

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 III
The Work and Beyond

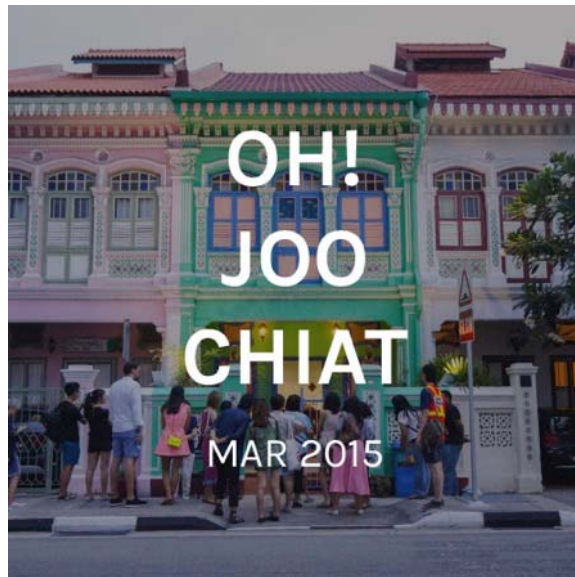
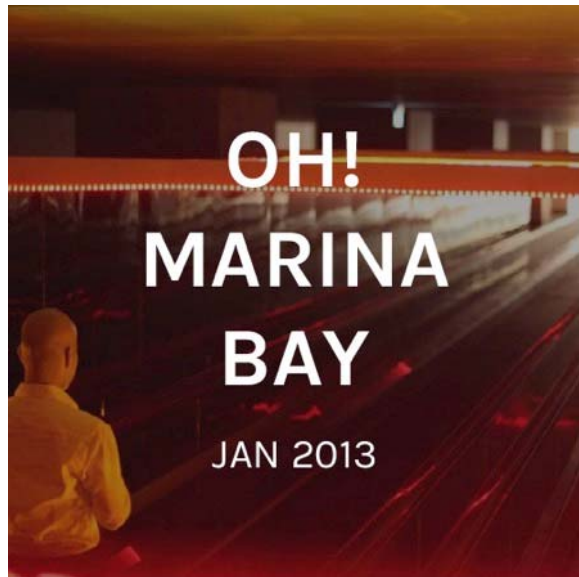
ARTIST 6

Ms Berny Tan

Assistant Curator

OH! Open House Ltd





What goes into an OH! Art Walk?

Build curatorial/tour narrative

Select and commission artists

Secure homeowners

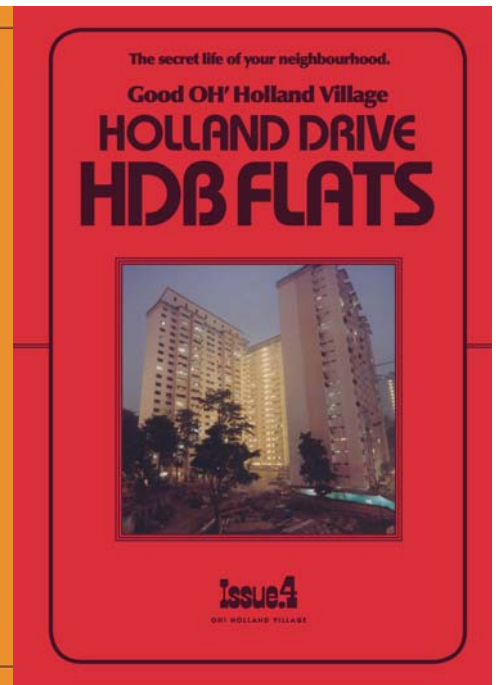
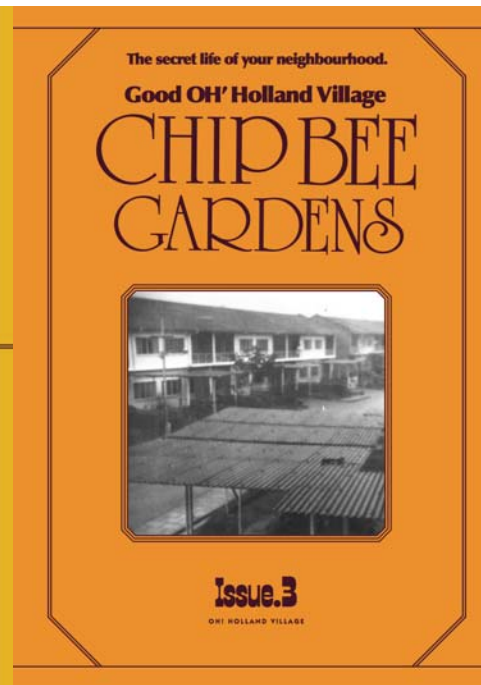
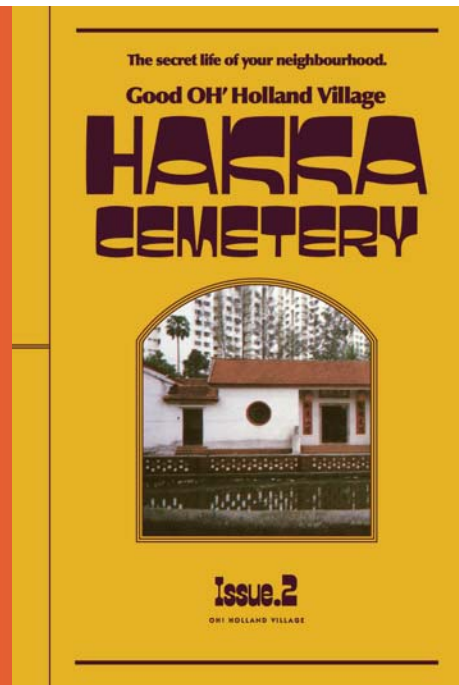
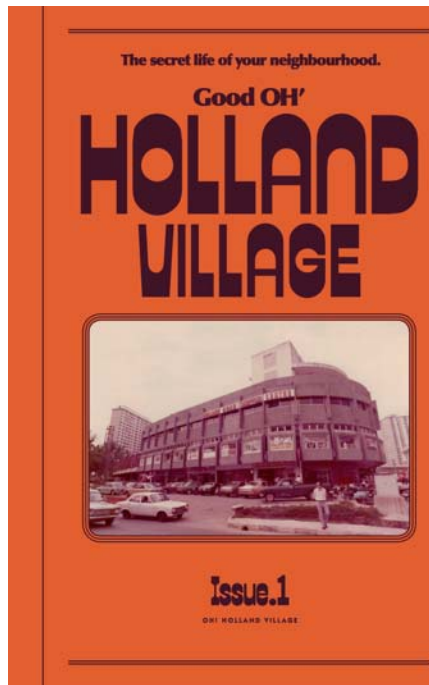
Match artworks with spaces

Volunteer trainings

Develop publication content

PR and Marketing (+ social media)

Permissions and funding



RITUALS

Ezzam Rahman
Grace Tan
Ivan David Ng
Joel Chin
Toh Hun Ping

BORDERS

Anthony Chin
Green Zeng
Melinda Lauw
Yen Phang
Zen Teh

GOODS

Dorcas Ng
Kevin Fee
Koh Hong Teng
Khairullah Rahim
Kray Chen
Liana Yang
Vanessa Lim

OH! OPEN HOUSE TEAM

Artistic Director
Assistant Director
Assistant Curator
Community Manager
Intern(s)

ARTISTS

(10-20)

VOLUNTEERS

(100-130)

HOMEOWNERS

(4-6)

GUESTS

(1,200-2,000)

**GRASSROOTS
ORGANISATIONS**

**NEIGHBOURHOOD
COMMUNITY**

**NATIONAL
ARTS COUNCIL**

**PRIVATE
DONATIONS**

ARTS FUND

FOUNDATIONS

QUALITY OF ART

- Is the work site-specific? Does it enhance our understanding of local contexts?
- Do the artworks change the way people see everyday spaces?
- Is the artist proud of their work? Does it fit into their art practice?

STRENGTH OF NARRATIVE

- Were we able to create a coherent and meaningful story?
- Were we able to change perceptions of the neighbourhood/Singapore?
- How did the specific story of the neighbourhood relate to larger themes about Singapore?

VOLUNTEER ENGAGEMENT

- Do we cultivate art advocates?
- Do we improve visual literacy?
- Are we building a community?

GUEST ENGAGEMENT

- How many guests attended?
- How many return visitors do we have?
- Do we cultivate art audiences?
- Do guests become volunteers?

COMMUNITY ENGAGEMENT

- Do locals know about the event?
- Did they participate in the event?
- Did we receive grassroots support?
- Did we give back to the community?

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