CONNEXION COLLABORATORS

SMU SINGAPORE MANAGEMENT UNIVERSITY

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PROBLEM STATEMENT Increasing **engagement** in the **local arts scene** by utilizing spare capacity in SMU Connexion

WHY INCREASE *ARTS ENGAGEMENT* ?

1. **The Arts and Creative Industry is growing.** Arts and culture sector in Singapore contributed approximately S$1.6 billion to the economy and has grown from S$43 million in 1986 and S$922 million in 2003.

2. **Rising viewership for the arts in Singapore.** In 2018, there was record high attendance at arts and cultural events.

3. **Government funding for the arts in Singapore is increasing.** In 2015, the government provided S$595.7 million while in 1987, the government provided only S$3.5 million.

4. **However, fewer students are taking up arts.** Declining number of people in arts CCA groups as well as enrolment into arts schools

STAKEHOLDER MAPPING

SMU Arts & Culture Fraternity (ACF) is a family of 23 unique clubs, each with its own specialty and flair. These clubs are eager to collaborate with fellow local artists of their craft to learn from each other.

Making up the life of SMU, our students will always play a significant role in most events in SMU. Either by organizing, planning, marketing and just participating.

The key drivers of visitorship for all arts-related places – these people are constantly at the forefront of fresh and exciting trends.
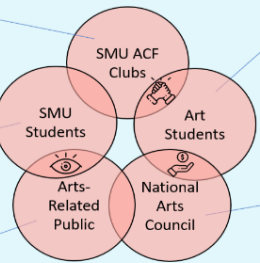
As local student artists, they are the future budding artists. However they face a myriad of challenges that include a lack of exposure and financial support.

The National Arts Council (NAC) champions the arts in Singapore; with its vision to push for the creation and appreciation of the arts. NAC frequently looks to provide financial backing for budding artists in the local scene.

(Stakeholder map: SMU ACF Clubs, SMU Students, Art Students, Arts-Related Public, National Arts Council)

DATA MODELLING

1. SMU Students and SMU
   - Survey → Charts, Classification Models

2. SMU ACF Clubs
   - Interviews → Topic Modelling

3. Arts-Related Public
   - TripAdvisor Reviews → Opinion Mining,
   - Instagram → Popular Hashtags and Posts
   - Google Reviews → Popular times

4. Art Students
   - Survey → Classification Model
   - Data.gov.sg

5. National Arts Council
   - News Articles
   - 5 Year Arts Master Plan
   - Past Projects

6. Why SMU as the Arts hub
   - Data.gov.sg → Geospatial Analysis (QGIS)
   - SMU Facilities Booking System → Heatmap and timing analysis

7. Leads generation for talent sourcing
   - LinkedIn → Collaborative filtering of similar profiles

Heatmap Visualization of SMU Connexion Level 4 (Bookable Facilities)

SOLUTION SKETCH

Our solution aims to utilise the spare capacity in SMU Connexion as a **collaborative art space**, which is similar to that of a sharing economy model.

Once a month, an SMU Art Club will be chosen. Members of the chosen SMU Art Club will come together with art students of a similar art form, to **showcase their work** at SMU Connexion.

These events will be managed by SMU students who are part of the **Connexion Collaborators**. They will be in charge of the planning and executing of the events, which includes managing the various stakeholders and marketing to the public. In these events, the popular aspects will be taken into consideration so that the general public will be more incentivized into attending the event.

Stakeholder	Analysis Findings	How the solution helps the/ uses for them
SMU Students	• 59.7% Interested in the arts • 87.5% Career focused • 61.1% Probably interested in a collaborative space for the arts	Connexion Collaborators provides an avenue for students to **contribute to the arts scene** and at the same time, pick up **work-related skills** while planning the events.
Art Students (from Art Schools such as SOTA, Laselle and NAFA)	• 97.1% Keen on collaboration with other artists • 85.2% agree SMU is convenient for them • 33.3% Lack of exposure to opportunities • 24.6% Lack of Medium and avenues for artistic expression • 22.8% Lack of funding	It gives them a space for them to **put their work out there** to get recognized. They also get the chance to collaborate and learn with members of SMU Art Clubs. Additionally, due to the theme each month, we can focus on **lesser known aspects of art** so that a greater awareness for them can be showcased.
SMU Art Clubs	• Would like opportunities to collaborate with local artists • Usage of Connexion needs to be club specific due to the different needs. (e.g. the dance floor needs to be smooth etc.)	It gives them the chance to **learn** from and together with art students, and the **chance to collaborate with them.**
Art Related Public	• Interested in patronizing the Arts when it has enjoyable aspects for them • For visual arts: Interested in forms of art like illustrations(>1.5m likes), paintings(1.2m) and drawings(800k).	They are the **main audience** we want to reach to participate in our events. The theme selected from the trend suits their preferences.
National Arts Council	• Interested to connect communities through art and to increase appreciation of art • It also aims to provide **professional development opportunities for the arts community (classes, workshops)**	Our solution is in alignment with their vision. They have mentioned that they are **eager to explore the creation of a platform** to **share their work and collaborate**, of which Connexion Collaborators can be that platform.

How
Generate leads from Linkedin profiles to form our club which consists of an executive committee and members that possess skills we require. We performed clustering on survey data and selected clusters using the characteristics to retrieve similar Linkedin profiles by using KNN to perform collaborative filtering.
- 33% of them have project management skills
- 41% of them hold leadership positions
- Profile summaries showed relevant keywords like "team" and "management"

When
Using Google reviews of nearby museums and art cafes - most people spend 2-3 hours on average with the highest visits on Saturday and Sunday afternoons.

What
Using the art student's survey as training data, we predict only 73% will turn up for an art exhibition as opposed to a collaborative space that has a 93% turn up rate.
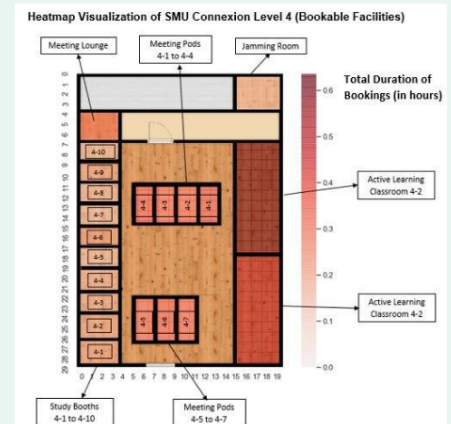
Where
FBS bookings allow us to gauge the availability of facilities during the above mentioned period. Our weekend bookings are the lowest compared to other days. Generated heatmap shows that most study booths and chatterboxes at lvl 3 are usually left unbooked on the weekends, having a usage of less than 10%.

SOLUTION DESIGN

We compared ourselves against Gillman Barracks and NAFA as they are both heavily rooted in the Arts. Gillman Barracks as an arts cluster hosts art exhibitions featuring famous foreign and local artists and NAFA, an arts school that focuses mainly on teaching and hosting exhibitions occasionally.

REMOVE
- Activities catered specifically for children as both Gillman Barracks and NAFA have dedicated facilities and classes for it.

REDUCE
- Focus on Visual Exhibits and Educational Courses as Gillman Barracks has a distinct focus in Visual Arts exhibitions and NAFA is primarily an education facility with teaching the arts as their main focus
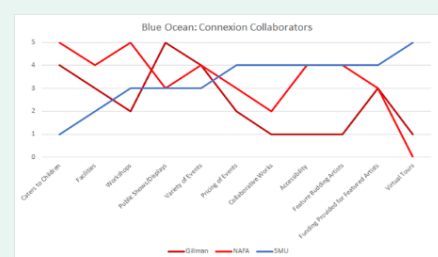
RAISE
- Platforms for local artists to congregate among like-minded artists of their craft for collaborative work as it is what our stakeholders want.
- Support for budding artists by providing exposure and financial backing as these are areas that the competitors do not specialize in.

CREATE
- A Virtual Tour which allows the public to preview the upcoming event, such as the area it will be held in and the featured arts genre and artists invited. This solution allows us to incorporate popular aspects and is also something that our competitors do not have presently.

Blue Ocean: Connexion Collaborators

OUTPUT ANALYSIS

Metrics to track engagement of stakeholders:
1. Number of times Connexion is booked for art specific events
2. Number of visitors to our events
3. Number of artists that attend
4. Usage of our Virtual Tour solution