



Children's Centre for Creativity

MAKING IT

HOME

DREAMING ROOMS
MAKING PLACES
CREATING SPACES

Creative Director: Dr. Esther Joosa

An interactive experience for children aged 1-12.

16 May 2017 – 29 April 2018

Tuesday - Sunday

10am - 6pm

The Children's Centre for Creativity

Block 47, Malan Road Gillman Barracks, S109444

www.playeum.com

Singapore, 11 May 2017 - After three successful hands-on exhibitions, Playeum's Children's Centre for Creativity is launching its fourth interactive exhibition 'Making It Home: Dreaming Rooms, Making Spaces, Creating Places' at arts cluster Gillman Barracks from 16th May 2017 to 29th April 2018.

'Making It Home' is designed for children ages 1-12 and celebrates the home as a source of creativity, artistry and thinking. The spaces within the Children's Centre for Creativity will be transformed into different 'rooms', each with a different purpose and opportunities to explore, experiment and redefine.

Led by Creative Director and Pedagogical Advisor Dr Esther Joosa, the exhibition is inspired by children's ideas of the home. It allows children and parents to experience the home as a place where many ordinary materials can have multiple purposes and support imagination, innovation and sustainability.

Children visiting in school groups and with their families can enjoy an extravaganza of activities, arranged in the different 'rooms' of the home they are exploring:

The Central Space – Creating Connections: How many children consider the pipes that have the important job of carrying water into and away from the home? This creative installation offers children the chance to encounter the versatility of PVC drain pipes and bring their personal ideas to make infinite installations which can create connections.

The Bedroom – Dreams & Drama: The bedroom has for a long time been a space and hideaway in which dreams and emotions are acted out. Inspired by dreams of their own, children will get to use textiles and more to transform themselves and engage in make-believe play.

The Future Living Room: Known as a communal space where multiple generations come together at home, talking and relaxing, the 'Future Living Room' invites children to think and play with movable cubes. They can also explore upholstery with textiles and build with different blocks to show their own ideas of how a 'chair of the future' could look.

The Store-y Room: The store room is known to be a dark, slightly scary space that stores odd and sometimes discarded items. In 'Making It Home', the store room is transformed into a 'story room', with shadows and colours that use technology to make everyday objects come to life for story-making.

The Laundry Room – Agile Textiles: The laundry room is a space where different types of textiles are gathered at home, and at 'Making It Home', it is no different. Children can explore the world of laundry and cloth through weaving and peg-play. They can watch their textile creations flow as they are hung from a laundry pole. Unlike at home, the children can safely play with the spinning fans to enjoy a kaleidoscopic effect.

The Kitchen – Cooking Up Ideas: The kitchen is a space for touch, smell and experimentation! Children will use a variety of materials such as magnets, sand, and kitchen instruments to engage and focus on sensory play. Their explorations can also include the real herbs growing just outside the Children's Centre for Creativity.

Growing Space: Although Singapore is small and densely populated, it is a garden city. Playeum's geodesic dome will be transformed into a multi-layered garden that provides shade and food. The garden will grow local and western herbs and solar powered lights will light up the dome at night.

Creative Director and Pedagogical Advisor Dr Esther Joosa explained the philosophy that lies behind the hands-on exhibition:

“‘Making It Home’ is not just a literal space; it also introduces children to the power of imagination in learning and the notion that creativity starts from home. Children inspire us and we hope that children will leave, themselves inspired, to continue their journey of making and creating within their domestic environment, repurposing used or broken household items and building dreams for a future.

By using regular household items and transforming them into multi-purpose objects, children develop themselves as divergent and creative thinkers which forms positive attitudes to critical thinking, adaptive skills and autonomy. These are vital skills and attributes for children to develop holistically in this fast-changing world.

We also want to communicate the importance of re-using existing materials. There is so much waste in our lives, and the need to integrate sustainability in our every-day thinking has never been so great. It can be hugely enjoyable and develops children’s sense of ownership, artistry and creativity as well.”

Playeum is pleased to announce a special exclusive pre-opening weekend on Saturday 13 and Sunday 14 May, 10am – 6pm, for visitors to enjoy a sneak peak of the hands-on exhibition before the official opening on 16 May. Tickets are available through the Minor Inc. app*, the official booking partner for the launch.

***The Minor Inc. app is available for download on both iPhone and Android. Visitors can search ‘Playeum’ to purchase tickets.**

Programmes

The hands-on exhibition is also accompanied by an extensive line-up of holiday camps, creative workshops, ‘Tinkering Sunday’ sessions and many other creative and art-inspired activities.

Making It Home’s holiday camps include ‘Home for the Holidays’ and ‘Tinker with Textiles!’ where children will get to explore a plethora of visual arts activities over a 4-day period. From wet felting wool to making their own cinema projector, children and their parents can also look forward to our monthly Tinkering Sunday session activities and tinker together as a family. Find out more 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 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 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.

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

Address

Playeum's Children's Centre for Creativity

47 Malan Road

#01-23 Gillman Barracks

Singapore 109444

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Playeum Ltd

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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

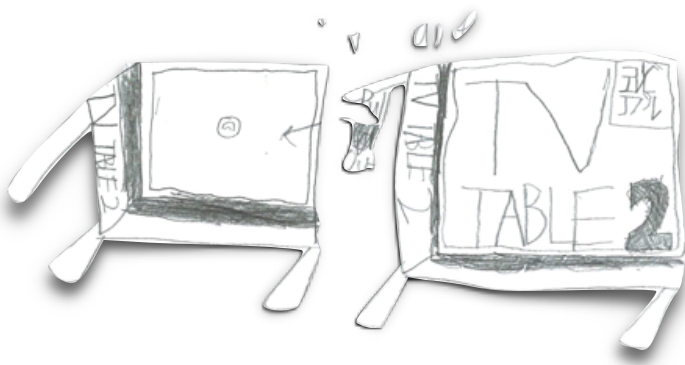
Making It Home

What is it about human beings that makes us play with ideas, use materials in original ways and enables us to imagine and enact upon the vast changes around us? 'Making It Home' brings a unique perspectives to pedagogies, creatively addressing the challenges of a fast-changing world.

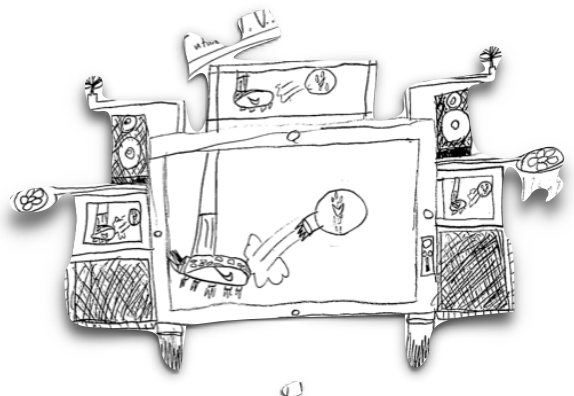
What makes the exhibition truly home are the designs by children, further developed by Playeum's dedicated team of Playmakers. Under my guidance and based on consultations, interactions and observations with children, they developed their creative ideas about them home and the future. Playful designs show the use of repurposed and daily items such as drainpipes drain covers, pails and plastic cutlery as learning tools.

'Making It Home' is, in the spirit of true democracy, an invitation for parents to see how children learn with their hearts, hands, and sense. As part of our programme for the exhibition, we now extend an invitation for mothers and fathers who would like to present an activity, workshop, or any creative idea they have in mind. This exhibition also introduces an exciting range of training programmes for teachers who would like to learn more about 'Playing the Playeum way'.

CREATIVE DIRECTOR: DR. ESTHER JOOSA



**Dreaming Rooms
Making Spaces
Creating Places**



Making It Home

Dreaming Rooms
Making Spaces
Creating Places

THE CENTRAL SPACE - CREATING CONNECTIONS

How many children considers the pipes that have the important job of carrying water into and away from the home? This creative installation offers children the chance to encounter the versatility of PVC drain pipes and bring their personal ideas to make infinite installations which can create connections.



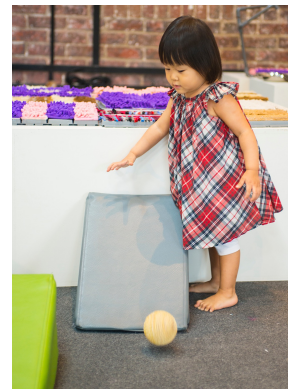
THE BEDROOM - DREAMS & DRAMA

The bedroom has for a long time been a space and hideaway in which dreams and emotions are acted out. Inspired by dreams of their own, children will get to use textiles and more to transform themselves and engage in make-believe play.



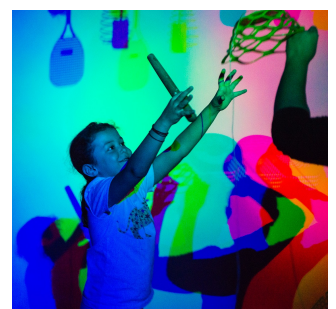
THE FUTURE LIVING ROOM

Known as a communal space where multiple generations come together at home, talking and relaxing, the 'Future Living Room' invites children to think and play with movable cubes, explore upholstery with textiles, and build with different blocks to show their own ideas of how a 'chair of the future' could look.



THE STORE-Y ROOM

The store room is known to be a dark, slightly scary space that stores odd and sometimes discarded items. In 'Making It Home', the store room is transformed into a 'story room', with shadows and colours that use technology to make everyday objects come to life for story making.



Making It Home

Dreaming Rooms
Making Spaces
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THE LAUNDRY ROOM - AGILE TEXTILES

The laundry room is a space where different types of textiles are gathered at home, and at 'Making It Home', it is no different. Children can explore the world of laundry and cloth through weaving, printing and peg-play. They can watch their textile creations flow as they are hung from a laundry pole. Unlike at home, the children can safely play with the spinning fans to enjoy a kaleidoscopic effect.



THE KITCHEN - COOKING UP IDEAS

The kitchen is a space for touch, smell and experimentation! Children will use a variety of materials such as magnets, sand and kitchen instruments to engage and focus on sensory play. Their explorations can also include the real herbs growing just outside the Children's Centre for Creativity.



THE PLAYING MAKING SPACE - PULLING UP IDEAS

Surrounded by quirky pulleys and a range of resources, children can explore and express their thoughts through tinkering and constructing creations with reusable materials, up cycling them to create something new for their own home.



GROWING SPACE

Although Singapore is small and densely populated, it is a garden city. Playeum's geodesic dome will be transformed into a multi-layered garden that provides shade and food. The garden will grow local and western herbs and solar powered lights will light up the dome at night.



CELEBRATE AT THE CHILDREN'S CENTRE FOR CREATIVITY!

PARTIES



Basic Birthday Package

- Unlimited exploration time for Making It Home
- Two hours exclusive use of the Workshop Room for the party
- Tables and chairs provided in the Workshop Room
- Flexibility to bring in own food, cake & decorations*
- Making It Home themed invitation cards (e-invitation included)
- 20% discount vouchers given to each child at the party for their next visit

\$530

Creative Workshop Package

- Unlimited exploration time for Making It Home
- Two hours exclusive use of the Workshop Room for the party
- Tables and chairs provided in the Workshop Room
- Flexibility to bring in own food, cake & decorations*
- Making It Home themed invitation cards (e-invitation included)
- 20% discount vouchers given to each child at the party for their next visit

\$630

If you're interested in celebrating your birthday or any other special event at the Children's Centre for Creativity, find out more about these packages at www.playeum.com/parties

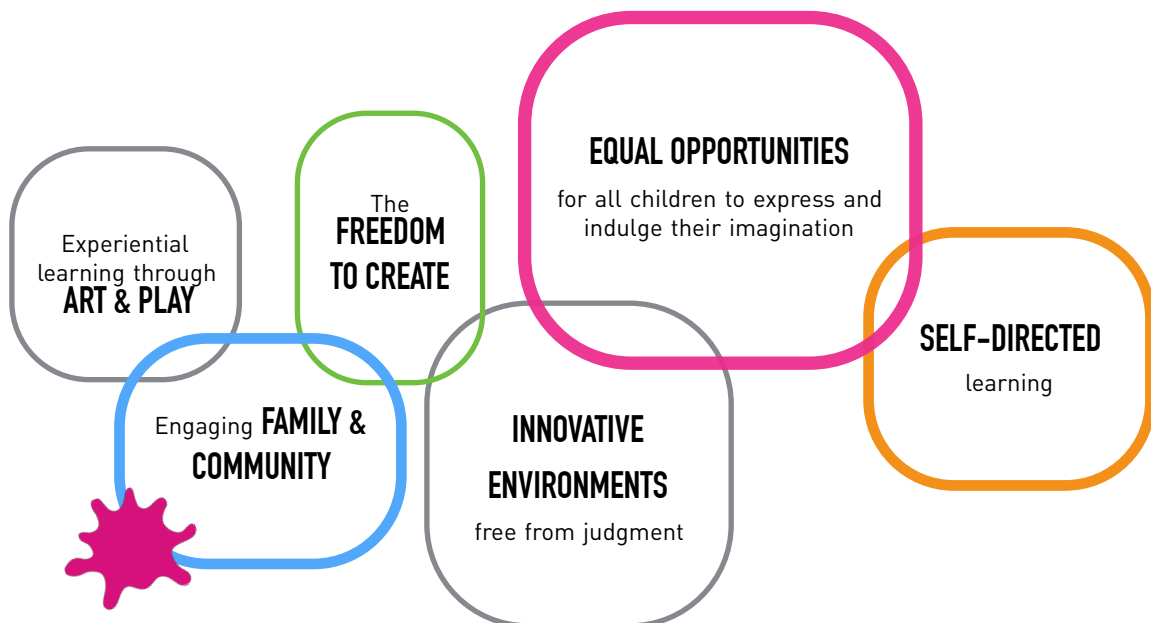


about playeum

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



> **120,000**

children & families engaged

> **200**

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

Charlotte Goh
Executive Director



Trained in social welfare, **Charlotte** started her first career after university at KK Hospital for women and children as a medical social worker. She entered the foray of marketing and media after this and this is where she spent 16 years sinking her teeth and claws into marketing; learning the discipline and the practice completely on the job. Many years were spent learning, growing and serving at ACP Pte Ltd (Australia Consolidated Press) and Singapore Press Holdings, including a licensing stint at Elle Licensing South East Asia. A calling to return to the non profit sector came silently but persistently and rang louder over the last 3 years and that's when she joined the National Volunteer & Philanthropy Centre as Director of Marketing and Communications.

Esther Joosa
Creative Director, Making It Home
& Director of Pedagogy



Esther is originally from The Netherlands. She has lived and worked as an arts practitioner, educator, researcher and advocate in Singapore for the past 29 years. Her work is marked with deep philosophical engagement in the role of symbolisms and semiotics. It features the role of the arts in bridging the dichotomies between science and the arts, reason and imagination, environment and self, east and west. Dr Joosa's work in the arts has accumulated in a PhD in the arts in education of young adults with a cognitive disability. Currently she works in the role of mentor and evaluator with a focus on the role of the interlocutor in creating a dialogue with the environment. Dr Joosa has curated a number of exhibitions that evoked new ideas and dialogue about the thoughts behind the image.

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 'Making It Home' and how long is it running for?

Children's Centre for Creativity's fourth hands-on exhibition, opening on 16 May 2017. Focused on dreaming rooms, making spaces and creating places, 'Making It Home' will celebrate the home as a source of creativity. This exhibition will allow children and parents to experience the home as a place where many ordinary materials can have multiple purposes and support imagination, innovation and sustainability. Making It Home runs till the 29 April 2018.



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.

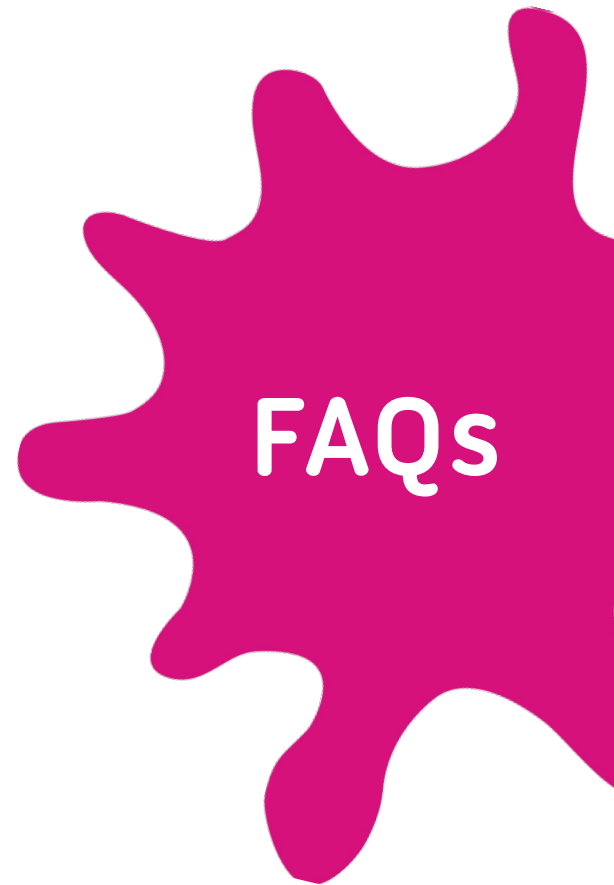
The Centre is mission-based and a non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving children from all social backgrounds. Playeum's Play-It-Forward initiative enables children from low-income families to have access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