

National Museum of Singapore unveils seven innovative digital projects in latest edition of *DigiMuse Presents*

DigiMuse Presents advances the possibilities of integrating culture and technology through immersive reality and other interactive activities for museum visitors

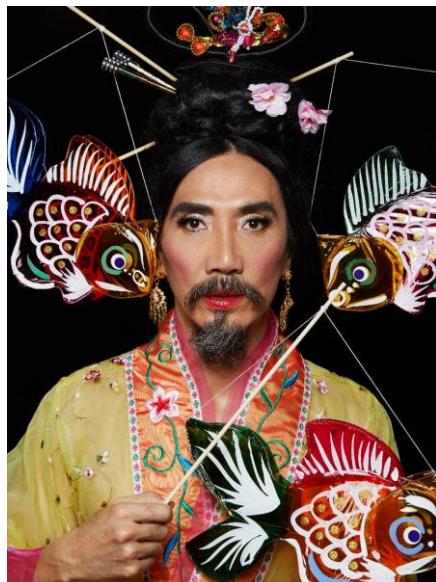


Singapore, 17 January 2019 – As part of its endeavour to lead digital innovation in the cultural sector, the National Museum of Singapore will be exhibiting seven projects that bring to life the amalgamation of art, culture and technology in its latest edition of *DigiMuse Presents*, held on 18 January in conjunction with Singapore Art Week 2019.

Co-created by digital designers and creative professionals in partnership with cultural institutions and technology companies, *DigiMuse Presents* will enable visitors to explore new perspectives of art, culture and heritage via immersive and interactive exhibits, dynamic conversations enabled by artificial intelligence, and more. This showcase is part of the wider DigiMuse initiative, which was launched with the goal of building a vibrant cultural sector that is invested in digital innovation. The museum was among the first cultural institutions worldwide to launch an initiative of this scale.

Iman Ismail, Curator, National Museum of Singapore, said, “The second edition of *DigiMuse Presents* will explore the creative use of technology, art, and even sound, to create immersive experiences for museum-goers. The showcase demonstrates the exciting potential of marrying digital innovation with culture and the arts, to create playful and thoughtful interactions with our audiences.”

Presenting fresh perspectives of humanity through digitally led innovations



Yang Derong, *Face of the Day*, 2017–2018, mixed media. Image courtesy of the artist.

As a progressive cultural institute, the museum encourages the use of technology-driven storytelling to create moments of self-reflection and meaningful exchanges for its visitors. This new edition of *DigiMuse Presents* will feature *Face of the Day (FOTD)*, a unique platform that showcases fresh digital and visual content daily. Using social media as one of its key mediums, *FOTD* fuses photography, videography, fashion, culture, arts and trends to share wry, witty and wonderous moments of everyday life.



Randy Chan, *SONIC WOMB*, 2019, Interactive mixed media installation. Image courtesy of the artist.

Another highlight of *DigiMuse Presents* is *Sonic Womb*, an inhabitable suspended tensile womb structure and soundscape that allows visitors to explore the process of human gestation. As visitors walk, crawl and lie within the responsive “womb”, they will experience a reactive audio system that mimics the way a fetus would experience sound. The immersive, interactive exhibit was inspired by the organic process of human exploration, cognition and response.

Collaborative partnerships with local and international stakeholders to celebrate art and culture through technology

Featuring contributions from local designers like Yang Derong and Randy Chan to internationally acclaimed artists and choreographers such as Justine Emard and Hiroaki Umeda, *DigiMuse Presents* and the larger DigiMuse initiative were borne out of the National Museum’s partnerships with a myriad of organisations.

Through *Co(AI)xistence*, museum-goers will get the chance to discover an artistic interface between data and human motion. The video artwork by Justine Emard shows an artificial life system created by Ishiguro Lab (Osaka University) and programmed by Ikegami Lab (Tokyo University) interacting with Mirai Moriyama, a Japanese actor and dancer embodying a non-anthropomorphic way of understanding things. In a series of 3D-printed garments, *Beeing Human* by design label Baëlf Design pays tribute to the wonders of nature. Inspired by the honeycomb, a fusion of geometric, architectural and organic forms overlaying the human body brings to light the relationship between humans and nature.

Giving new meaning to the phrase ‘high-fashion’, Galina Mihaleva’s work *Talking Cheongsams* showcases Singapore’s DNA through clothing and textiles hung from the museum’s glass rotunda. In what is set to be a feast for the eyes, her work at the Banyan Tree, *Pulse*, is a tactile playground for visitors to experience digital interpretations of today’s urban landscape.

In the visual installation *Dual Blur*, Hiroaki Ueda takes reference from the museum’s prized William Farquhar Collection of Natural History Drawings, deconstructing and distorting images from the collection. Interacting with the audience in real-time, sensors within the installation detect movement from the audience, presenting visitors with a fresh and dynamic perspective of the beloved collection.

Exploring *DigiMuse Presents* in celebration of Singapore Art Week 2019

DigiMuse Presents will be on view from 18 January to 17 February 2019 at various locations within the National Museum and its galleries, between 10am to 7pm daily. Visitor access to the featured projects is free with General Admission.

DigiMuse Presents is presented by the National Museum of Singapore, an institution of the National Heritage Board, in collaboration with Centre des Arts (Enghien-les-Bains), Bains Numeriques and Little Arts Academy.

Featuring projects developed by Baëlf Design, Culturelink Singapore and Zarch Collaboratives, the *DigiMuse Presents* programme is supported by the Ministry of Culture, Community and Youth, Artitive, Panasonic, Brilliant Prints, Knoxx, Elmich, Institut Français Singapour, and Ambassade de France à Singapour.

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Note: The seven digitally led prototype projects in *DigiMuse Presents* are *Face of the Day*, *Sonic Womb*, *Dual Blur*, *Beeing Human*.

Installation presented in collaboration with the *DigiMuse* initiative: *Co(Ai)xistence*
Partnering presentation: *Talking Cheongsams*, *Pulse*

Refer to the *DigiMuse Presents* [webpage](#) and brochure for the full list of programmes and their locations in the museum.

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About DigiMuse

The DigiMuse programme is an initiative by the National Museum of Singapore that seeks to build a vibrant cultural sector, as well as engage with the wider technology industry to encourage creative experimentation in cultural spaces. The programme invites artists, technologists and culture professionals to co-create projects, and provide considered interventions that showcase the possibilities of integrating culture and technology.

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. 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.

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