



**BEGIN YOUR JOURNEY TO A SUSTAINABLE TOMORROW
AT THE *FANTASTICAL WORLD OF ECO·ME***

**3 – 5 & 9 – 12 March 2017, 6:00pm –10:30pm
The Promontory@Marina Bay**

Singapore, 7 February 2017 – Live out a vision of a sustainable tomorrow at *The Fantastical World of eco·me*, one of the three festival hubs organised as part of i Light Marina Bay 2017.

Bringing sustainable living into focus via arts and lifestyle, *The Fantastical World of eco·me* will take the form of a festival village encompassing a marketplace, an urban garden, a learning yard, a workshop, a playground, a stage and its fringe.

Through a creative blend of immersive performances, music and a host of upcycling and green activities within these spaces, *The Fantastical World of eco·me* seeks to be a meeting place filled with various advocates, interest groups and communities of sustainable living.

This is the first such hub for i Light Marina Bay.

Elaborates Mr Tan Tee Tong, Director of non-profit arts and culture creative enterprise, The RICE Company Limited (TRCL), co-organiser of *eco·me*: “We hope to foster community spirit and expand the public’s knowledge of sustainability and environmental responsibility through advocacy and communal learning within a festival village concept. We would like more people to see themselves as citizens of a sustainable tomorrow, and to embark on a personal sustainable journey towards a tomorrow without waste.”

In an environment surrounded by four of i Light Marina Bay’s dazzling nature-theme art installations that will lend a touch of whimsical to The Promontory @ Marina Bay (Promontory), visitors can enjoy activities such as learning to turn food waste into nutrient-rich compost for plants, creating coin pouches out of used milk cartons and experiencing a driverless ride on an autonomous vehicle developed by Energy Research Institute at NTU (ERI@N).

Highlights of the festival village will include:

- “Naturally Me & You” is a series of immersive dance performances inspired by the four light art installations at the Promontory. Each performance interweaves movement, narrative and sound with an environment message.

The site-specific performances are choreographed by youth artistic talents from arts training centre, 10 Square @ Orchard Central (10 Square).

- Recycling and up-cycling workshops to re-purpose everyday waste products ranging from bottle caps, napkins, keychains to disused furniture into functional or decorative items. Upcycling advocates will also showcase their works to the public.
- A large-scale see-through tank that showcases an anaerobic and odourless way of composting food waste. This takes center stage at the Urban Garden and aims to encourage Singaporeans to practise food waste reduction and urban gardening, which go hand in hand. This showcase is supported by OCBC Bank and managed by OCBC volunteers, in collaboration with students and teachers of Yu Neng Primary School. Members of the public are able to collect free compost for their personal use. Seeds and pots are available for sale at *eco·me*.
- Community gatherings to appeal those interested in yoga, photography or even befriending senior citizens. Singapore Photography Interest Network (SPIN) and YogaSeeds are two organisations which will be conducting night-time sessions for photography and yoga respectively. University of the Third Age (U3A) – a worldwide movement to encourage seniors to live more meaningful and happy lives - will lead a leisurely walk-a-bout around Marina Bay, pairing the elderly with youths to encourage inter-generational conversations.

The Fantastical World of eco·me has also gained support from major corporations.

OCBC Bank's sponsorship of the Urban Garden exhibition area is in line with its environmental sustainability focus. Ms Koh Ching Ching, OCBC Bank's Head of Group Corporate Communications shared, "We have been increasing our CSR efforts in protecting and conserving the environment over the years. We have been working with the teachers and students of Yu Neng Primary School to promote its food composting method. We are happy to support this event by sharing with members of the public this simple and cost-efficient method. Through the exhibit at the OCBC Urban Garden, we hope to do our part in encouraging more households to seriously consider recycling food waste to generate compost for their gardens. If everyone does a small part, the environment will be better off in a big way."

Aligned with the vision of a sustainable tomorrow, the festival village will be furnished with furniture made of salvaged materials such as pallets and beer crates. In line with its intent of generating minimal waste, there will be recycling bins, a "no plastic bag" policy, and roving ambassadors to facilitate waste sorting and reduce the amount of general waste produced. *The Fantastical World of eco·me* also encourages the public to bring their own eco bags for purchase. Eco bags will be given for free to those who make a pledge in support of Ricoh's green campaign "[Eco Action Day](#)", which encourages simple acts of conserving energy and reducing waste. The campaign aims to inspire organisations, schools and individuals to take positive action on 5th June during the World Environment Day.

Says Mr. Kazuhisa Goto, Managing Director of Ricoh Asia Pacific Pte Ltd: "As the head office of the Asia Pacific region, we see the need to commit ourselves to promote environmental awareness not only within the organisations, but also continuously reaching out to external public. We hope to draw the attention from the public to think about the global environment and to take eco action."

The Fantastical World of eco-me is taking place from 3 to 5 and 9 to 12 March. Members of the public can travel green by hitching a ride to The Promontory via GrabHitch, a social carpooling service that matches journeys between personal car drivers and commuters heading the same way at the same time. Available for booking up to seven days in advance via the Grab app, GrabHitch fills unutilised car seats in personal cars, reducing the number of cars on the road and lowering overall vehicle carbon emission.

Says Clifford Teo, Head of GrabHitch Singapore: "Grab is an advocate for a green car-lite Singapore and is committed to reducing carbon footprint through social ridesharing. We are excited to be a sponsor of *The Fantastical World of eco-me*; an event which strongly resonates with GrabHitch's identity and purpose."

At the conclusion of the event, the festival's upcycled furniture comprising 70 tables and 80 benches made of pallets designed by the Singapore Makers Association, an advocate of the local maker movement; as well as 300 recycled beer crates painted by the youths of 10 Square, will be made available for the public's adoption for a donation. Contributions of a minimum of \$50 per furniture item is encouraged and will go towards Culture Plus Fund managed by Global Cultural Alliance Ltd. Details will be furnished on www.eco-me.sg.

eco-me is co-organised by The RICE Company Ltd and Global Cultural Alliance Ltd with OCBC Bank as a major sponsor and other sponsors being GrabHitch and Ricoh. eco-me's programme partners are the Singapore Makers Association and Euphoria Lifestyle.

See Annex 1 for programme details and schedule.

**All information stated in this release is correct at time of printing. Programmes are subjected to change and will be updated continuously up to the event.*

Event Information

Event	:	The Fantastical World of eco•me
Organised by	:	The RICE Company Ltd and Global Cultural Alliance
Date	:	First Weekend: 3, 4 & 5 Mar (Fri to Sun) Second Week: 9, 10, 11 & 12 Mar (Thu to Sun)
Time	:	6.00pm to 10.30pm
Venue	:	The Promontory @ Marina Bay
Admission	:	Free admission

About 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. 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.

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).

More information is available at www.therice.sg.

About Global Cultural Alliance

Global Cultural Alliance (GCA) is a Singapore-based not-for-profit creative enterprise that acts as a cultural catalyst between arts, culture and businesses. We create arts and culture-related platforms that enhances exchanges and dialogues between communities within and across countries. GCA is a wholly-owned subsidiary of The RICE Company Limited.

About Culture Plus Fund

Culture Plus is a new fund managed Global Culture Alliance. The primary aim of the fund is to support initiatives and platforms within the creative industry to engender the creation of an "inclusive" society. It reaches out to the socially, economically and physiologically disadvantaged.