

BIGGER PERFORMING ARTS PLATFORM FOR ASPIRING ARTISTS



Singapore, 15 June 2016 - Singapore's annual open arts platform for talents in the performing arts goes bigger this year with a larger venue.

Founded in 2013, the Asia Arts Festival stands unique in Singapore for being the only such platform where aspiring artists from any performing arts genre can participate in a festival in an encouraging, non-competitive setting.

Says Asia Arts Festival's Founder, well-known Choral Director and impresario, Francis Liew "We aim to provide a worthy platform to all who wish to showcase their talents. We also want to open their minds to a world of performing, to let them know that learning an instrument, dance or singing is not just about clearing the exams. At this unique festival, we provide a fun and nurturing environment where each performer can shine and at the same time

socialize and build their confidence regardless of their age or competence.”

The festival has attracted performers between ages 6 and 80 from around the region annually.

“Says Maya Raisha Zainudin, 13 year old pianist and jazz vocalist, “What draws me to the festival is the diversity of talent and experiences that the event brings. I have taken part in several competitions and this is my third year participating in Asia Arts Festival. Nevertheless, I am certain it will be as great a learning experience as it was the first time.”

Performers will showcase their talents in front of a panel of accomplished judges who hail from different performing arts genres with extensive experience from the region.

Says Dr Stephanie Burrige, Australian professional dance choreographer who lectures at Lasalle College of the Arts and Singapore Management University, “The festival offers an exciting opportunity for performers around the region to make friends and participate in a supportive atmosphere that encourages individual expression across all ages and genres.”

Asia Arts Festival has been held in different locations including The Arts House and University Cultural Centre. Since its inception, the event has attracted 1000 performers from China, Hong Kong, Philippines, Indonesia, Malaysia, Vietnam and Singapore. The response to this year’s festival has been good. Thus far, the event has received over 250 participants from 10 countries. This year’s festival will take place in the glitzy Resorts World Sentosa.

Registration for the Asia Arts Festival is open till 30 June.

For more information, please contact:

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Event Synopsis

Event	:	Asia Arts Festival 2016
Produced by	:	The Rice Company Ltd and Asian Arts Academy
Date	:	Fri-Sun, 22-24 July 2016
Time	:	10.00am to 8.00pm
Venue	:	Resorts World Sentosa
Registration Fees	:	Solo/Duet (1-2 pax) : \$90/ person Trio/Quartet (3-4 pax): \$60/person Small Group (5-12 pax): \$380/group Large Group (13 or more pax): \$630/ group
Synopsis	:	An annual festival where talents of the performing arts across Asia showcase their skills to an international panel of judges. The festival takes pride in providing an opportunity for all to perform in an encouraging, nurturing environment where participants can socialize, learn from one another, and build their confidence. People of all ages and from all walks of life are encouraged to participate.

About The RICE Company Limited

The RICE Company Limited (RICE) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connecting communities in Singapore with the world. Its core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

RICE is the festival partner and co-producing Asia Arts Festival 2016 with Mr Francis Liew for the first time. RICE currently manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), three creative spaces (The Little Arts Academy, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Culture Alliance and Millet Holdings).

More information is available at www.therice.sg.