

Press Release



FOR IMMEDIATE RELEASE



***Prudential Singapore Eye* debuts at ArtScience Museum**

*Exhibition showcases over 40 stunning artworks by 17
Singaporean artists*

Singapore (16 January 2015) – As part of Singapore's 50th anniversary celebration in the arts and culture scene, ArtScience Museum's brand new exhibition, *Prudential Singapore Eye*, will be shining the spotlight on 17 emerging and established Singapore artists.

The exhibition, which runs from 17 January to 28 June, is one of the largest surveys of Singapore's contemporary art scene to date, with over 40 works on display. These works were shortlisted following a stringent selection process from over 110 entries received.

Curated by an international panel including Serenella Ciclitira (Founder, Prudential Eye Programme), Honor Harger (Executive Director, ArtScience Museum at Marina Bay Sands), Nigel Hurst (CEO, Saatchi Gallery, London) and Tan Boon Hui (Curator and Festival Programmer), the exhibition highlights the emergence of a new and exciting contemporary art scene in Singapore.

Framed and composed to reflect Singapore's urban context, the works range across various media including painting, installation and photography. The exhibition's impressive line-up includes Mintio (Samantha Tio), who will be showcasing her large-format photography of



SAATCHI GALLERY

Singapore and other Asian cities from her *Concrete Euphoria* and *Conveyance* series. The common thread of urban context is also evident in Adeline Kueh's *En Passant*, a photography series taken in the old Tanjong Pagar train station which ceased operations in 2011. *En Passant* evokes a sense of nostalgia, whilst exploring the fleeting nature of time and place, in a changing city.

Other works on display include several large-scale interactive installations including *3D Tic-Tac-Toe* by Angela Chong and Lee Wen's *Ping Pong Go-Round III*. These installations offer a reinterpretation of familiar childhood games and their multi-player nature offers the public a platform to interact with one another, opening multiple possibilities for broader dialogue. Visitors will also be intrigued by the formalist and abstract works pursued by artists Kumari Nahappan, Jane Lee and Jeremy Sharma, where the ideas and the evocation of mood take precedence.

Professor Chan Heng Chee, Chairman of the National Arts Council, Singapore said: "As Singapore turns 50, the launch of the *Prudential Singapore Eye* exhibition is an ideal opportunity to celebrate the best of Singapore's contemporary artists, look back at their diverse practices and appreciate their creations. This is one of the highlight events of Singapore Art Week. The exhibition is a strong reminder that Singapore is a vibrant art destination and hub and a "must visit" stop. I thank the organisers and partners for their work and look forward to both the exhibition and the book on our artists, which I am sure will be a rich resource."

David Ciclitira, Founder of Prudential Eye Programme said: "I am delighted that *Prudential Singapore Eye* kicks off the celebrations of the island's 50th anniversary celebrations. It is a timely moment to look in depth at what Singapore's richly talented array of contemporary artists is producing."

Honor Harger, Executive Director of ArtScience Museum commented: "We are excited to be partnered on this important exhibition which celebrates the strength and diversity of contemporary practice in Singapore. As the institution that sits at the intersection of art, science and technology, ArtScience Museum is proud to present work by some of the most innovative artists working in Singapore today. Working with painting, sculpture, photography, interactive media, games, and even scientific visualisation, the artists in Prudential Singapore Eye show just how vibrant the local art ecosystem is. ArtScience Museum is delighted to support this work and share it with audiences in Singapore and beyond."

Tomas Urbanec, Chief Executive Officer of Prudential Singapore said: "Prudential has been privileged to be a part of Singapore for 84 years, and we are proud to be celebrating with Singapore in this Golden Jubilee year. Prudential Singapore Eye showcases the diversity and creativity of this dynamic nation, and though our partnership with the British Council, we aim to deliver a creative education programme that engages both students and educators, nurturing creative talent in the country for decades to come."

Nigel Hurst, Saatchi Gallery CEO commented: "This is the fifth major collaboration between Parallel Contemporary Art, Prudential and the Saatchi Gallery. We are delighted to be



working with our partners in our ongoing endeavour to provide a platform highlighting new art in Asia. This project at ArtScience Museum provides a unique showcase for artists emerging in Singapore to bring their work to the attention of a wider international audience.”

Singapore Eye book

In another first for Singapore’s art scene, 62 Singaporean artists and their works will also be documented in a book, *Singapore Eye: Contemporary Singapore Art*. Edited by Serenella Ciclitira, the book aims to be a visual reference publication and a key resource on Singapore’s contemporary art. To further promote arts education, over 300 copies of *Singapore Eye* will be donated to local schools, institutes and libraries.

Speaking of the latest Eye book, Serenella Ciclitira commented: “I very much hope and believe that the book accompanying the exhibition will provide a long-lasting legacy for curators, researchers, students and artists long after Singapore Eye finishes its run. It’s been a really rewarding experience discovering and presenting the work of artists from this exciting new art scene.”

Exhibits by Prudential Eye Awards nominees

Exhibited as part of *Prudential Singapore Eye*, from 17 January to 31 March, are works from 18 most promising Asian artists who are nominated for the second edition of *Prudential Eye Awards*. While the former exhibition focuses in depth on the profile of Singaporean artists, the latter explores the works of artists who work across Asia and are on the cusp of gaining a significant international profile through the Prudential Eye Programme. These artists will be vying for the highly sought-after prize of ‘Emerging Artist of the Year’, to be determined at the Prudential Eye Awards Ceremony on 20 January 2015.

Prudential Singapore Eye mobile application

An informative *Prudential Singapore Eye* mobile application is also specially developed to provide visitors with more information about each artist and their artwork. The free application, “*Singapore Eye*”, can be downloaded from the iTunes and Google Play from 23 January.

Free entry

In a first such initiative at ArtScience Museum, visitors can enjoy free entry to the exhibition every first Monday of each month, starting 2 February. This is made possible with support from Prudential. In addition, pre-booked school groups including pre-schools, primary, secondary and tertiary institutions, can also visit *Prudential Singapore Eye* (for self-guided tour only) for free, beginning 19 January. These initiatives are aimed to further engage school going children as well as the public and raise their awareness about the outstanding work created by the local art community





Creative Education Programme

Complementing the exhibition will be an education programme developed by the British Council in unison with Prudential and ArtScience Museum, which will reach out to secondary school students, teachers and tertiary education institutions.

Katelijan Verstraete, Director Arts, British Council, East Asia, said: "This programme brings together the British Council's skills and expertise across Education and Arts. For nearly 80 years we have helped people from all over the globe to learn and have been connecting Artists and Institutions to expand their practice and widen the conversation with their audiences. With the modern world putting more and more emphasis in entrepreneurialism, creativity and innovation, we believe we can respond to this, through utilising the arts to support and encourage young people to nurture these 21st Century skills."

Highlights of the Opening Weekend (17 and 18 January)

During the exhibition's opening weekend, visitors will get the opportunity to hear from one of the curators, Honor Harger as she will be conducting a complimentary guided tour for *Prudential Singapore Eye*.

Curator Guided Tour (*Beginning at the first gallery of Prudential Singapore Eye*):

17 Jan, 3pm: Conducted by Honor Harger

Artists at Work

Visitors who wish to discover how artists work behind-the-scenes to put together an exhibition, two of the *Prudential Eye Awards* nominees, Hannah Bertram and Mithu Sen, will be putting on the final touches on their site-specific installations *in situ* during the opening weekend.

For more information on additional programming for Prudential Singapore Eye and ticket prices, please visit www.marinabaysands.com/ArtScienceMuseum

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About Prudential Eye Programme

Established in 2008 by David and Serenella Ciclitira and sponsored by the region's leading life insurer and asset manager Prudential, the Prudential Eye Programme is an initiative that nurtures artistic talent. The programme aims to develop arts infrastructure in territories where this is lacking, in order to provide artists with the platforms, support and recognition they need to develop their careers. It works to build networks and opportunities for artists and galleries through strategic partnerships and a variety of platforms.

Previous projects from the Prudential Eye Programme include *Korean Eye* (2009 to 2012), *Indonesian Eye* (2011), *Hong Kong Eye* (2013) and *Prudential Malaysian Eye* (2014): a series of international touring exhibitions and publications providing emerging Asian artists with opportunities to showcase their work. To date, the programme has held 18 exhibitions worldwide, which have been viewed by over two million people.





In January 2014, the Prudential Eye Programme launched the *Prudential Eye Awards* in Singapore, honouring the accomplishments of emerging artists throughout greater Asia and launching a creative education programme with the British Council. The exhibition accompanying the second edition of *Prudential Eye Awards* will concurrently with *Singapore Eye* at the ArtScience Museum.

About Parallel Contemporary Art

Parallel Contemporary Art is a not-for-profit organisation dedicated to supporting emerging artists across the world. It was founded by David and Serenella Ciclitira who have been collectors and patrons of contemporary art for over two decades. 23 years ago, as part of their commitment to supporting emerging artists, they founded two annual awards at the Royal College of Art, London; the Parallel Prize for painting and the Serenella Ciclitira Scholarship for sculpture, both of which continue to provide valuable support and stipends for graduating fine artists. Through their love of travel and discovering new artistic talent, they realised young artists in many parts of Asia were under supported and going unnoticed. To help develop the careers of these emerging Asian artists, they launched the Prudential Eye Programme, an initiative that nurtures worldwide artistic talent.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About Saatchi Gallery

The Saatchi Gallery was founded in 1985 with the aim of bringing contemporary art to as wide an audience as possible and make it accessible by providing an innovative platform for emerging artists to show their work. Over the last four years the Saatchi Gallery has hosted 15 out of the top 20 most visited exhibitions in London, according to The Art Newspaper's survey of international museum attendance, and is also ranked amongst the world's top five most liked museums on Facebook and Twitter by Museum Analytics. The Saatchi Gallery's website has become a global meeting place for people interested in contemporary art. Entry to all exhibitions at the Saatchi Gallery is free. www.saatchigallery.com.

About Prudential Corporation Asia

Prudential Corporation Asia is a business unit of Prudential plc (United Kingdom)*, comprising its life insurance operations in Asia, and its asset management business, Eastspring Investments. It is headquartered in Hong Kong.

Prudential is a leading life insurer that spans 13 markets in Asia, covering Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, The Philippines, Singapore, Taiwan, Thailand and Vietnam. Prudential has a robust multi-channel distribution platform providing a comprehensive range of savings, investment and protection products to meet the diverse needs of Asian families.

**Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It has been in existence for 166 years and has £457 billion in assets under management (as at 30 June 2014). Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.*

About Prudential Assurance Company Singapore (Pte) Limited (Prudential Singapore)

Prudential Singapore, an indirect wholly-owned subsidiary of UK-based Prudential plc, is one of the top life insurance companies in Singapore. We have been serving the financial and protection needs of Singaporeans





for more than 80 years. Our focus is to bring well-rounded financial solutions to customers through our multi-channel distribution network, with product offerings in Protection, Savings and Investment. We are one of the market leaders in Protection, Savings and Investment-linked plans with over S\$25 billion funds under management as at 31 December 2013.

Prudential Singapore is the first life insurer in Singapore to be named Asia's Life Insurance Company of the Year in 2000. For ten consecutive years until 2013, we have been awarded the Gold Award in Reader's Digest Trusted Brands and we achieved the May Day Model Partnership Award in 2009. In 2010, we emerged as one of the top insurers in Singapore in the Customer Satisfaction Index, which is a national barometer that tracks 104 companies from eight sectors. Since 2007, we have been conferred the People Developer Award by SPRING Singapore for our efforts in training and developing employees and in 2013 and 2014, we were presented with Asia's Employer of the Year Brand Award by the Branding Institute and the World HRD Congress. Also in 2014, Prudential Singapore was awarded the NTUC Plaque of Commendation (Gold) Award, the Leading HR Practices Award in Quality Work-Life, Physical & Mental Well-Being and an AA Rating by leading credit rating agency Standard & Poor's.

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