

# Our Proposal for the Experiential Showcase at Fort Canning Art Centre

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## **1. Overview**

This report focuses on the execution plans and details of the content and exhibition section of the Singapore Bicentennial Office event. With the aim of looking back at how Singapore came into being and looking forward to Singapore's future, we hope to connect with our visitors through an interesting and interactive exhibition showcase. Given that food is an undeniable passion for Singaporeans, we have decided to leverage on it as an accompaniment to unfold Singapore's past, present and future.

## **2. The 5 Galleries and the Installation**

Through our experiential showcase, we wish to bring our visitors through five interconnected galleries, each representing one of Singapore's significant times in its modern history. The galleries will be arranged in a chronological manner, and aim to offer visitors a holistic experience during their visit, by tapping on their five senses.

The installation will also resonate with our galleries, involving five figures dressed in their respective clothes from different time periods, holding their food of choice during that specific time.

## **5. Conclusion**

We hope to be able to showcase Singapore's immense growth, despite past hardship and difficult times, through the evolution of food. As Singapore continues to move forward, we hope that Singaporeans can actively play a part in forging this future together.

## **3. Partnership with NGO**

We believe that introducing Foodbank - a NGO, will make this event more meaningful as we spread the message of food wastage. On top of that, we will be engaging local F&B startups to sell food at our event with 50% of the profit being donated to Foodbank to aid them in providing nutritious meals for the people with financial difficulties or the elderly at old folks home.

## **4. Action Plan**

We will be promoting this experiential showcase via Facebook and Instagram. As majority of Singaporeans have a social media account, we will leverage on such platforms to help us reach the mass market more effectively and efficiently. We will also engage influencers to help us promote the event and also encourage local F&B startups to come onboard and sell any food products related to any of our exhibits. Upon confirmation, we will start printing the collaterals for our F&B vendors and the event.

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## Introduction

The following report is a proposal by our team from SBO for the experiential showcase at Fort Canning Art Centre from June to September 2019. This will bring Singaporeans on a reflective journey of our key milestones in our history. We will be going through our installation and the five galleries. Our aim is to provide an engaging and interactive way for visitors to the exhibition by providing them experiences that will tap onto their 5 senses. An action plan will also be proposed where we hope to promote our event to the public and tap on influencers and local food bloggers. We will also be proposing a collaboration with an NGO to add value to this event.



<https://thehoneycombers.com/singapore/top-10-things-to-do-in-singapore/>



<https://www.onthisday.com/photos/singapore-leaves-malaysia>

## Singapore History and Evolution of Food

For our galleries, we start off with the Japanese Occupation, a period of severe hardship and poverty. The war disrupted Singapore's society and economy, causing food shortages and widespread malnutrition. Even after the war, poverty remained rampant as Singapore struggled to recover and regain order. As the situation gradually improved, Singapore moved towards independence. After achieving independence, a strong government helped Singapore progress quickly to become the first world country it is now. Even now, we face problems, but as a nation, we have the capability to move forward together. Through it all, we can see the evolution of food reflecting Singapore's growth, from lack of food and hawkers to a plethora of cuisines and variety of dining options. Food has become more than just sustenance, it is a national pastime for Singaporeans and a social tool bonding people together.

### Concept

Our installation is designed based on the evolution of food and quality of lives in Singapore over the years.

### Design

To add a taste of life and a factor of attraction, our installation is joint by five quintessential figures from five remarkable timeframes of Singapore, each holding common food during their times. The figures will serve as individual representatives in each of the five galleries.

### Details of Installation (From Left to Right)

#### Gallery 1:

Early 1940s - White singlet, shorts, slippers || Staple Food

#### Gallery 2:

Late 1940s - White shirt, shorts, sandals || Rice, Egg, Soy Sauce

#### Gallery 3:

1960s - 1980s - Vintage dress || Rojak

#### Gallery 4:

Present - Classic business attire || Chilli Crab

#### Gallery 5:

Future - Street Style || Visitors to imagine the future of food

### Visitor Interaction

<https://www.etsy.com/listing/490063323/fireman-photo-prop-wooden-fire-fighter>



To engage visitors, we will place the respective real life size display stands with head-hole cut-out in each gallery where visitors can take pictures with it. There will also be a contest where visitors are to take and post a picture of themselves in the cut out at all 5 galleries on their Instagram account using the hashtag #foodevo where they stand to win attractive vouchers.





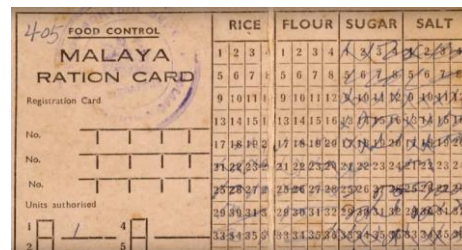
1942 - 1945



<https://sites.google.com/a/skss.edu.sg/neoncolourgroup2hi/products-services>



<http://www.bobkelsey.net/mem.html>



<https://mothership.sg/2016/12/heres-how-spores-japanese-occupation-survivors-endured-3-years-of-hunger-part-1/>

## Hardship

During the Japanese Occupation, the traditional entrepot trade in Singapore was disrupted. This caused a shortage of food supply from neighbouring countries, and therefore led to discernible ramifications of daily lives back then. Consequently, fresh vegetables and fruits were extremely limited and demand soon outstripped supply. Households were subjected to food rationing and each household only received a small unit of food per month. As such, malnutrition was a common sight as sweet potato and tapioca became one of the only sustenance available.

## Poverty

Apart from food shortage, the Japanese also issued their own currency during their occupation, commonly referred to as the banana money. However, it was heavily misused as the Japanese printed the money wherever and whenever. This led to hyperinflation and eventually caused the currency to be worth nothing but mere pieces of paper. Evidently, price soared and adding on to the limited amount of food, people could hardly afford to purchase anything sufficient.

Therefore, this period was plagued with hardship and poverty as hunger became a norm.





Visitor Experience

For this gallery, we hope to engage visitors through what they see, touch and hear. As such, they can immerse themselves in an environment where they feel like they are travelling back in time, where citizens lived in hardship and poverty.

❖ Upon entering, visitors will be in a kitchen setting dated back in the 1940s.

Gallery One Floor Plan



Gallery Setting

At the top left hand corner of the gallery, there will be a station to showcase ration packs just like how they were distributed during the Japanese Occupation.

Near the exit, there will be the corresponding real life size cut-out, for visitors to have take pictures with.

Kitchen Setting

The gallery will be set up as a kitchen, which is bare and indecorous, with unvarnished wooden floor and an old light bulb hanging from the middle of the ceiling, creating a dim lighting. A spacious wooden table will sit in the centre of the kitchen with the seats filled as family size used to be bigger. Here, the family will be in the midst of having their meal, which should be deemed as the least scrumptious - such as sweet potatoes.





**"We ate a lot of tapioca,  
a lot of sweet potatoes...  
Ate a lot of eel because we  
had very little meat and fish."**

*- Professor Tommy Koh, oral history interview given to National Archives*

**"That was the time when  
everyone was hungry,  
every now and then hungry,  
every minute of the day is  
nothing but wanting to eat."**

*- Ms Mary Lim, born 1922,  
oral history interview given to National Archives*

**"(As a teacher) I was paid only a  
miserable sum....a few hundred  
banana dollars, which was hardly enough  
to buy even a kati of good fresh pork."**

*- Mr Ngui Jim Chiang, oral history interview given to National Archives*

**"Nowadays there is a great  
scarcity of food. Rice can't be  
bought without permits. Only  
now we realise what war is."**

*- 26 February 1943 diary entry of  
Mr Alexander Sudaruseen Abisheganaden,  
born 1926, taken from Youtube.*

<https://mothership.sg/2016/12/heres-how-spores-japanese-occupation-survivors-endured-3-years-of-hunger-part-1/>



To build a better understanding of the banana money, an interactive touch-screen will be attached on the wall. The digital screen will serve as a currency exchange board between the banana money and today's SGD worth. Visitors can choose to increase or decrease the value of the banana money to see its corresponding worth today. This will give them a better perspective of the serious hyperinflation during the Japanese Occupation.

On the other side of the room, there will be informative booths for visitors to learn about the situations during the Japanese Occupations in detail. To maximize the convenience of our visitors, apart from reading the materials at the booths, hearing devices will also be issued at the entrance of the gallery to serve as a digital tour guide within the gallery. Each booth will have their respective checkpoints for visitors to select the channel that they are interested to know more about. The contents will include situational information, on hardship and poverty mentioned earlier, as well as illustrative examples narrated by someone who has been through that period of time.





1945 - 1964



<https://www.bbc.com/news/world-asia-15971013>

### **Social Situation**

After the Japanese surrendered to the Allies on 15 August 1945, Singapore fell into a brief state of violence and disorder, where looting and revenge-killing were widespread due to the shortage of food and necessities. On top of this, much of the infrastructure had been destroyed during the war, including electricity and water supply systems, telephone services, as well as the harbor facilities at the Port of Singapore. Education was also disrupted and culminated into a series of strikes in 1947. This caused massive stoppages in public transport and other services.



<http://www.country-data.com/cgi-bin/query/r-11922.html>

### **Economic Situation**

Many efforts were made to improve the economic state left behind by the war. The harbour was cleared to facilitate trading and warehousing, another round of food rationing was also introduced to efficiently improve the economic plight. Examples include strict price control for essential food, heavy punishment for profiteering and the setting up of family restaurants to provide 8 cent meals including rice, fish, vegetables and iced tea for the very poor.

During this period, people started to grow food such as vegetables, fruits, maize and dry rice, as a way of living to support themselves.



## Visitor Experience

During this time period, Singapore moved towards early independence. Although things did not start well, but within the short few years, noticeable improvement had been made through people’s own efforts. To resonate with this, we have designed our gallery as follows.



### Gallery Setting

Visitors will enter a grass carpeted room, with crop displays and real life size plastic sculptures of farmers in animated actions. At the centre of the room, there will be a sculpture of a farmer selling food on a balancing pole, which was previously widely used as a tool to carry food and other items around. Along the wall, visitors will also find displays of villagers eating and selling food on the floor. Similar to gallery one, there will also be an real life size cut out near the exit.



<https://mothership.sg/2017/09/spores-hawker-centres-renowned-for-its-ingenuity-being-an-oxymoron/>

Near the exit, there will be a rice-carrying challenge area where visitors will be challenged to carry a heavy sack of rice on a carrying pole. During that period, instead of the usual 5kg sacks today, people carried up to 20kg. This activity serves as an interactive experience for visitors to have a taste of how most people worked in the past.

The hearing devices given at the entrance can be used at information booths in gallery two, located along the side of the walls near the entrance. Content for this gallery would include not only the situational descriptions on living conditions back then, but also lively play-outs on how food was bought and sold during this period.



1965 - 1980s



<http://www.nlb.gov.sg/biblioasia/2016/07/09/for-gotten-foods-mealtime-memories/#sthash.xzKHUwNu.FXCV7Pso.dpbs>

## Multiracialism

Multiracialism was and is still a core principle established when Singapore gained independence. Due to Singapore's history as a port, it had a diverse culture and migrants from many different lands. This variety of races caused segregation in Singapore which was exacerbated by the merger with Malaysia - which did not work out, thus, causing tension amongst different races. Acknowledging this as an issue they had to overcome to truly become one nation, Prime Minister Lee Kuan Yew, advocated multiracialism. In time, food became a tool to bond different cultures, as people tried food from other cultures. Eventually, this helped them to embrace different cultures through food.

## Hawker Centres

Hygiene conditions were poor during this period. Both hawkers and consumers were unaware about hygiene issues and were not concerned about it. Communal bowls were used for sharing, and people did not bother washing hands. Packaging such as recycled exercise book paper were used for food. Charcoal was used for cooking as well, which was both bad for health, and for the environment. Pushcart hawkers contributed to the raucous yet high-spirited environment as they jostled for attention. Oftentimes, those serving on busy streets would obstruct traffic. The government eventually stepped in and built hawker centres for more order, and now hawkers are an integral part of Singapore's history, with Lau Pa Sat even being listed as a national monument in 1973.

This period of time was when Singapore grew economically and socially.



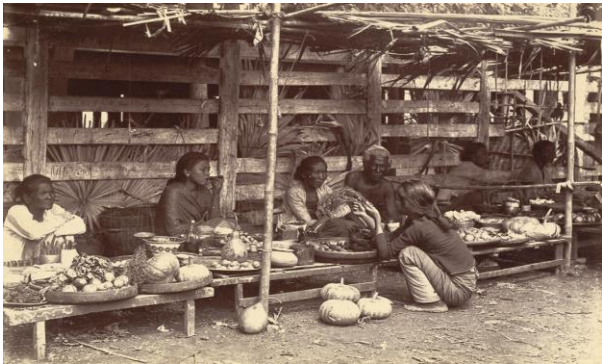
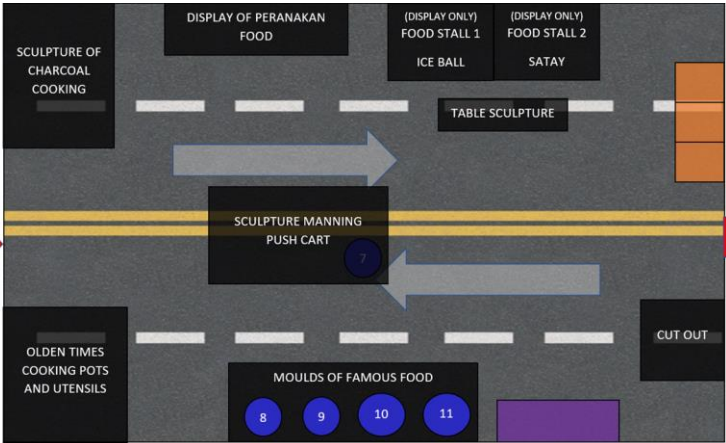
Visitor Experience

For this gallery, we want visitors to be able to visualize how it was like back then, and see what Singapore was like before it transformed into a first world country, as well as how food played an integral part in changing that.

Roadside Setting

The setting of this gallery will be along the road, simulating a common setting back then. There will displays of food stalls selling food such as ice balls, which are no longer sold, as well as satay, still a popular food. Big tables will be set in front of those stalls, to replicate the communal seating back then.

Gallery Three Floor Plan



https://en.wikipedia.org/wiki/File:Vegetable\_stand\_madraslancer\_mandalay1886.jpg

Gallery Setting

There will also be a sculpture of a hawker manning a pushcart, along with a sculpture of charcoal cooking tools and other pots used back then. A display of Peranakan food and kuehs will be placed, as well as moulds of other famous foods and an information board. There will also be the corresponding cut out near the exit.







There will be hearing device checkpoints at the moulds of famous foods, each with information about that particular food was made and sold in the past, as well as whether they are currently still enjoyed.

Visitors are allowed to try out pushing the pushcart set that is located in the center along the rails nailed into the floor.

There will be three opaque boxes filled with a distinct smell of a specific food in each of them. Visitors can lean nearer and try to guess the food. The three boxes will contain chicken rice, laksa, and nasi lemak (pandan) respectively, all of which are famous foods representing different cultures.



<http://www.nlb.gov.sg/biblioasia/2016/07/09/forgotten-foods-mealtime-memories/#sthash.isXOutc9.dpbs>

<https://www.theurbanwire.com/2014/09/makan-mentions/>

<http://blogtoexpress.blogspot.com/2014/08/what-we-eat-is-what-we-see-and-smell.html>







Current



<https://www.straitstimes.com/singapore/opening-of-hipster-hawker-centre-in-pasir-ris-delayed>

Today, Singapore has established itself as a first world country, and enjoys a diverse and rich variety of cuisines and food places.

### Food as Part of Our Identity

Food plays an integral role in Singapore. It is one of our people's favourite pastimes and has become the lubricant and instigator of social integration. As in the past when we went through nation building, food is still the one thing that unites different races and allows us to easily embrace other cultures. In fact, more and more cuisines are being offered in Singapore, such as Korean, Japanese, Vietnamese and more. These cuisines are served in both hawkers and high end restaurants.

### Society

As Singapore has grown economically, more people get to truly enjoy food, and not eat for subsistence only. Supper is becoming increasingly popular - with more and more late night supper spots surfacing. Photographing food and sharing it online has also become common, with this being the age of digital media. People can choose what to eat simply by its aesthetics. With progress, our society has also hopped on the cashless bandwagon, with cashless payment options being widely available, even in hawker centres.

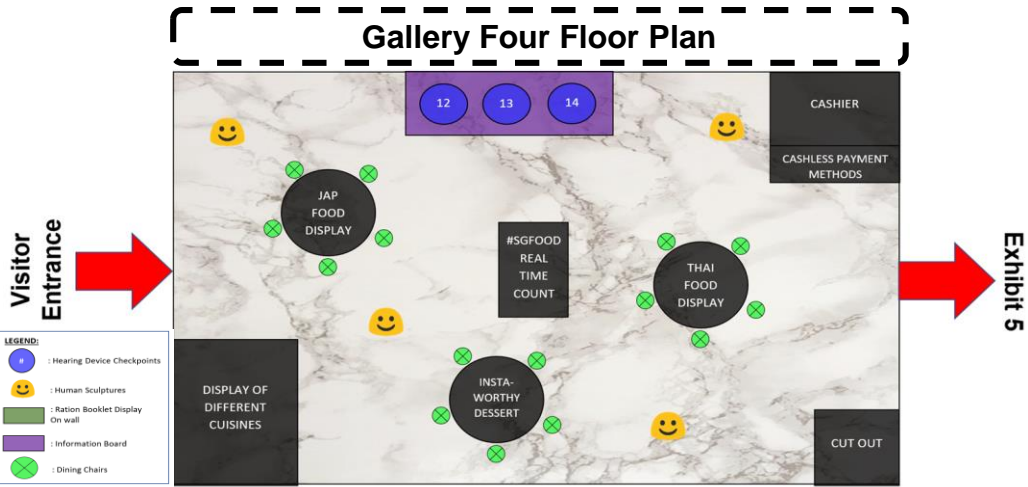


Visitor Experience

This gallery is meant to evoke a deep sense of familiarity, as if visitors were enjoying a day outside. This contrasts with the previous galleries, and showcases how much we have progressed as a nation.

Gallery Setting:

This gallery is set in a modern day restaurant, with a red colored theme. This is because red has been proven to increase appetite. At the entrance, there will be displays of different cuisines. Three round tables are placed in the room, each with different types of food on display - Japanese, Thai, and Western. Human sculptures will be arranged around the tables, serving, eating, or taking photos of their food.



To resonate with today’s social and digital age, a large LED board which shows a real time count on the number of people using the hashtag #sgfood on social media will be seen at the centre of the room, hanging from the top. At the side will be an information board about new supper spots, and near the exit, there will be a cashier, and various payment methods will be displayed. There will also be the corresponding cut out near the entrance.



There will be hearing device checkpoints at the information board that provide the background of the various popular cuisines in Singapore, as well as key ingredients used.





## Future

As the last gallery, we hope that our visitors can look beyond the current situation, into how the development of various industries can influence the food industry in Singapore. Given this, the sharing economy will serve as a smooth transition to talk about the future of food.

### Sharing Economy

Today, as the pace of Singaporean's lives continues to increase, convenience has become constantly sought after by many, and food is no exception. More people are willing to pay a little bit extra for the food services and to get the food as quickly as possible after a long day. Therefore, the popularity of food delivery is on the rise.

Food delivery apps such as FoodPanda, Deliveroo and Grab Food, are coming into play, to provide customers with more speed, freedom and choices everyday. With the development of enhanced technology and communication tools, the sharing economy has been playing a leading role in shaping the future of Singapore's economy. Sharing economy in Singapore has reached its highest in history, across different industries - from food, to transport and even accommodation.

### Globalisation

With western dining options and styles coming into the scene, the hype involving fusion food is growing and evolving faster than ever. Fusion of familiar dishes like chicken rice or nasi lemak with a western aesthetic is common in different cafes and restaurants, as chefs and entrepreneurs continue to experiment with different ingredients and ways of bring the East and the West together.

### F&B Scene Today

Today, there is apparent insufficient support and attention given to the food sector, as the industry continues to be oversaturated. Hawker food, part of Singapore's culture, is experiencing a decline as rents and costs rise. On the other hand, young adults nowadays are placing focus on cafes and restaurants as standard of living is much better and gourmet food is highly enjoyed and appreciated. This signifies how Singapore's food culture may be shifting towards a different direction.



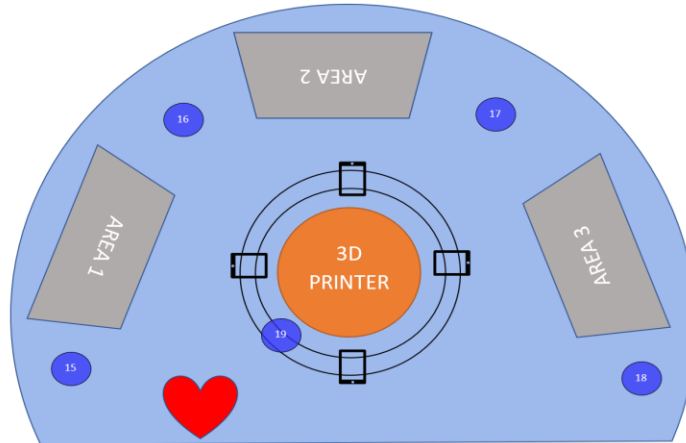
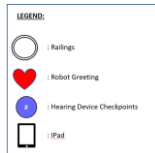
## Visitor Experience

In this last gallery, we want to give it a futuristic vibe, and hope that it will leave a lasting impact on visitors.

### Gallery Setting:

The room will be occupied by a globe structure. At the entrance, there will be a robot greeting visitors to immediately evoke a technological and futuristic vibe. Inside this structure, there will be three displays on the sides on the sharing economy, fusion of food and Singapore's F&B scene. The globe has a misty effect to generate a futuristic atmosphere. Outside the structure, around the globe, there will be summaries of the previous galleries and their respective time periods. There will also be the corresponding cut out, and more information on the Instagram contest involving the cutouts.

### Gallery Five Floor Plan



As usual, hearing device checkpoints will be next to the various displays, giving background, as well as instructions for the interactive parts of this gallery.



There will be a 3D printer in the center of the globe structure, surrounded by iPads. Visitors can use these iPads to design the fusion of foods they would like to see in future, and this can be printed out by the 3D printer, as a souvenir for them.

Introduction

We believe that there is more to just an experiential showcase. Therefore, we are bringing in a NGO company to serve as a value add and to have a call to action for people who visited the event. We will be partnering with Foodbank to address the issue of food wastage (Appendix A) in Singapore. Vendors will be invited to sell food related to our theme and 50% of the profit will go to Foodbank. We believe that this event will make a great impact on both the Foodbank and also the visitors.

Company Background

Foodbank is a non-profit, charitable organization that distributes food to those in need.

Foodbank gives out most or all of their food directly to the end users. The largest sources of food include for-profit growers, manufacturers, distributors, and retailers who in the normal course of business have excess food that they cannot sell. Some Foodbanks receive a substantial proportion of their food from individual donors, including their volunteers.

The world's first food bank was established in the US in 1967, and since then thousands of them have been set up all over the world. In Europe, which until recently had little need for food banks due to extensive welfare systems, their numbers grew rapidly after the global increase in the price of food which began in late 2006, and especially after the financial crisis in 2007–08 began to worsen economic conditions for those on low incomes.

How It Works



<http://www.foodbank.sg/index.php/banking-differently/how-it-works>


A food bank operates like a for-profit food distributor. However, instead of food retailers, it distributes food to charities.

Donated food comes from food left over from the normal processes of for-profit companies. The food is then distributed to food aid agencies which could be private or public, religious or secular.



Promotion Strategies - 2 Channels

According to research (Appendix B), mobile penetration rate in Singapore is 85% and 77% of Singaporeans are active on social media.

 Our Instagram campaign focuses on contests to generate hype and awareness. Inside which, we have added an element of crowdsourcing marketing that will complement and boost the effectiveness of the campaign.  
<https://en.instagram-brand.com/assets/glyph-icon>

We will begin our Facebook marketing Campaign with split testing (Appendix C) in order to pick out the most effective advertisement for the target audience before focusing our remaining budget on the best combination.  
<https://en.facebookbrand.com/assets/f-logo>



Partnership



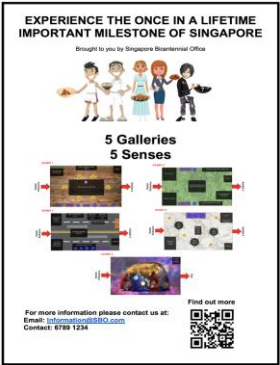
Local F&B  
Startups

<http://www.foodbank.sg/>

We would start to send out the invitations to all the local F&B startups to participate in this event. We will partner with Foodbank and Local F&B startups to make this showcase even more meaningful. Local F&B startups will only be allowed to sell food that is related to our exhibits theme. This is to value-add the customer experience where they can try out different types of food shown in the exhibits. 50% of the profit will then be donated to Foodbank, and this would be a win-win situation for both - local F&B startups will gain more brand awareness and Foodbank is able to receive more donation via this showcase and the people who visit our experiential showcase will be able to enjoy all the experience provided and knowing that it is for a good cause as well.

Timeline

Please refer to (Appendix D) for clearer photo

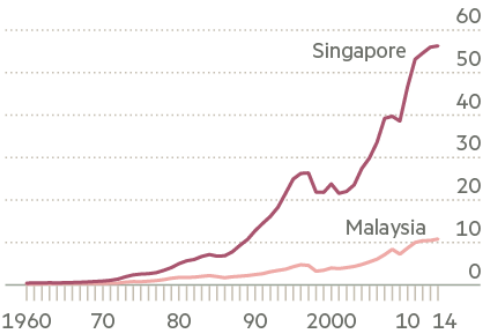


Singapore’s youthful vigour is visible in every sense to the rest of the world, being a truly global centre for finance, shipping, trading and tourism. Its growth over the past few decades was a miracle in the eyes of many.

Singapore GDP

The below graph shows Singapore’s growth of GDP compared to Malaysia, with whom a failed merger thrust Singapore into an unplanned independence in 1965.

GDP per capita  
\$ '000



Source: Haver Analytics

<http://heresthenews.blogspot.com/2016/02/singapores-economic-miracle-uncovered.html>

FT

Singapore & Food



<https://www.eturbonews.com/228807/singapore-food-festival-2018-savour-singapore-in-every-bite>

**The Evolution of Food** in Singapore not only depicts how people’s tastes changed, but subliminally, it resembles Singapore’s progress over the years - from malnutrition to today’s plethora of food choices.

**Our action plan** aims to reach out to a wide group of target audience, by engaging with influencers and NGOs coupled with strong publicity.

Therefore, in unfolding history, we wish to shift our focus from facts and data to food, making genuine and relatable efforts to stitch together stories of shared history and roll out hopes for the future at the same time.

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Year	Food Waste Disposed of (tonne)	Food Waste Recycled (tonne)	Total Food Waste Generated (tonne)	Recycling Rate (%)
2017	676,800	133,000	809,800	16%
2016	679,900	111,100	791,000	14%
2015	681,400	104,100	785,500	13%
2014	687,200	101,400	788,600	13%
2013	696,000	100,000	796,000	13%
2012	618,100	85,100	703,200	12%
2011	605,800	69,700	675,500	10%
2010	538,100	102,400	640,500	16%
2009	529,400	76,700	606,100	13%
2008	500,000	68,000	568,000	12%

Appendix A Singapore Food Wastage





Appendix B Digital In Singapore Screenshot

**Potential audience:**

Potential Reach: 600,000 people ⓘ

**Audience details:**

- Location:
  - Singapore
- Age:
  - 13-65+
- Language:
  - English (All)
- People who match:
  - Interests: History
- And must also match:
  - Interests: Food

Appendix C.1 Interest Group 1

**Potential audience:**

Potential Reach: 170,000 people ⓘ

**Audience details:**

- Location:
  - Singapore
- Age:
  - 13-65+
- Language:
  - Chinese (All)
- People who match:
  - Interests: History
- And must also match:
  - Interests: Food

Appendix C.2 Interest Group 2

**Potential audience:**

Potential Reach: 110,000 people ⓘ

**Audience details:**

- Location:
  - Singapore
- Age:
  - 13-65+
- Language:
  - Malay
- People who match:
  - Interests: History
- And must also match:
  - Interests: Food

Appendix C.3 Interest Group 3

**Potential audience:**

Potential Reach: 40,000 people ⓘ

**Audience details:**

- Location:
  - Singapore
- Age:
  - 13-65+
- Language:
  - Indonesian
- People who match:
  - Interests: History
- And must also match:
  - Interests: Food

Appendix C.4 Interest Group 4

**Potential audience:**

Potential Reach: 22,000 people ⓘ

**Audience details:**

- Location:
  - Singapore
- Age:
  - 13-65+
- Language:
  - Tamil
- People who match:
  - Interests: History
- And must also match:
  - Interests: Food

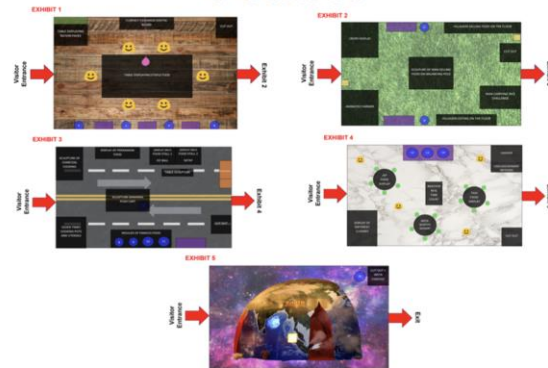
Appendix C.5 Interest Group 5

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