

Spotlight on Cultural Policy Series: Roundtable on the Development of Community Arts in Singapore

Wednesday, 15 March 2017
The Glass Hall, Singapore Art Museum

PANEL I
Community Arts Policies and Implementation

SPEAKER 1

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Community Arts Policies and Implementation

Presented By: Lim Teck Hong, Senior Assistant Director,
(Arts and Heritage Division) MCCY

Date: 15 March 2017 (Wed)

Agenda

MCCY's Strategic Thrusts

Community Engagement

Impact of Arts and Culture on the Community

MCCY Family — Roles in Community Engagement

MCCY's Strategic Thrusts



Community Engagement under Arts and Culture Strategic Review

Goal

To bring arts and culture to everyone, everywhere and everyday

Strategies



Promotion & advocacy efforts

to raise awareness of arts and heritage

Develop capabilities

for community engagement in arts and heritage

Targeted outreach

to the heartlands and under-reached segments

Grow participation & deepen engagement

through interest groups and ground-up initiatives

Agencies



Multiple agencies are involved

- National Arts Council
- National Heritage Board
- National Library Board
- People's Association
- Esplanade
- National Gallery
- Singapore Art Museum
- Singapore-Tyler Print Institute

What is community engagement?



Footwork for Seniors,
Esplanade – Theatres on the Bay

What is community engagement?



Passion Arts Festival

What is community engagement?



Malay Culture Fest,
Malay Heritage Centre

What is community engagement?



What is community engagement?

Working **in collaboration** with groups of people to address needs or issues that the community experiences



Community Arts is about

Collaboration between **artists and communities** to create art in a **community setting**

What is community engagement?

Four possible levels of engagement, which each have their own benefits:

Level of creative input and autonomy	Fourth level	Participant community organises its own activities and advocates for its own needs
	Third level	Co-developmental approaches in crafting a creative process relevant to the participant community
	Second level	Volunteers are co-opted into the creative process of the work
	First level	The public is a mass participant within an arts process

Low, F. (2012) The Arts as a Social Cause, *Social Space*, (5), pp88-91, Lien Centre for Social Innovation, Singapore Management University, Singapore.

Impact of Arts and Culture

Benefits to the individual:

- Lowers stress and improves sense of well-being
 - Multiple studies have shown that participation in arts-making results in a statistically **significant reduction in cortisol levels**.
 - Other studies go on to demonstrate a **correlation** between engagement in arts and cultural activities and reported **health and sense of well-being**, possibly due to reduced levels of stress.
 - 73% of Singaporeans surveyed believe that engagement in arts and culture **improves everyone's quality of life**
(Population Survey on the Arts, NAC, 2015)



Impact of Arts and Culture

Benefits to the community:

- Builds sense of belonging and facilitates social cohesion



- Engagement with arts and culture can help **create a sense of belonging** and **strengthen community networks**, thereby increasing a sense of collective identity

(Gregg, Kelly, Sullivan & Woolstencroft: the Strategic Counsel, 2015)

- A study has found that Canadians who visited a public art gallery, attended a theatrical performance and visited a historical site are 21%, 16% and 13% **more likely to have a very strong sense of belonging** to Canada compared to those who did not.

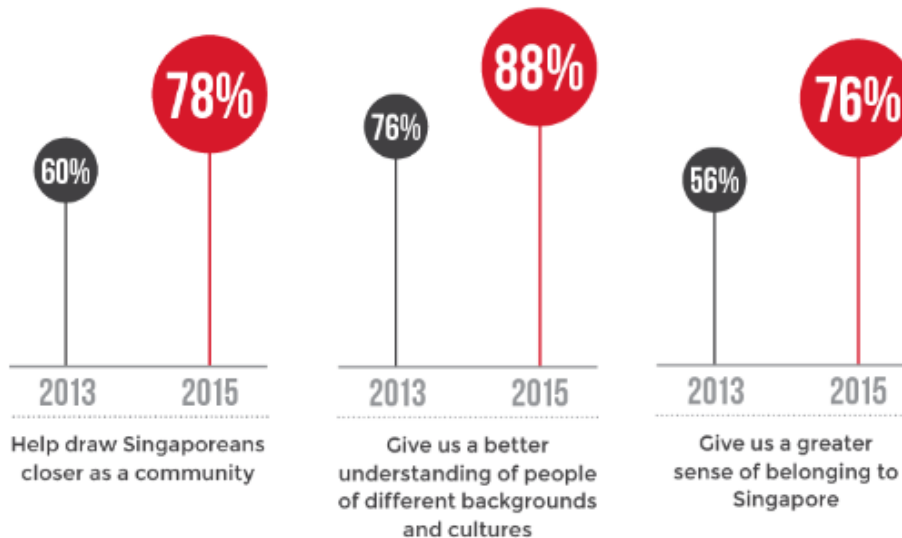
(Social Effects of Culture, Hills Strategies Research Inc, July 2008)



Impact of Arts and Culture

Benefits to the community:

- Builds sense of belonging and facilitates social cohesion
 - Singaporeans agree that engaging in arts and culture:



(Population Survey on the Arts, NAC, 2015)

Impact of Arts and Culture

Benefits to the community:

- Builds sense of belonging and facilitates social cohesion
 - 66% of Singaporeans agree that a better understanding and appreciation of Singapore's history and heritage will help them to develop a **greater sense of belonging to Singapore**
(Heritage Awareness Survey, NHB, 2014)



Impact of Arts and Culture

Benefits to the nation:

- Helps revitalise public spaces and promote safe, inviting and liveable neighbourhoods (i.e. place-making)
 - Studies of participatory art-making show that the same qualities that make a space suitable for an event are often the same qualities that **make spaces “approachable and welcoming”**

(Wali, A., Severson, R., & Longoni, M., 2002)



Impact of Arts and Culture

Quotes about the Silver Arts Festival 2016



“Thank you so much for giving seniors and myself the avenue to enjoy and learn about local culture and art! Seniors enjoyed the guided tour at Peranakan museum... It was a reminiscing journey and they were also entertained at Silver Strings concert.”

Nini Herawaty
Centre Supervisor, NTUC SilverAce (Redhill)

“Allowing showcase of elderly work to the public is good education. At such an age, they are able to do so much, it shows to the younger generation that the elderly can contribute to society.”

Exhibition Attendee



Impact of Arts and Culture

Quotes about the Silver Arts Festival 2015



"I applaud the efforts to reach out to seniors and the community as the arts indeed provide a great platform to bring people together and spice up our lives."

Lynn Chen, participant
Community Arts Project

MCCY Family - Roles

Our agencies complement each other to fulfil our objectives:

NAC	NHB	PA	NLB
Broad outreach to the general public			
Advocacy for arts	Advocacy for heritage	Social outcomes , for people to connect through the arts	Building a learning community , encouraging appreciation and awareness of Singapore's history
Focus is on deep engagement with arts and heritage		Focus is on mass participation and deep engagement with people	













MCCY Family - Roles

Our agencies complement each other to fulfil our objectives:

NAC	NHB	PA	NLB
Targeted programmes for under-served groups		-	-
Capability development of arts and community sectors	Capability development of heritage and community sectors	-	-
Volunteer engagement			

MCCY Family - Roles

Some examples of programmes run by our agencies:

NAC	NHB	PA	NLB
 <p>Community arts & culture nodes network</p>	 <p>Festivals</p>	 <p>Community arts events</p>	 <p>Art workshops</p>
 <p>Arts in Your Neighbourhood</p>	 <p>Tours & Trails</p>	 <p>Arts Interest Groups</p>	 <p>Interactive showcases</p>
 <p>Silver Arts</p>	 <p>Travelling Exhibitions</p>	 <p>Façade art</p>	 <p>Community exhibitions</p>

MCCY Family - CLGs

Our CLGs also organise many community engagement activities at the institutional level



Coffee Morning and Afternoon Tea (TECL)



STPI Creative Workshop at PAssionArts Festival (STPI)



Yellow Ribbon Community Art Exhibition (SAM)



Gallery Signs (NGS)



OPEN Homes (SIFA)

THANK YOU

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