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## Experience the traditional arts in a new light at the National Museum of Singapore's first digital gallery



*Art of the Rehearsal by Sarah Choo Jing*

**Singapore, 31 January 2017** – Enter the National Museum of Singapore's newest gallery and you might be in for a surprise – there are no physical artefacts on display! The first digital gallery at the National Museum of Singapore, Gallery10, aims at being an experimental space where the relationship between art and digital technology is celebrated and explored, allowing more opportunities for people to collaborate and express their creativity in innovative ways.

“The role of the museum has changed over the years, expanding its focus beyond presenting things of the past to include creating a connection with the present. Gallery10 is a space that provides us with the opportunity to do just that and more, through the adoption of digital and future technology to create an immersive experience for our visitors to engage with history and art,” said Angelita Teo, Director of the National Museum of Singapore.

In line with the National Museum of Singapore's aim of creating relevant and engaging museum experiences for its visitors, Gallery10 is equipped with advanced projection technology to enable artists to challenge the boundaries of both art and technology to present an immersive, multi-disciplinary exploration of the world around us.

Testament to that is the first art installation at Gallery10, *Art of the Rehearsal*, a permanent showcase created by multidisciplinary artist Sarah Choo Jing, in collaboration with renowned commercial cinematographer Jeffrey Ang. Visitors will step into the familiar back lanes of cultural

districts in Singapore through a three-channel immersive video installation that depicts Singaporean dancers across various ethnicities rehearsing before their performance.

“Artists from different spheres of practice are increasingly seeing the value of collaboration and its ability to produce ground-breaking artworks,” said Sarah. “Gallery10 has provided us with a blank canvas, allowing for infinite possibilities to create immersive experiences that are both visually and conceptually engaging. Through using state-of-the-art technology and media, we are able to capture the essence of our multicultural diversity, hence showcasing dancers' perseverance behind every performance.”

Jointly presented by the National Museum of Singapore, National Heritage Board and National Arts Council, this project showcases how the excellence of Singapore's traditional arts can be preserved through modern technology. It allows visitors to engage with traditional arts in innovative ways to inspire creativity and a sense of belonging especially in younger audiences.

“We are thrilled to jointly commission the first work of Gallery10's innovative platform. It is a special opportunity to present Singapore's rich heritage as expressed in our traditional performing arts. The strategic partnership with the National Museum is part of our efforts to engage and educate our audience, especially the younger ones, and to celebrate traditional dance forms through a contemporary lens,” said Ms Elaine Ng, Director for Sector Development (Traditional Arts & Dance), National Arts Council.

While *Art of the Rehearsal* is a permanent showcase at Gallery10, the gallery space will also see several upcoming innovative projects and collaborations with creative organisations, the details of which will be announced at a later date.

The gallery is currently open to the public. For more information, please visit <http://nationalmuseum.sg/>.

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**About the National Museum of Singapore**

With a history dating back to 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, and celebrated its 125th anniversary in 2012. The Museum refreshed its permanent galleries and re-opened them on 19 September 2015 for Singapore’s Golden Jubilee. For more details, please visit [www.nationalmuseum.sg](http://www.nationalmuseum.sg).

### **About National Arts Council**

The National Arts Council champions the arts in Singapore. By nurturing creative excellence and supporting broad audience engagement, we want to develop a distinctive global city for the arts. With a nod to tradition and an eye to the future, we cultivate accomplished artists and vibrant companies. Our support for the arts is comprehensive – from grants and partnerships to industry facilitation and arts housing. The Council welcomes greater private and corporate giving to and through the arts so that together we can make the arts an integral part of everyone’s lives. For more information on the Council’s mission and plans, please visit [www.nac.gov.sg](http://www.nac.gov.sg).

### ***Art of the Rehearsal* is:**

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