



Media Release (Embargoed for 11 November 2017)

The Little Arts Academy Opens Two New Centres With A New Look

Singapore, November 11, 2017 – The Little Arts Academy (LAA), an arts training centre known for its social mission, opens the first of its two centres in the north of Singapore today. This marks the first step the centre is making to further its reach to the community.

Currently located at PoMo in Selegie Road in the heart of town, LAA's new north campuses will be located at Northpoint City. The first, North Campus I opens today while the second is slated to open in March 2018. Founded in 2008, LAA provides free arts training in music, dance, theatre and visual arts for the beneficiaries of The Business Times Budding Artists Fund (BT BAF).

Says Ms Aminah Hussien, Head, Arts and Community of The RICE Company Limited, a not-for-profit arts organisation which manages LAA: "It is a brand new chapter for LAA as we expand our reach into the northern region of Singapore. This marks the first of our efforts to be more accessible to families so that they do not need to spend more time travelling to town area as we will be located in their neighbourhood. Also the new campus will see a new logo and look for LAA. The new logo, that of a leaf which is symbolic of growth, signifies a coming of age for LAA from the earlier colourful and themed environment at PoMo. The new space sports a clean and fresh look with a green wall, more natural lighting as well as studio spaces that are adaptable in size. It is a perfect environment for our children to conceptualise and create new works."

Currently, LAA accommodates up to 500 students annually. With its two new centres, it will be able to take in up to 800 students.

Says Mr Alvin Tay, Chairman of BT BAF's advisory board and Managing Editor of Singapore Press Holdings' English/Malay/Tamil Media Group: "It has been fulfilling to see how our beneficiaries have benefited from a conducive environment and systematic arts curriculum which LAA has provided over the years. The impact the arts has on our beneficiaries is evident in how some of them have furthered their education in arts institutions while others have joined the arts industry by setting up show production companies. These two centres in Yishun will mark a new chapter in our growth and will allow us to reach out to even more children who have interest in the arts."

Alumni of LAA have since gone on to further their education in the arts institutions such as the School of the Arts Singapore, LASALLE College of the Arts and Nanyang Academy of Fine Arts.

Both campuses are established through the Urban Redevelopment Authority's Community and Sports Facilities Scheme (CSFS), which provides for additional spaces created for community-focused services.

Guest of honour Ms Rosa Daniel, CEO of the National Arts Council will officiate the opening of North Campus I on 11 November.

The opening will include a showcase of music and dance performances students of LAA who are also BT BAF beneficiaries. Highlights include an extract from LAA's own adaptation of the acclaim novel 'Sing to the Dawn' by 1997 Cultural Medallion recipient, writer Minfong Ho. There will also be an exhibition of the students' artworks.

Members of the media are invited to the official opening of The Little Arts Academy, North Campus I, on 11 November, 2017 at 9.30am - 11.00am, at 930 Yishun Ave 2, #03-38, Northpoint City (North Wing), Singapore 769098.

Programme

9.30am	Registration
10.00am	Arrival of GOH Ms Rosa Daniel, CEO, National Arts Council (NAC) Performances by beneficiaries of The Business Times Budding Artists Fund (BT BAF)*
	Speeches by Mr Alvin Tay, Chairman, BT BAF Ms Rosa Daniel, CEO, NAC
11.00am	Lunch reception

*photo opportunity

For media queries, please contact:

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Event:	<u>The Little Arts Academy North Campus I Opening</u>
Date:	11 November 2017
Time:	9:30am – 11:00am
Venue:	930 Yishun Ave 2, #03-38 Northpoint City (North Wing) Singapore 769098

Facilities	<p>Total Area: 400 sqm</p> <p>3 Studios for music/dance/theatre</p> <ul style="list-style-type: none"> • 60.8 sqm x 2 • 99.5 sqm x 1 <p>(with removeable wall panels to create a combined space of 221 sqm)</p> <p>Gallery</p> <ul style="list-style-type: none"> • 65 sqm
Synopsis:	<p>This November, multi-disciplinary arts training centre, The Little Arts Academy (LAA) will open a new centre, North Campus I in Northpoint City. Established since 2008, LAA provides free arts education in music, dance, theatre and visual arts for the beneficiaries of The Business Times Budding Artists Fund.</p> <p>Guest of honour Ms Rosa Daniel, CEO of the National Arts Council will officiate the opening of North Campus I on 11 November.</p> <p>The opening will include a showcase of music and dance performances students of LAA who are also BT BAF beneficiaries. Highlights include an extract from LAA's own adaptation of the acclaim novel 'Sing to the Dawn' by 1997 Cultural Medallion recipient, writer Minfong Ho. There will also be an exhibition of the students' artworks.</p>
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The Little Arts Academy

The Little Arts Academy (LAA), managed by The RICE Company Limited, offers a systematic and multidisciplinary arts training for children and youth aged six to 12. The academy is equipped to provide a creative and innovative learning environment for children and youth keen to pursue both Performing and Visual Arts.

The academy emphasises the creation of original works, performance opportunities and development of personal and technical skills through the arts. With a curriculum that focuses on exploration and experimentation for children, the academy strives to be a leading arts training ground for young people regardless of their personal circumstances.

LAA first opened its doors on 18 November 2008 and is supported by The Business Times Budding Artists Fund. For more information, visit www.thelittleartsacademy.sg.

The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. TRCL's core areas of expertise lies in enlivening places and spaces

through placemaking and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

TRCL 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). For more information, visit www.therice.sg.

The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 16,000 financially-disadvantaged children and youth, between the ages of six to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited.