



**Media Release (embargoed for 18 August 2018)**

## **50 Pianos for 50 Schools: 50 Schools Receive Full Ownership of Sing50 Pianos to Keep Singapore's Music Heritage Alive**

- Private sector initiated Sing50 Fund will be gifting the ownership of 50 pianos that it has loaned to 50 schools through its Adopt-a-Piano programme.
- DBS/POSB will be making a donation of SGD\$60,000 for music series *Singapore Rhapsodies* for the third year running.
- With effect from April 2019, Sing50 Fund will be managed by Global Cultural Alliance, a wholly owned subsidiary of The RICE Company Limited

**Singapore, August 18, 2018** - This August, 50 schools will become owners of baby grand pianos that were previously on long term loan to them from a local private sector initiated fund.

The Sing50 Fund will be gifting the 50 Steinway designed *Lang Lang* baby grand pianos under its Adopt-a-Piano programme to the schools which the Fund had loaned the piano to. The fund and programme were set up to continue the efforts to preserve and showcase Singapore's music and songs in Singapore's jubilee celebration in 2015. All 50 pianos were featured at mega Sing50 concert organised by *The Straits Times* and *The Business Times*.

The 50 schools will now have full ownership of the pianos.

Says Mr Edmund Cheng, Chairman of the Sing50 Fund, "We noted that the schools have been very committed in using these pianos to promote our local music through their music programmes and community platforms. It is encouraging to see our schools supporting our students in composing their original music. Through the full ownership of the pianos, we hope that this will serve as a greater impetus and further empower the 50 schools to continue their work in promoting Singapore music within their school curriculum and activities. We also hope that the schools will become a place where original music will be created and our music heritage enriched and perpetuated."

The gifting of the 50 pianos coincides with the third anniversary celebration of *Singapore Rhapsodies*, a music series which has served as a key platform for young musicians and students to perform original compositions and promote Singapore's music and songs. The series has successfully seen more than 2,000 students from over 70 schools and arts groups in Singapore perform at iconic public destinations to date. *Singapore Rhapsodies* was held at National Museum of Singapore for the past year since July 2017, and was previously held at National Gallery Singapore in 2016.

Says Ms Angelita Teo, Director, National Museum of Singapore, "We look forward to welcoming even more students and aspiring young musicians to the museum to perform their original compositions and renditions of Singapore's favourite tunes. Through *Singapore Rhapsodies*, the National Museum aims to continue to support our home-grown artists by providing them with a platform to showcase their talents, while strengthening our exciting programmes at the museum."

To date, the success of *Singapore Rhapsodies* has been made possible through the steadfast support from DBS/POSB which has been the programme's presenting sponsor since its inception. For a third year running, DBS/POSB will be making a donation of \$60,000 to Sing50 Fund in support of the programme.

Explains Ms Susan Cheong, Head of POSB, "As 'Neighbours First, Bankers Second', we at POSB are delighted to support youth who have a passion for music and believe that *Singapore Rhapsodies* is a great programme to inspire and groom budding musical talents. It is our belief that this programme will continue to celebrate and nurture the spirit of creativity in young Singaporeans."

To mark this occasion, a special edition of *Singapore Rhapsodies - Appreciation Day* will be held at the National Museum of Singapore, which for the past year has been programme partner for the series. The programme for this edition will see performances by Victoria Chinese Orchestra, River Valley High School's String Ensemble, singer-songwriter ANNETTE as well as young aspiring songwriters Isaiah Hui and Stefanie Loh, who will be performing their original compositions.

Members of the media are invited to *Singapore Rhapsodies - Appreciation Day*, on August 18, 2018, Saturday, 2.30pm to 4pm, at National Museum of Singapore, The Platform (Level 2), 93 Stamford Road Singapore 178897.

## **Programme**

2.00pm Registration

2.30pm Addresses by Sing50 Fund, POSB and National Museum of Singapore

2.40pm Performances

- **More Time, Sunset, Asean Blues**  
*Composed and arranged by conductor, Sulwyn Lok*  
*Performed by Victoria Chinese Orchestra*
- **imagin.Asia**  
*Composed and arranged by Isaiah Hui (piano)*  
*Lavinia Tsai (violin), Ananya Ravishankar Diddapur (voice)*
- **Love, Faith, Hope**  
*Composed by Stefanie Loh (piano), accompanied by Lavinia Tsai (violin)*
- **Remind Me, All He Had**  
*Music & lyrics by ANNETTE, arranged by Julian Wong*  
*River Valley High School's String Ensemble*

3.30pm Reception

*Singapore Rhapsodies* is one of the programmes and events initiated by the Sing50 Fund. The fund is managed by not-for-profit arts organisation The RICE Company Limited (TRCL) which advocates for equal opportunities and access to the arts for all.

Moving forward, Sing50 Fund will be managed by not-for-profit organisation Global Cultural Alliance, a wholly owned subsidiary of TRCL, which focuses on creating platforms for Singapore's artists and the arts scene and connecting Singapore's creative communities within Asia and beyond.

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### **About Sing50 Fund**

The Sing50 Fund originated from the Sing50 mega concert, organised by The Straits Times and The Business Times, in celebration of Singapore's 50 years of music heritage. The concert was held on 7 August 2015 at the National Stadium with an audience of over 40,000 people. It brought together our home-grown international and local talents, and featured songs from different genres, cultures and communities that were composed, performed or made popular by Singapore artists.

As part of the celebration, the Fund was set up to preserve and celebrate our Singapore music heritage by fostering knowledge of and affection for Singapore music in our children and the community. The Fund is a private sector initiative supported by The Straits Times and The Business Times, and managed by The RICE Company Ltd which is a charity with IPC status.

For more information, please visit: [www.sing50fund.sg](http://www.sing50fund.sg) or [www.facebook.com/sqsing50](https://www.facebook.com/sqsing50)

### **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. TRCL's 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), five creative spaces (The Little Arts Academy City and North Campus I & II, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Cultural Alliance and Millet Holdings).

For more information, visit [www.therice.sg](http://www.therice.sg)

### **About Global Cultural Alliance**

Founded in 2014 and a wholly owned subsidiary of The RICE Company Ltd (TRCL), Global Cultural Alliance Ltd (GCA) is a not-for-profit arts and cultural organisation which aims to develop Singapore as the premier cultural hub for the exchange of

knowledge and shared experiences to foster a harmonious Singapore in an increasingly connected and globalised 21st century. GCA conceptualises and creates conducive and open platforms for the confluence of shared experiences of local and international communities.

For more information, visit [/www.globalculturalalliance.sg](http://www.globalculturalalliance.sg)

### **About POSB**

A part of the DBS Group, POSB is the largest and oldest local bank in Singapore with over 4 million customers. Having served generations of Singaporeans for the past 141 years, it is known as the "People's Bank", and prides itself on being "neighbours first, bankers second".

With a good understanding of Singaporeans through the years, POSB offers products and services that are relevant to the savings, borrowing, investment and insurance needs of all Singaporeans. With over 50 branches conveniently located islandwide, and over 1,000 ATMs and Cash Acceptance Machines across the island, POSB's distribution network is the largest in Singapore. POSB acknowledges the passion, commitment and can-do spirit in each of its staff.

For more information, please visit [www.posb.com.sg](http://www.posb.com.sg)

### **About National Museum of Singapore**

With a history dating back to its inception in 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt cutting-edge and multi-perspective ways of presenting history and culture to redefine conventional museum experience. A cultural and architectural landmark in Singapore, the Museum hosts innovative festivals and events all year round—the dynamic Night Festival, visually arresting art installations, as well as amazing performances and film screenings—in addition to presenting thought-provoking exhibitions involving critically important collections of artefacts. The programming is supported by a wide range of facilities and services including F&B, retail and a Resource Centre. The National Museum of Singapore re-opened in December 2006 after a three-year redevelopment. It refreshed its permanent galleries and re-opened them in September 2015 for Singapore's Golden Jubilee. In 2017, it celebrated its 130th anniversary.

For more details, please visit [www.nationalmuseum.sg](http://www.nationalmuseum.sg).