

SCCC's annual signature programmes

新加坡华族文化中心旗舰节目

1. Each year, our Centre has three signature programmes: Sing•Lang concert, Cultural Extravaganza Festival and RE•MIX Festival.
中心每年都会主办三个旗舰活动：“Sing•浪”演唱会、“华彩”文化节和“锐•MIX”文化节。
2. These programmes have been well-received, with more than 85% of our attendees expressing satisfaction with the content.
这些活动一直以来备受欢迎，超过 85%的观众对我们的活动内容表示满意。
3. To benefit the wider public, many of our programmes are free or affordably-priced.
为了让广大群众受益，我们的节目大多免费或只征收象征性的费用。

Signature Programmes 旗舰节目	Description 简介
Sing•Lang Sing•浪	<p>This is a mega concert of Singaporean artistes who have made waves overseas (i.e. Kit Chan, A-do), and the next generation of rising stars (i.e. MICappella, Akeem Jahat etc.). Sing.Lang 2019 was held at the Singapore Sportshub for the first time and attracted over 6,000 attendees and garnered more than 300,000 views on Channel 8. Sing•Lang returned in 2021 celebrating the works of our local maestros Martin Tang, Kenn C, Goh Kheng Long and Terence Teo. Their original music arrangements were performed by Kit Chan, Joanna Dong, Olivia Ong, Yung Raja, Gina Tan and Benjamin Kheng. The show attracted more than 600,000 viewers on Channel 8 and meWATCH.</p> <p>The projected annual physical and online attendance/TV viewership are 5,000 and 500,000 respectively.</p> <p>这个大型的演唱会汇集了扬名海外新加坡歌手（如陈洁仪、阿杜）和新晋歌手（如 MICappella, Akeem Jahat 等）同台献唱。“Sing•浪 2019”首次于新加坡国家体育场举行，吸引超过 6 千名现场观众。演唱会也在 8 频道播出，吸引超过 30 万名线上观众。2021 年，“Sing•浪”通过 8 频道及 meWATCH 播出，邀请了陈洁仪、董姿彦、王俐婷、Yung Raja、吉娜和金文明等歌手呈献由本地华语乐坛编曲四大天王 Martin Tang（邓志明）、Kenn C、吴庆隆和 Terence Teo（张瑞成）编曲的劲歌金曲,吸引超过 60 万名线上观众。</p> <p>此项目预计每年吸引约 5 千名现场观众和 50 万名线上观众。</p>

<p>Cultural Extravaganza 华彩</p>	<p>Cultural Extravaganza brings together local arts and culture groups to present works that showcase the distinctiveness of Chinese Singaporean culture. Held over four weeks, the festival features markets, workshops, film screening, exhibitions, theatrical and musical performances.</p> <p>The projected annual physical and online attendances are 10,000 and 1 million respectively.</p> <p>“华彩”邀请本地艺术与文化团体携手呈献多元多彩的新加坡华族文化。为期一个月的文化节活动包括市集、工作坊、影片播放、展览、舞台剧和音乐表演。</p> <p>此项目预计每年吸引约 1 万名现场参与者和 100 万名线上参与者。</p>
<p>RE•MIX 锐•MIX</p>	<p>RE•MIX is a platform for youths to re-imagine our culture from new perspectives. Presented by youths for youths, the festival showcases how Chinese Singaporean culture has evolved through street dance, fashion, art, music and games. SCCC held its first hybrid edition in Jan 2021 and attracted about 2,000 onsite visitors and 590,000 online attendees.</p> <p>The projected annual physical and online attendances are 5,000 and 250,000 respectively.</p> <p>“锐•MIX”是一个让年轻人以新的视角重新构想我们文化的平台。由年轻人呈献给年轻人，“锐•MIX”通过街舞、时装、艺术、音乐和游戏等形式展现不一样的本土华族文化。中心于 2021 年 1 月首次以混合形式呈献“锐•MIX”，吸引超过 2 千名现场参与者和 59 万名线上参与者。</p> <p>此项目预计每年吸引约 5 千名现场参与者和 25 万名线上参与者。</p>

SCCC's programme highlights for Cultural Extravaganza 2022

新加坡华族文化中心“华彩 2022”的节目亮点

1. Cultural Extravaganza is an annual festival that represents and re-presents Chinese Singaporean culture.
“华彩”是本地的年度文化盛会，展现和重新诠释新加坡独特的华族文化。
2. In 2022, the festival will highlight the fusion of traditional and contemporary cultures, and the multi-cultural aspects of our unique Chinese Singaporean identity. It will be held in May and June 2022, and comprises free and ticketed events. 2022年的“华彩”将让大家欣赏到传统与现代文化的碰撞，以及多元文化如何塑造我们独特的新加坡华人身份。文化节将于2022年5月至6月进行，包括一系列免费和售票节目。

Programme Highlights 节目亮点	Description 简介
Shadow Moon 月背	<p>Inspired by the myths of <i>Chang E Flies to the Moon</i> and <i>Feng Meng Kills Hou Yi</i>, and creatively combined with <i>xinyao</i>, <i>Shadow Moon</i> is an original musical produced by PLAYInc. An exploration of self-reconciliation. The musical will be shown from 13 to 15 May 2022.</p> <p>《月背》此部作品藉由「嫦娥奔月」及「逢蒙杀羿」神话为灵感再与新谣做的创意结合，由 PLAYInc 制作的原创音乐舞台剧。一部阐述「自己与自己和解」的作品。音乐剧将于 2022 年 5 月 13 日至 15 日上演。</p>
Windward Side of the Mountain 山的迎风面	<p>SATheCollective, Nine Years Theatre and T.H.E Dance Company join forces to co- create Windward Side of the Mountain, a site-specific production set in a modern-day Asian city that follows a group of sojourners. Incorporating contemporary music, theatre and dance, this artistic collaboration between three local arts groups of different disciplines celebrates the warmth, strength, and will of humanity. The live production will be staged from 10 to 12 June 2022. (A video-on-demand version of the work will be available from July to September 2022)</p> <p>仨、九年剧场以及人·舞团联手共创特定环境演出 —— 《山的迎风面》。一群当代亚洲城市的旅者们毅然暴走，经历多重时空的起伏跌宕，仍坚持往无形之地前进，渴望走出一条生活之道。当他们到达了神山的另一面，看见迎向他们的竟是一股盘旋呼啸的风。三个不同领域的本地团体，集结了当代音乐、剧场和舞蹈的养分，碰撞</p>

	<p>出一场触及人性温度、力量和信念的艺术旅程。《山的迎风面》将于 2022 年 6 月 10 日至 12 日上演。</p>
<p>Treasures of the Clans 会馆精粹展</p>	<p>A collaboration with the Singapore Federation of Chinese Clan Associations, Treasures of the Clans is an exhibition that features paintings and calligraphic works in the collections of local clans. These paintings by local and international artists reflect the strong ties between artists and clans over the past century. This exhibition will be held from 3 June to 31 July 2021. Admission is free.</p> <p>《会馆精粹展》由中心和新加坡宗乡会馆联合总会联办。展出的 100 幅书法画作都出自本地及国外艺术家如林子平及徐悲鸿之手，并由本地多个会馆收集。这些书法画作最能体现艺术家和会馆之间在过去一个世纪的深厚情谊。展出日期为 2022 年 6 月 3 日至 7 月 31 日，地点是 7 楼的多功能礼堂，入场免费。</p>

SCCC's educational programmes
新加坡华族文化中心教育节目

1. Our centre has a permanent exhibition *SINGAPO 人: Discovering Chinese Singaporean Culture*, which highlights the distinctiveness of our Chinese Singaporean identity through food, language and festivals.
 中心的《新加坡华人·探索本土华族文化》常设展，通过饮食，语言和节庆等人们熟悉的日常文化，体现新加坡华族文化独特的一面。
2. Despite the challenging COVID-19 situation, this free bilingual exhibition has welcomed nearly 50,000 visitors since its opening in 2020, with youths forming 42% of the visitorship.
 尽管面对 2019 冠状病毒疾病的挑战，这个免费的双语展览自 2020 年开幕以来已吸引超过 5 万名访客，其中 42%为年轻人。
3. Through our educational programmes, SCCC has engaged nearly 6,000 students and 4,000 educators. Our programmes have been well-received. More than 80% have expressed satisfaction with our programmes. Many have shared that they gained new knowledge from the exhibition.
 通过我们的教育节目，中心让近 6 千名学生和 4 千名教师受惠。他们对我们节目的满意度更超过 80%。很多学生和教师也分享说他们从我们的展览学习到了许多新知识。

Educational Programme 教育节目	Description 简介
School Holidays Online Programmes 学校假期线上活动	<p>Online parent-child programmes during the school holidays are made available for children of ages 5 to 9 years old. These sessions use content from SINGAPO 人 exhibition to introduce how Chinese Singaporeans celebrate local Chinese festivals. Programme includes entertaining videos, fun quizzes, storytelling, and a craft activity.</p> <p>我们在学校假期推出的亲子活动适合 5 岁至 9 岁的孩童。结合《新加坡华人·探索本土华族文化》常设展的内容，我们向孩子们介绍本地华人庆祝各大华人节日的独特之处。节目内容包括有趣的视频、问答游戏、讲故事和手工活动。</p>
Online Sessions for Educators 线上教师专场活动	<p>Teachers are treated to a presentation of the SINGAPO 人 exhibition, followed by a discussion on how Chinese Singaporean culture can be made relevant to classroom</p>

	<p>teaching and learning, and a sharing of the free teaching and learning resources.</p> <p>我们向教师们介绍《新加坡华人·探索本土华族文化》常设展的内容，讨论如何在课堂学习融入新加坡华族文化的内容，以及分享相关的教学资源。</p>
<p>Online School Programmes</p> <p>线上学校活动</p>	<p>Teachers can opt for the online school programmes for their students of ages 4 to 18 years. These sessions use a multi-modal approach to learn more about the SINGAPO 人 exhibition and include quizzes, videos, and hands-on activities.</p> <p>教师可以为 4 岁至 18 岁的学生报名参加线上学校活动，通过多各种方式学习《新加坡华人·探索本土华族文化》常设展的内容，包括问答游戏、视频和手作活动等。</p>
<p>Guided Tours for Schools</p> <p>学校导览活动</p>	<p>Led by our trained facilitators, schools go on a guided tour of SINGAPO 人, to understand how its content may be made relevant to the teaching of Chinese Language, Character & Citizenship Education and History.</p> <p>学校可以组团参观《新加坡华人·探索本土华族文化》常设展，在我们专业的导览员带领下学习关于华文、品格与公民和历史相关科目的知识。</p>

SCCC's online content

新加坡华族文化中心线上节目

1. To reach out to youths who are active online users, the Centre creates engaging digital content to promote Chinese Singaporean culture.

中心推出一系列精彩的线上节目，让活跃于网络的年轻朋友能够更方便地接触本土华族文化。

2. Our online videos and games are well-received and have attracted more than five million views to date.

我们的线上节目如视频和游戏备受欢迎，目前吸引超过 500 万点击率。

Online series	Description
Ongoing videos series 正在推出的视频系列	<p>Since July 2020, we have put up infotainment videos on SCCC social media platforms (YouTube, Facebook and Instagram) for the public to discover lesser-known stories behind our festivals, traditions, foods and customs as well as relive the Centre's past performances. Signature video series include <i>Kaki Says</i> (卡其说), <i>Keeping Traditions Alive</i> (保留传统习俗), <i>Try Leh, Singaporean</i> (试不试新加坡!) and <i>My Job, My Story</i> (职业人生). To date, these videos have garnered more than 3.2 million views.</p> <p>自 2020 年 7 月起，我们在中心的社交媒体平台（YouTube、脸书和 Instagram）推出一系视频，包括介绍关于节日、传统习俗和美食鲜为人知的故事的视频系列，以及中心过去的演出。其中包括《卡其说》、《保留传统习俗》、《试不试新加坡！》和《职业人生》视频系列。目前，这些视频的点击率已超过 320 万次。</p>
New video series 即将推出的视频系列	<p><i>Ways of Being</i> highlights ten values cherished by many Chinese Singaporeans. This heartwarming video series reflects upon values ever-present in Singaporeans' daily lives. Each episode is released monthly from February to November 2022, with a total of five episodes in English and Mandarin respectively.</p> <p>《人情味》视频系列聚焦新加坡华人所珍视的 10 个价值观。这组温馨的视频系列，将带观众走入新加坡人的日常生活，从而感受这些价值观的体现。此系列将从 2022 年 2 月起至 11 月，以中英语各五集的方式，在中心的社交媒体平台每个月推出一集。</p>

<p>TGIF Music Station 周 5 音乐站</p>	<p>Featuring Singapore's favourite performing artists and rising stars, this monthly free livestream concert promotes Chinese Singaporean culture through pop music.</p> <p>每个月的“周 5 音乐站”直播都会邀请本地艺人献唱，通过流行音乐推广新加坡华族文化。</p>
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SCCC's outreach programmes

新加坡华族文化中心的户外拓展节目

1. To reach out to the wider public, the Centre organises travelling exhibitions on topics related to Chinese Singaporean culture such as food, language and festivals.

为了能够让广大的群众认识新加坡华族文化，中心主办流动展览，为大家介绍独特的本土华族文化，包括美食、语言和节日等。

2. By travelling to external venues such as public libraries and shopping malls, the Centre has reached out to more than one million visitors to date.

目前，我们在各大图书馆和商场的流动展览吸引了超过 100 万名访客。

Travelling exhibitions	Description
<i>One of Us, All of Us</i> Exhibition 《自己人•一家人》特展	<p>Based on the <i>One of Us</i> video series, this exhibition provides insights into our local Chinese dialect cultures. Visitors will discover individuals who are making waves in dialect culture through stories, videos, and artefacts in this special exhibition. This free exhibition is held at the Singapore Chinese Cultural Centre till 31 March 2022. The exhibition will travel to multiple locations starting from April this year. Admission is free.</p> <p>继《自己人》视频系列后，《自己人•一家人》特展通过视频里 20 多名人物的故事，讲述本地方言文化鲜为人知的一面。无论是听故事、看视频，或观赏展品，都能让访客感受到他们在推广方言文化上的用心。此特展在位于新加坡华族文化中心一楼的和美广场举行至 2022 年 3 月 31 日。入场免费。从 2022 年 4 月开始，公众将有机会在新加坡多个地点免费参观《自己人•一家人》展览。</p>
<i>Secret Ingredients</i> Exhibition 《美食解密》巡回展	<p>The <i>Secret Ingredients</i> travelling exhibition takes visitors on a gastronomic journey to explore how our distinctive Chinese Singaporean identity is reflected through local cuisine. It is based on the popular SINGAPO 人 exhibition and will make its first stop at Waterway Point on 1 March 2022. Admission is free.</p> <p>《美食解密》巡回展带领访客踏上一趟美食之旅，通过本地美食发现新加坡华族文化的独特性。本次巡回展取材自备受欢迎的《新加坡华人·探索本土华族文化》常设展，旨在将文化带进人们的生活中。巡回展的首站是榜鹅水滨坊，展期为 2022 年 3 月 1 日至 31 日，入场免费。</p>

Life is Sweet: Ang Ku Kueh Girl Exhibition
《甜蜜的小日子•红龟粿女孩》特展

Life is Sweet: Ang Ku Kueh Girl captures the adorable antics and adventures of Ang Ku Kueh Girl. Through a series of illustrations written and created by Wang Shijia, this exhibition showcases Ang Ku Kueh Girl discovering the true source of happiness and beauty through everyday events in her daily life. The free exhibition is held at the Singapore Chinese Cultural Centre's Level 9 and 10 Foyer till 30 June 2022.

《甜蜜的小日子•红龟粿女孩》特展让公众一探红龟粿女孩充满趣味的想法和冒险的精神。通过王士佳创作的一系列可爱卡通人物，公众可跟随红龟粿女孩的脚步体会感恩的心就是幸福的根源。公众可从即日起至 2022 年 6 月 30 日在新加坡华族文化中心九和十楼前厅参观展览，入场免费。

SCCC's accessibility programmes

新加坡华族文化中心具包容性的节目

1. SCCC strives to make our programmes more inclusive to meet the needs of different audiences.

新加坡华族文化中心致力于打造具包容性的节目，把丰富的节目带给更多不同需求的公众。

2. For instance, we have conducted virtual tours of our SINGAPORE exhibition for the elderly with mobility difficulties, making it easier for them to participate in our activities comfortably in hospitals or care centres.

例如，我们为行动不便的年长者提供线上导览，即使在医院或护理中心也能舒适地参与我们的活动。

3. Currently, SCCC already has wheelchair-accessible and senior-friendly features such as:

- Designated parking lots next to lift lobby at every level for patrons with mobility difficulties
- Lift announcement, braille and tactile markings in the lifts for visually handicapped
- Wheelchair loan service
- Accessible toilets and nursing rooms
- Braille handrails
- Special seating arrangements for patrons with mobility difficulties at our performance venues
- Rest areas around our premises.

目前，中心已设有让轮椅使用者、年长者和残障人士更方便移动的无障碍设施，例如：

- 在每层停车场的电梯大堂旁设置无障碍停车位
- 电梯内提供语音播报，盲文点字牌(Braille)及凸纹 (tactile)
- 轮椅借用服务
- 无障碍卫生间及哺乳室
- 附有盲文的扶手
- 在表演场地内为行动受限者提供无障碍座位
- 在中心大楼各处设休息区

4. We will continue to look for opportunities to further improve accessibility for patrons with disabilities.

我们将继续寻求机会改善我们的设施，让有需要的访客受益。