



Media Factsheet

2022 Programme Line-up

2022 marks Singapore Chinese Cultural Centre's (SCCC) 5th anniversary. Opened by our Patron, Prime Minister Lee Hsien Loong on 19 May 2017, our Centre aims to present diverse aspects of Chinese Singaporean culture and inspire Singaporeans to appreciate and embrace our distinctive identity. To celebrate this milestone, SCCC has planned a year-long celebration. Ranging from an interactive website to a concert with some of our biggest local music artistes, there will be something for everyone.

Festive Fever microsite

Festive Fever is a one-stop platform to help Singaporeans with the dos and don'ts of Chinese New Year. The all-in-one microsite provides information on different aspects of Chinese New Year, such as:

- Yusheng guide
- Festive greetings in Mandarin and dialects
- Conversation starters for different generations
- Family tree
- Taboos
- Origin stories
- Activities to do at home and outside during Chinese New Year, including those by SCCC
- Snack guide
- Quizzes
- Chinese New Year songs playlist

Please visit the microsite at <http://festivefever.singaporeccc.org.sg/chinese-new-year>.

SCCC CNY Red Packet 2022: Roar into the new year with 5 blessings



Photo: CNY Red Packet 2022: Roar into the new year with 5 blessings

In celebration of Chinese New Year, 76-year-old calligraphy master Yong Cheong Thye and 28-year-old illustrator Toby Tan (Tobyato) collaborated on a set of unique red packet designs. Featuring digitally-stencilled tigers interacting with the *fu* (福) greeting written in five different calligraphy scripts, these designs showcase the evolution of culture, and represent the fusion of traditional and modern art forms.

SCCC visitors may redeem a free set of red packets from the reception at the Singapore Chinese Cultural Centre Level 1 till 15 February 2022, while stocks last. Each set comprises all five designs.

One of Us, All of Us Exhibition



Photo: One of Us, All of Us exhibition

Based on the *One of Us* 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. From a young adult who has

been performing Teochew opera since she was three to an ang ku kueh brand giving a new spin to the traditional snack, every story brings a new perspective to our dialect cultures. This free exhibition will be held at the Singapore Chinese Cultural Centre's Ho Bee Concourse, Level 1 till 31 March 2022.

Life is Sweet: Ang Ku Kueh Girl Exhibition



Photo: One of the works on display at Life is Sweet: Ang Ku Kueh Girl exhibition. All works on display have been updated especially for the exhibition.

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 will be held at the Singapore Chinese Cultural Centre's Level 9 and 10 Foyer till 30 June 2022.

SCCC x Ang Ku Kueh Girl and Friends Sticker Pack



Photo: SCCC x Ang Ku Kueh Girl and Friends sticker pack collaboration

SCCC offers a set of collectibles every Chinese New Year for its partners and the public. To make Chinese New Year greetings more accessible to a wider audience, SCCC has collaborated with Ang Ku Kueh Girl and Friends to release a WhatsApp and Telegram sticker pack. Fun and festive, this unique pack provides a refreshing way for people to send greetings to their loved ones. The pack consists of 10 bilingual stickers, and can be downloaded for free at these various links:

Google Play Store: <https://play.google.com/store/apps/details?id=com.akkg.stickerapp>

App Store: <https://apps.apple.com/sg/app/id1522898209>

Telegram: https://t.me/addstickers/CNY_SCCC_AngKuKuehGirl_Animated

Find out how to download these stickers [here](#).

Ways of Being video series



Photo: Ways of Being

Ways of Being highlights ten values cherished by many Chinese Singaporeans. This heartwarming video series reflects upon values ever-present in Singaporeans' daily lives. Each episode will be released monthly from February to November, with a total of five episodes in English and Mandarin each.

Funderland



Photo: Funderland (Roof Garden)



Photo: Funderland (Roof Garden)

To be launched in early April, Funderland is a striking and playful art installation that brings visitors on a three-part adventure to discover tigers hidden throughout the SCCC building. Drawing inspiration from the Chinese nursery rhyme *Two Tigers* and the folktale of *Wu Song Fighting the Tiger*, Funderland can be found on the Singapore Chinese Cultural Centre facade, Ho Bee Concourse at Level 1 and Roof Garden.

Funderland is commissioned by SCCC, and created by One Bite Design Studio and Vertical Submarine.

Cultural Extravaganza 2022



Photo: Cultural Extravaganza Logo

Cultural Extravaganza was first launched in 2017, in conjunction with the opening of the Singapore Chinese Cultural Centre (SCCC). It is an annual cultural festival that represents and re-presents Chinese Singaporean culture through imaginative programmes.



Photo: T.H.E Dance Company's Pán Performance in Cultural Extravaganza 2021

Cultural Extravaganza 2022's programmes will highlight the fusion of traditional and contemporary cultures, as well as the multi-cultural aspects of our unique Chinese Singaporean identity. *Cultural Extravaganza 2022* will be held in May and June and consist of both free and ticketed events.

Here's a sneak peek at the programme line-up for *Cultural Extravaganza 2022*:

- SingaRocks

An original musical production by PLAYInc, *SingaRocks* is inspired by the narratives of *xinyao* music. The musical recounts the story of two youthful individuals navigating life, caught up in passion, ambition and love. The musical will be shown from 13 to 15 May 2022.

- Windward Side of the Mountain

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 in their tracks. Through the ups and downs and the multi-dimensional mysteries of their uncharted journey, they carve out a way of living and eventually find themselves on the other side of a legendary mountain – only to discover that this is the side where the wind bellows.

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)

- Treasures of the Clans



Photo: One of the *Treasures of the Clans* artworks by local artist Liu Kang

A collaboration with the Singapore Federation of Chinese Clan Associations, *Treasures of the Clans* is an exhibition that features paintings and calligraphic works found 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 at the Singapore Chinese Cultural Centre's Multi-Purpose Hall, Level 7 from 3 June to 31 July 2021. Admission is free.

SINGAPO 人 Microsite

The public can look forward to experience the SINGAPO 人 exhibition online through an interactive microsite. The microsite will be launched in the first half of 2022.

Secret Ingredient Travelling Exhibition

The *Secret Ingredient* travelling exhibition takes visitors on a gastronomic journey to explore our unique Chinese Singaporean 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.

One of Us, All of Us Travelling Exhibition

Visitors may catch the *One of Us, All of Us* exhibition at multiple locations across Singapore. In April, we'll be bringing the *One of Us, All of Us* exhibition to various heartland locations. Admission is free.

RE•MIX 2k22

SCCC's signature youth festival RE•MIX 2k22 is back with a line-up of programmes for youths by youths. A platform for youths to express their creativity and experience Chinese Singaporean culture, RE•MIX 2k22 will be held from 18 to 27 November 2022. It will consist of free and ticketed events.



Photo: RE•MIX the Dance: 2 VS 2 Freestyle Dance Battle from RE•MIX 2k21

- Youth Open Call for RE•MIX 2k22

In celebration of our fifth anniversary, we are inviting youths aged 17–25 to reflect on what it means to be a Chinese Singaporean. Youths may submit their programming proposals to SCCC for consideration. Programmes may take any form including performances, exhibitions, short films, publications, and art installations. SCCC will provide support and funding for shortlisted proposals to be part of the RE•MIX 2k22 in November 2022. More information about the open call will be released at a later date.

Sing•浪 2022

Sing•浪 is SCCC's signature concert featuring some of Singapore's best artistes who have made waves overseas, as well as the next generation of rising stars. This concert will be the grand finale of the 5th anniversary celebrations. Sing•浪 2022 will be held at the Singapore Indoor Stadium on 26 November 2022.

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