - Cave structure by Bartholomew Ting - Featuring animal sound pads and a range of textures and lights, infants and toddlers will revel in exploring the multi-sensory cave, using their whole bodies, eyes and ears.
- **The Dark Space** – Sound Web installation by Richard Kearns - Children can enjoy kinetic artwork and exciting hands-on activities in this changing space throughout the duration of the 'Hideaways' exhibition.



'Hideaways – Creating with Nature' invites children to play with nature, and thereby answers extensive global research on the importance of children interacting with and appreciating the natural world. As well as obvious health benefits, such as preventing child obesity and ensuring a child's successful physical development, communing with nature and playing outdoors heightens children's awareness and appreciation of plants and other animals, leading to a greater respect and care for the natural world. The exhibition also invites observation of animals and plants in their natural habitats, allowing children the time and space to learn about and understand the fascinating lives of ants, worms and other creatures.

*"The very nature of this process is to enable children to take ownership of the experience, and therefore the team at Playeum is constantly observing children and adapting the programme in response to the children's experiences. We also involve and consult with, regularly, our Children's Advisory Network, consisting of up to 15 children aged between three and 12. This ensures that the programmes are child-centred and also ensures their sustainability,"* says Playeum's Executive Director, Anna Salaman.

Throughout the exhibition, an impressive line-up of creative workshops, holiday camps, artist interventions and other activities will form the **'Hideaways' programme**, allowing children and adults to engage deeply with a specific subject within the theme of 'Hideaways' and natural habitats. Featuring artists Tan Bee Aye, Eve Tan, Lea Vidakivik, Strangeweather Movement Group and the contributing artists of 'Hideaways', the varied programme includes dance, music, visual art and tinkering, offering interdisciplinary and multi-sensory opportunities for all.

### **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 most closely aligns with the Reggio Emilia Approach - an innovative pedagogy in early childhood education, and aims to lead a revolutionary change in mindset where children are viewed as highly competent and creative.



Children's Centre for Creativity

Working directly with practicing artists and other content creators, the Centre presents hands-on exhibitions two to three themes 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.

**Notes for Editors:**

**Location:** Children's Centre for Creativity, Blk 47, Gillman Barracks, Singapore 109444

**Admission prices:** \$20 per child/parent pair, additional adults \$10

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

Tickets are purchased at the Centre.

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

**Further Information**

More on Playeum and the Children's Centre for Creativity can be found at [www.playeum.com](http://www.playeum.com)

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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): \$20  
Accompanying adult: FREE  
Additional adult: \$10  
For schools and groups:  
\$12 per student



# The Children's Centre for Creativity

## presents **Hideaways - Creating with Nature!**

FROM 16 APRIL 2016 - 30 OCTOBER 2016

This immersive hands-on exhibition will invite children to explore, observe, construct, reflect, innovate and engage with natural materials through the following interactive artists' installations

### Knock, Knock! Who Lives There?

Isabelle Desjeux

On special surveillance screens, children can view insects and other creatures, their natural habitats and record what they see, view real specimens, and help to construct a 'Bug Hotel'



### Make-belief Hideaway

Madhvi Subrahmanian

Informed by the artist's love of creating secret dens as a child, this installation invites children to experience playing with clay and building imaginary habitats inspired by nature. These multiple miniature environments will be placed within a larger habitat, resulting in a collective make-belief hideaway.



### Creature Cave & Dark Space

Featuring animal sound pads and a range of textures and lights, infants and toddlers will revel in exploring the multi-sensory Creature Cave using their whole bodies, eyes and ears. Cave structure by Bartholomew Ting.



Enjoy Kinetic art work and exciting hands-on activities in this changing space throughout Hideaways' duration, opening with Richard Kearns' Sound Web installation



### Sounds of Earth: Nature's Ensemble

Shogun Creatives

Children can create and build musical instruments with natural materials. These will be attached to a skeletal structure that will grow over the exhibition's duration, culminating in an immersive musical extravaganza!



### Welcome To My World

People's Atelier

Children can imagine a world where they are as small as an insect in an immersive installation that presents the insect environment on a giant scale. They can construct shelters, which will grow throughout the exhibition's duration, and explore the sights and sounds through the eyes and ears of insects.

## FEATURED ARTISTS & PROGRAMME



Led by our featured **Creative Director Jeremy Chu**, we have collaborated extensively with artists for Hideaways - Creating with Nature's installations and programme.

For Hideaways - Creating with Nature, we are proud to present **featured collectives and artists**, Isabelle Desjeux, Shogun Creatives, The People's Atelier, Madhvi Subrahmanyam, Tay Bee Aye, Eve Tan, Lea Vidakivik and Strangeweather Movement Group.



### Art Jams

Artists of all mediums will be at the centre on ad hoc Saturday mornings to have fun, play and invent alongside children and adults.

### 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.

### Artist-Is-In Sessions

On selected week-ends, artists will be present around their installations, animating it, explaining it or interacting with it.



### 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>



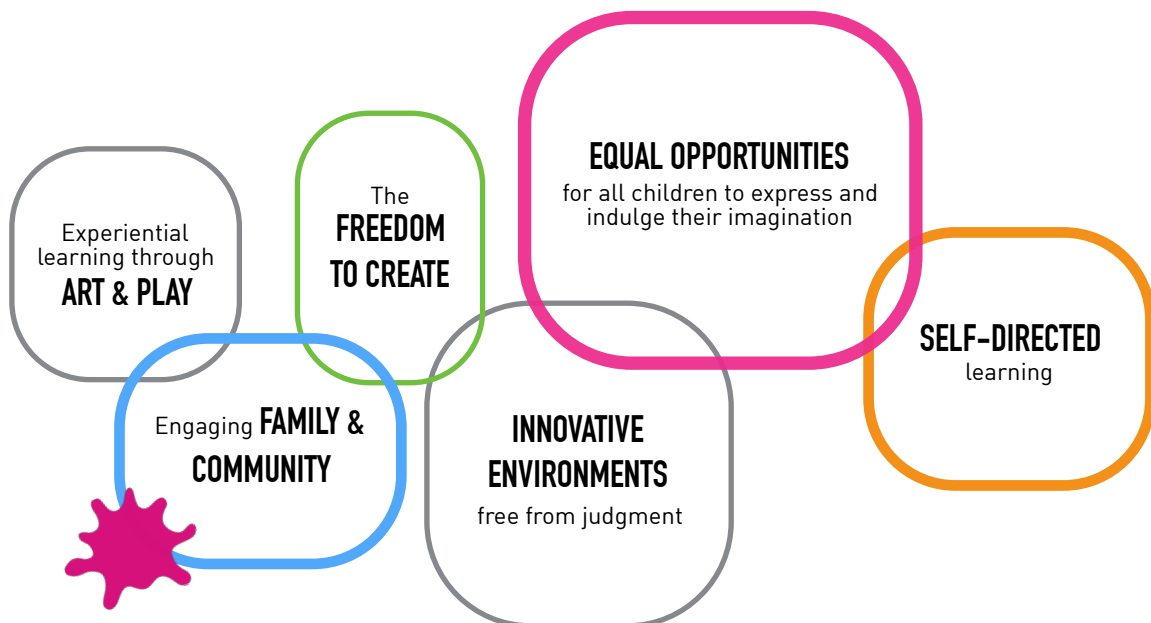
# about playeum

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**.

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## 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



> **75,000**

children & families engaged

> **160**

innovative programmes created

**20%**

of which serve underprivileged children

> **1,500**

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

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## 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 documented in a final research report.

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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 Ying at [ying@playeum.com](mailto:ying@playeum.com) regarding potential partnerships in the social-services sector.
- Please contact Anna at [anna@playeum.com](mailto:anna@playeum.com) regarding corporate sponsorships and CSR opportunities.

# the team

## Anna Salaman Executive Director



**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.



## Jeremy Chu Creative Director - Hideaways - Creating with Nature

**Jeremy** is a Singapore-born artist, whose solo projects combine performance, installation and photography to explore themes including nature and Dharma Buddhist philosophy. He has worked extensively with natural materials, including a large-scale project in west Java using 1000 pieces of bamboo, in collaboration with villages within the Majalengka Regency. Jeremy has exhibited internationally, both as a solo artist and collaboratively. Since 2012, Jeremy has been experimenting with volunteerism as a research performance methodology to understand cultural and social change.

# the board of directors

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



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

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



**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



# the board of advisors

**Dr. Lum Chee Hoo**  
NIE, Unesco Arts Observatory

**Mark Wee**  
Director of Ong & Ong

**Michael Beckmann**  
Director of Ipswich 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 \$20 per child with free entry for the accompanying adult and \$10 per additional adult fee. The promotional rate for schools and groups is \$10 per student.

More on Playeum and the Centre can be found at [www.playeum.com](http://www.playeum.com)

## 3. What is 'Hideaways - Creating With Nature' and how long is it running for?

Children's Centre for Creativity's second hands-on exhibition, opening on 19 September 2015. Exploring themes of nature, habitats and the environment through immersive, hands-on experiences, Hideaways - Creating With Nature, will run until 30 October 2016.



## 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 most closely aligns with the Reggio Emilia Approach which can be summarised as 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. Hideaways - Creating with Nature has been shaped by guest Creative Director Jeremy Chu.

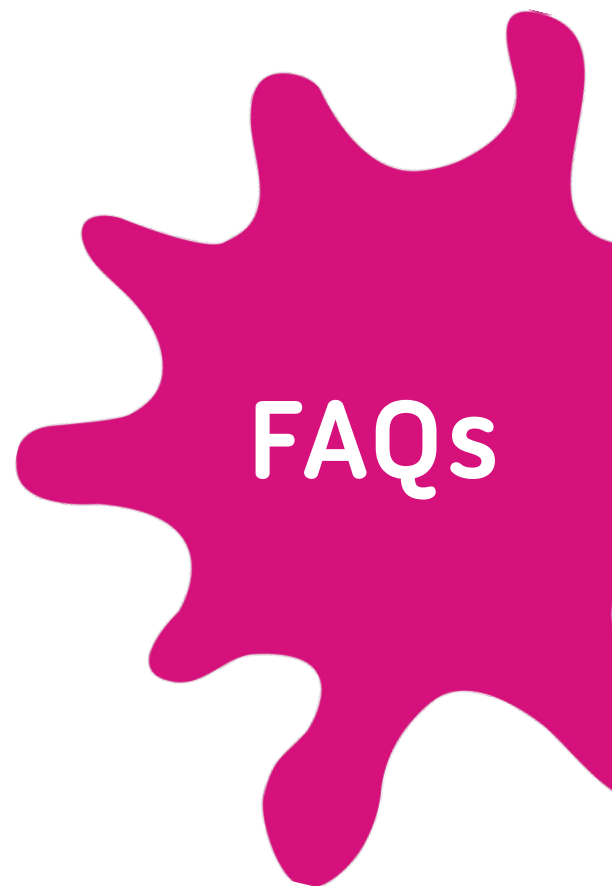
The Centre is mission-based and a non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving children from all social backgrounds. Playeum's Play-It-Forward initiative enables children from low-income families to have access 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 a global shift towards innovation and critical learning, Playeum believes that creativity is the key to empowering our children to think and act innovatively, 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 our 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?

We started our 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 here, we were 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 six years, Playeum has conducted over 150 programmes all over Singapore, from void decks to museums. Our 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 like a museum. 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 our trained Playmakers.

The Centre has a full programme of artist-led workshops, classes and other activities, which is similar to how museums run programmes. Unlike enrichment classes, we focus on children's innate creativity, and how this can be expressed through the different provisions we offer. Parental involvement is also core to the experience at the Children's Centre for Creativity. We fully encourage parents to play alongside their children during their visit, and we provide them with ideas to continue this engagement at home.







### **The Children's Centre for Creativity**

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

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**For further information, please visit:**

[www.playeum.com](http://www.playeum.com)

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