

## About Singapore Creator Festival 2021

The inaugural Singapore Creator Festival is jointly organized by Singapore Press Holdings Chinese Media Group and Singapore Chinese Cultural Centre. Aimed to celebrate the positive impacts of creative works, the festival seeks to create a platform to encourage the exchanges of ideas and experiences in promoting the creative culture, and for creators who have successfully transformed their passions into sustainable businesses or professions to share their stories.

The underlying objective is to inculcate an appreciation for the finer things in life via the myriad of talks and workshops.

The two-day events will see creative industry leaders and makers from Singapore, Taiwan, Hong Kong and Mainland China sharing their brand story and pandemic-induced transformations.

Programme		
<b>Opening Ceremony</b> 30 Jul 2021, 7pm - 8.30pm		
GOH: Ms Low Yen Ling		Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry
<b>Opening Panel Discussion:</b> 31 Jul 2021, 10am - 11.30am		
Lim Sauhoong	Singapore-based advertising veteran	
Janus Chen	Taipei Huashan Creative Park's Chief Operating Officer	
Huang Yiping	Rep from China bookstore Zhongshuge	
<b>Singapore's Chapter</b> 31 Jul 2021, 1pm - 3pm		
Speakers	Establishments	Website
Janice Wong	Pastry Chef and Founder of Janice Wong Singapore	<a href="https://www.janicewong.online/info-janicewongsg">https://www.janicewong.online/info-janicewongsg</a>
James Quan, Winnie Chan	Founders of Bynd Artisan	<a href="https://byndartisan.com/pages/story">https://byndartisan.com/pages/story</a>
Heath Yeo	Peranakan Embroidery	-
<b>Hong Kong's Chapter</b> 31 Jul 2021, 3.30 pm - 5.30pm		
Elise Chung	Founder of Hong Kong Hands, an online platform promoting the creations of HK creators	<a href="https://hkhands.com/en/about.php">https://hkhands.com/en/about.php</a>
Gigi Lee	Dodolulu (Illustration)	<a href="https://www.dodolulu.com/Ope">https://www.dodolulu.com/Ope</a>
Billy Chan, Vanessa	Founders of BuzzZtore	<a href="https://www.instagram.com/buzzztore/">https://www.instagram.com/buzzztore/</a>
<b>Taiwan's Chapter</b> 1 Aug 2021, 10am - 12.30pm		
Grace Wong 汪麗琴	Former founder of VVG and current founder of The Gala Asia (未来市)	<a href="https://www.thegalaasia.com/">https://www.thegalaasia.com/</a>

Lee Xiaobo 李小柏	Founder of Guang Fu Hao (廣富號), a Tainan canvas bag shop that has a huge following in Taiwan and overseas	<a href="https://guangfuhao.com/">https://guangfuhao.com/</a>	
<b>China's Chapter 1 Aug 2021, 2pm - 5pm</b>			
Meng Wen Bo 孟文博	Founder of Dong Jia 东家, China biggest craftsman platform that house more than 1000 craftsmen	<a href="https://dongjia.cn/">https://dongjia.cn/</a>	
Zhang Shu Jia 张书嘉	Founder of dough figurine company 书嘉手艺中心创办人	<a href="https://weidian.com/?userid=717821676">https://weidian.com/?userid=717821676</a>	
<b>Workshops</b>			
Workshop	Description	Brand	Links to workshops
Orchid Perfume	Create the perfect perfume to match your personality, starting with a 20-question gender personality test to understand your olfactory dominance or scent preference based on the five fragrance categories (Fresh, Oriental, Woody, Citrus, or Floral), thereby creating your own customised orchid perfume.	Je t'aime Perfumery	<a href="https://www.perfumeworkshop.com/book-perfume-workshop-singapore.html">https://www.perfumeworkshop.com/book-perfume-workshop-singapore.html</a>
1) Marbled Coaster Dish 2) Marbled Pill Tray	1) Participants will be fully-guided to craft 2 beautiful coasters of any colour combination they want and they will be given 1 silicone mould of their choice (circle, hexagon or square).  2) Participants will be fully-guided to craft 2 beautiful pill trays of any colour	Concrete Everything	1) <a href="https://concrete-everything.com/collections/virtual-studio-workshops/products/31-july-2021-virtual-session-marbled-coaster-dish-workshop">https://concrete-everything.com/collections/virtual-studio-workshops/products/31-july-2021-virtual-session-marbled-coaster-dish-workshop</a>  2) <a href="https://concrete-everything.com/collections/virtual-studio-workshops/products/1-aug-2021-virtual-session-marbled-coaster-dish-workshop">https://concrete-everything.com/collections/virtual-studio-workshops/products/1-aug-2021-virtual-session-marbled-coaster-dish-workshop</a>

	<p>combination they want. All materials required are included.</p>		
Melt & Pour Soap Making	<p>An easy-to-learn melt &amp; pour (M&amp;P) soap making class for all ages from children to adults. You'll make 2 bars (50g each) of natural soap using 100% pure essential oils.</p>	Sugar & Spice	<p><a href="https://www.sugarandspice.com.sg/events/virtual-melt-pour-soap-making-workshop">https://www.sugarandspice.com.sg/events/virtual-melt-pour-soap-making-workshop</a></p>
1) Ikebana Centrepiece	<p>1)Open to learners of all skill levels in floristry. Sarah will share her signature, naturalistic flower arrangement style evoking the patterns and shapes found in nature and encouraging thoughtful &amp; mindful design.</p>	Studio Poppy	<p>1) <a href="https://www.poppy.com.sg/workshops/zoom-ikebana-centrepiece">https://www.poppy.com.sg/workshops/zoom-ikebana-centrepiece</a></p>
2) Flower Table Centrepiece	<p>2) This class is open to learners of all skill levels in floristry. Sarah will be imparting you on how to recreate her amazing "dancing" floral centrepiece. You will also learn how Sarah designs - from selecting seasonal flowers to creating naturalistic centrepieces using sustainable 'foam-free' techniques.</p>		<p>2) <a href="https://www.poppy.com.sg/workshops/zoom-table-centrepiece">https://www.poppy.com.sg/workshops/zoom-table-centrepiece</a></p>
3) Loose Watercolour : Let's paint some Eucalyptus leaves	<p>3)Sarah will share with you how you could connect to nature and observe the flower subject. You'll learn a range of technical art skills in watercolour to develop your</p>		<p>3) <a href="https://www.poppy.com.sg/workshops/zoom-lets-paint-some-eucalyptus-leaves">https://www.poppy.com.sg/workshops/zoom-lets-paint-some-eucalyptus-leaves</a></p>

	confidence creatively. Designed for beginner and intermediate level and it includes a starter paint kit for you to keep.		
Basic 3 items Leathercraft	This 2 hour introductory workshop is suitable for beginners, and you will be guided by our professional instructor in crafting 3 personalised leather items - an envelope cardholder, a key fob and a mini luggage tag, using Full-Grain Vegetable Tanned Leather.	Stone for Gold	<a href="https://www.stoneforgold.com/collections/frontpage/products/event-workshop-2021">https://www.stoneforgold.com/collections/frontpage/products/event-workshop-2021</a>