

In celebration of the Golden Jubilee anniversary of Singapore's independence in 2015, the National Museum of Singapore (NMS) underwent a complete revamp of its permanent exhibition galleries, which subsequently re-opened in September that year. In the decade that has passed since the museum's previous revamp in 2006, when digital mobile technology and social media were still in their infancy, the world has experienced a rapid digital revolution that has permeated almost every aspect of society. Today, tasks as diverse as ordering lunch, purchasing groceries or finding a date can be performed with a simple click on one's smartphone or tablet. Consumer behaviour and expectations have evolved significantly as a result.