

T221 FA

Yong Jing Ting 24013846

## **Section A: Programme Proposal**

### 1. Event Title and Main Concept (200–500 words)

Event Title:

“Medley Madhouse”

Concept:

Medley Madhouse is a vibrant and multilingual celebration and showcase of familiar Singaporean songs, exhibiting Singapore’s rich musical heritage. Designed for families with children aged 3 to 12, it will be held at the Multi-purpose Studios at Goodman Arts Centre. This unique event, in conjunction with The Arts House’s 21<sup>st</sup> anniversary, will bring generations together through famous songs well-known by Singaporeans in all four languages used in Singapore: English, Chinese, Malay and Tamil.

This event invites young children to learn and sing all-time favourite tunes that their parents and grandparents grew up with – timeless tunes like Chan Mali Chan, Rasa Sayang, Munnaeru Vaalibaa, Jinkli Nona, alongside Xinyao-era Mandarin songs such as “Flowing Water” (细水长流) and Our Class (我们这一班). We aim to bring together musical heritage from all of Singapore’s major ethnic communities. Children will embark on a journey to discover the stories, meanings, and cultural roots of these songs through fun and interactive workshops. Each song booth will feature simple storytelling segments that explain the origin or message of the song – themes like friendship, unity or community – along with visual aids like lyrics posters, illustrations and animations, even cultural props if applicable. Language facilitators will also introduce keywords and phrases in the song’s original language, encouraging understanding and appreciation for diversity. At family sing-along stations, participants can learn the tunes together and share personal memories or interpretations. The general idea is to turn their experience into both a musical and cultural exchange that caters to adults as well. Grown-ups are given the chance to reminisce about their childhoods while their children gain exposure to Singapore’s multicultural soundscape.

We will combine light movements, art pieces, and stories with the music in this space to make learning more fun for the kids. Medley Madhouse promises inclusive, participatory arts and music experiences that go beyond language barriers. All participants are guaranteed a meaningful experience, whether it is learning a new song, a piece of knowledge, or something as simple as recalling a memory from the past.

This event will feature:

- 1) Song booths sectioned by ethnicity, each with live instructors, props and tokens to be collected)
- 2) Family sing-along corner with an option to have it recorded
- 3) Paid DIY instrument booths where children can make ethnic percussion instruments using recyclable materials, or spend some time to learn an instrument

Medley Madhouse, aligning with The Arts House's mission of bridging the arts and audiences, wishes to nurture cultural pride, encourage emotional connection and bonding between various generations of people. It also supports The Arts House's vision of inspiring and enriching communities through the arts in Singapore, by having this shared space and hosting artistic activities across different languages and cultures that all represent Singapore.

## 2. Selected arts space managed by The Arts House and why

Venue: Multi-purpose Studio – Goodman Arts Centre

After reviewing various venues managed by The Arts House, the Multi-purpose Studio at Goodman Arts Centre is the most suitable space for Medley Madhouse. The studio offers a spacious and adaptable layout, supporting the concept and nature of interactive, varied and multilingual activities, taking advantage of the flexible open space that can be easily segmented into either different language zones (English, Chinese, Malay, Tamil) or by activity (sing-alongs, instrument-making).

Both units combined will give us a total floor area of 156 square meters<sup>1</sup>. Unlike more formal or performance-specific venues, Goodman Arts Centre's Multi-purpose Studio is designed for community-focused arts programmes. It provides a comfortable, child-friendly environment that encourages active learning and creative play. The sound-treated space is fitting for group singing, and the unobstructed layout makes it easier for crowd management, whether it is larger groups or parent-child engagement activities.

Goodman Arts Centre is known to be a hub for arts and community engagement, often visited by families and educators. Located in Mountbatten, the place is well-connected to public transport and has ample parking spaces, making it significantly more accessible to families with young children compared to other venues. The peaceful, garden-like campus also adds to the welcoming and relaxed vibe, offering visitors a break from the city's fast pace while allowing them to immerse themselves in arts and culture.

Essentially, the Multi-purpose Studio at Goodman Arts Centre offers the ideal balance of functionality, accessibility and atmosphere for Medley Madhouse – enabling a joyful and enriching experience for all participants.

### 3. (i) Target audience analysis and how Medley Madhouse is suitable for them

Families with kids ages 3 to 12 are our target demographic for Medley Madhouse during their June school holidays. Engaging educational activities, particularly those that combine play, creativity, and cultural exposure, frequently take place during the children's school breaks and offer valuable family bonding time.

The lives of most Singaporean parents are fast-paced, and they often find it hard to juggle both work and family. This event is the perfect opportunity for them to slow down and reconnect with their loved ones through shared heritage and experiences. Medley Madhouse wants to help fill this gap between children and their parents, giving them a space where children can learn while playing, and parents are invited to reflect on and relive their childhoods, inspiring stronger and more intentional parent-child bonds.

This musical event also appeals to millennial parents, many of whom grew up with the iconic local songs that we want to mention in Medley Madhouse. Reintroducing these songs to them in a live, experiential setting could allow these parents to pass down a shared cultural memory to their children in a positive and music-driven way. Beyond just entertainment, this event also subtly promotes multilingualism – a matter that has seen its recent increase in relevance as families consisting of different generations start meeting language barriers between the elderly and young.

Children are naturally drawn to music and movement, especially when it comes to activities like hands-on crafts and learning through storytelling. By offering multiple different sensory entry points – auditory (songs), kinaesthetic (movement), visual (illustrated zines and tactile crafts) – Medley Madhouse will accommodate different learning methods and play styles, capturing the children's attention while ensuring they learn something from our event and leave with fruitful information.

Medley Madhouse also caters to secondary audiences, including grandparents, youth educators, and members of the early-education industry, as well as heritage arts supporters. We hope that these people will attend our event and find value in our attempt to make it nostalgic and culturally enriching. Ultimately, we aim for this event to support families in creating meaningful memories while strengthening their connections, both within their families and with Singapore's diverse arts and culture.

### (ii) How Medley Madhouse supports The Arts House's mission and adds value to the organisation

The Arts House's mission is "bridging the arts and audiences by transforming ideas into reality through our distinctive spaces and programmes". Medley Madhouse precisely supports this mission, turning this simple idea of Singaporean childhood songs into a

powerful and lively family event that strengthens cultural connections across generations.

By sharing familiar tunes in all four national languages, our event stimulates multilingual inclusivity to strengthen Singapore's multicultural national identity. It procreates singing into an opportunity for social cohesion, where children and their parents or guardians can actively participate together. Here, they do not just become passive listeners; they also share and create memories together, learn together, and most importantly, bond with each other through collaboration and using music as their tool. The choice of using Goodman Arts Centre's Multipurpose Studio further enables this vision of wanting a flexible and open space that allows the arts to be experienced cheerfully and informally.

Medley Madhouse adds value to The Arts House by broadening its audience base, targeting young families and children, a demographic that is quite difficult to engage with traditional literary arts programmes. It complements The Arts House's previous successful events like Monstrous Fun! while offering a different twist: using music as the primary medium instead of only storytelling.

It also proves The Arts House as a leader in producing family-inclusive and culturally relevant programmes, reinforcing its part in Singapore's arts scene as a connector of communities. In today's world, where almost everywhere has a digital distraction, Medley Madhouse wants to bring people together through the simplicity and joy of live and shared music-making – reminding everyone of the power of the arts to spark joy, memory and community.

In conjunction with that, the event's low barrier to entry and potential for future collaborations, like with schools, digital songbooks or travelling versions in other Arts House Limited venues, suggests possible longevity and versatility of our event idea. It will be a valuable and forward-thinking inclusion to The Art's House's future programme calendar.

## **Section B: Project Management**

### **1. Create a detailed project plan and timeline with PMBOK Guide**

Initiation:

The initiation phase defines the purpose and scope of Medley Madhouse – a family-centric, multilingual music programme aligned with The Arts House's 21<sup>st</sup> anniversary celebration. The event aims to promote intergenerational bonding, cultural appreciation across different ethnicities and creative exploration. Initial meetings with Goodman Arts Centre and The Arts House team will have to be conducted to confirm event objectives, venue availability, budget estimates and stakeholder expectations. A simple needs

assessment using surveys or interviews with parents and educators may also be conducted to validate and confirm the event idea.

#### Planning:

This phase requires us to develop a comprehensive project plan, with details like:

- A timeline and task assignment
- Programme content: song booths, sing-along zone, DIY instrument-making station, printed content like magazines and posters for lyrics/information
- Logistics: layout of how we will position zones for crowd management in the Multi-purpose Studio – language zones, seating, entry/exit
- Hiring of language facilitators, artists, event crew and any volunteers if needed
- Marketing strategies: outreach to the public via parenting blogs, social media ads and arts education mailing lists
- Budget planning: allocation for artists' fees, materials, sound system rental, venue rental, print collateral
- Risk management: crowd control, child safety, and any COVID-related/health-related measures that need to be taken into account

#### Execution:

This phase requires the actual programme implementation.

- 1) Event space (Goodman Arts Centre Multi-purpose Studio) is prepared the day before the event start date. Signages, booth set-up, AV system checks and decorations to be done by the end of the day.
- 2) Crew and volunteers to be briefed and trained on their roles, crowd control and any safety protocols of Goodman Arts Centre.
- 3) Welcome families at registration for paid DIY instrument-making event (to have registration link posted online at least 2 weeks before start date). Children rotate around the song booths, sing-along zone and DIY instrument-making (if they have paid and signed up)
- 4) Artists and volunteers guide the engagements with visitors. Families collect tokens from each booth after they complete the activities for a small souvenir bag before leaving.

#### Monitoring:

Real-time event monitoring will be managed by one or two floor managers or supervisors stationed at certain areas to cover the entire space, with hourly walk-throughs to ensure safety, session flow and consistent engagement levels. Volunteers will be stationed at each zone for support and assistance with any booths or floor managers that need help. We could use walkie-talkies or a live WhatsApp/Telegram group chat for quick and efficient communication, updates and troubleshooting.

Feedback will be gathered using surveys through QR codes on-site, placed at the exits, and we will send follow-up emails to those who have registered via our link.

Observational feedback is noted to assess crowd behaviour, booth popularity and time spent per zone for each patron.

### Closing:

After the event, all the equipment will be returned, the venue will be cleaned and the crew to be debriefed. Feedback from attendees and staff is compiled into a final report for review. A short video recap is edited and posted for sharing on social media for stakeholders and families. Financial reconciliation, partner acknowledgement and an evaluation report will be submitted to The Arts House for records. Any potential future school collaborations or travelling versions of our event will be explored based on feedback received and attendance data.

## 2. Visuals to support the plan

These visuals offer an aid to see how comprehensive and well-supported Medley Madhouse will be, from the first step of planning, all the way to implementing our idea until it comes to an end. They serve as both functional planning tools and storytelling illustrations to help all relevant personnel, such as stakeholders, partners and funders, understand the impact and structure of the event.

### Mood board:

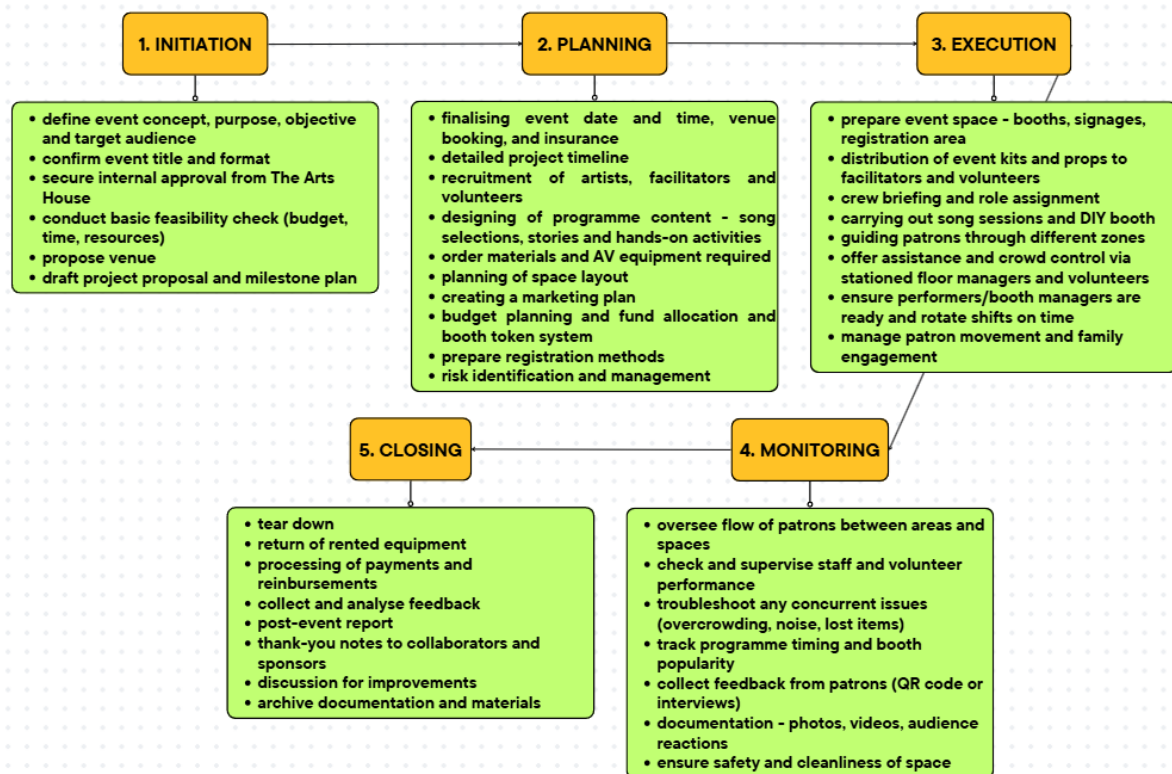


The mood board includes the imagined atmosphere, tone, aesthetic and potential activities of Medley Madhouse. It showcases children engaging in interactive activities like music-making, arts and crafts, and movement. There are also images of parents,

grandparents and caregivers. This highlights the intergenerational nature of our event, which is one of the key concepts of this programme.

Crafting musical instruments with recycled materials and relating cultural elements helps to visualise the multi-sensory and multilingual experience that Medley Madhouse intends to achieve. The mood board reflects the lively, nostalgic and inclusive environment we want to have in this space – something that brings joy, is child-friendly, and most importantly, is culturally diverse.

PMBOK project timeline:

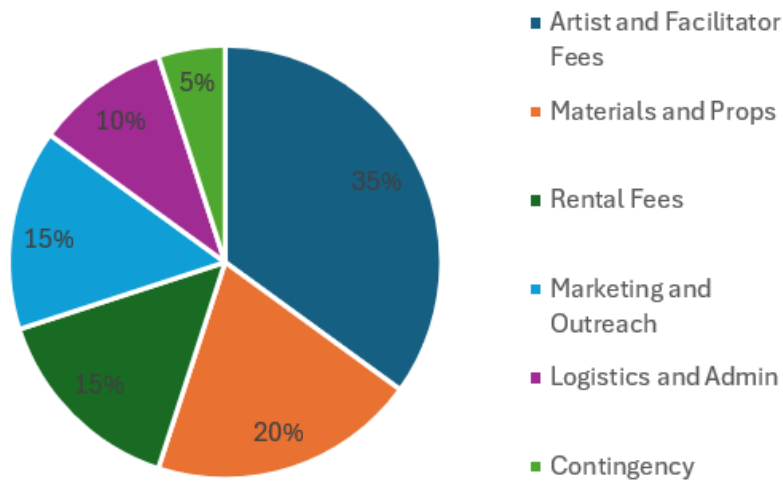


The flowchart for the project in the context of using the PMBOK guide, outlining the five key stages: Initiation, Planning, Execution, Monitoring and Closing. Each phase includes specific tasks that will have to be completed for the smooth operation of Medley Madhouse. All of the main tasks are categorised into these five phases, from defining objectives and booking our venue, to preparing marketing plans, training staff and volunteers, managing the event during operation, and gathering feedback after the event.

This visual clearly shows how Medley Madhouse will be meticulously managed and carried out in an organised manner. It also acts as an overview of the developmental processes and highlights professionalism in doing our work behind the scenes, ensuring the successful delivery of all ideas and intentions.

Budget breakdown pie chart:

### Tentative Rough Budget Breakdown

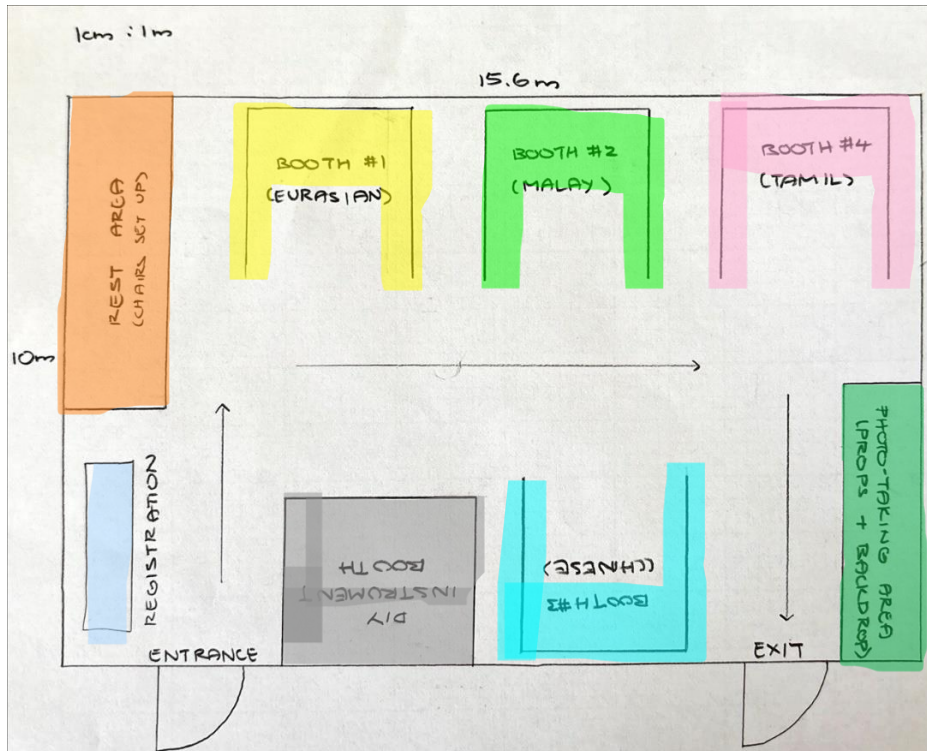


The pie chart shows a visual summary of the estimated budget allocations for Medley Madhouse. It has been divided into the following key categories:

- Artist and Facilitator Fees (35%)
- Materials and Props (20%)
- Rental Fees - for AV and other equipment (15%)
- Marketing and Outreach (15%)
- Logistics and Admin (10%)
- Contingency (5%)

My pie chart shows that the majority of our budget will be dedicated to our event's essence, manpower and the content. The other costs will support the operational needs. It justifies our need and focus on hiring knowledgeable and multilingual facilitators and volunteers to fabricate the immersive experience for patrons. This breakdown also supports our application for grants, as it shows our responsibility to wisely allocate the limited resources.

## Tentative Floor Plan:



The floor plan I have drawn shows a mock-up of how we will utilise the Multi-purpose Studio at Goodman Arts Centre for Medley Madhouse. Both studios combined give us a 15.6 metre by 10 metre space. The space is divided into:

- A registration table
- A rest area with chairs and tables
- Four language booths (could be increased and turned into one smaller-sized booth for one song)
- DIY instrument booth
- A photo-taking area with props and a backdrop with traditional Singaporean musical imagery

This rough layout assists us in visualising how we will manage the crowd flow and encourage exploration of all stations and booths. It also considers accessibility and comfort for all patrons, ensuring ample space for everyone to roam around, with areas for sitting, moving and participating together. Organising the areas in this space this way reinforces the event's hope for multilingual and participatory design, ensuring safety, structure and adequate audience engagement throughout their visit.

## **Section C: Grants**

1. A suitable grant, justifying and explaining how it aligns with the goals and needs of The Arts House's 21<sup>st</sup> anniversary event

Recommended grant: National Arts Council (NAC) Presentation and Participation (P&P) Grant

To support the cost of organising Medley Madhouse, the most suitable grant is NAC's P&P Grant. This grant supports the production and presentation costs of various arts projects in the Performing, Visual, Literary or Multi-Disciplinary artforms<sup>2</sup> - aligning directly with the purpose of Medley Madhouse and The Arts House's 21<sup>st</sup> anniversary celebration.

The P&P grant strives to boost arts appreciation and participation in Singapore. Medley Madhouse does just that by providing multilingual song-based workshops that engage both young children and adults from all ethnic backgrounds. Cultural understanding and emotional bonding are promoted through music, a universal medium, while encouraging learning and creativity.

The grant's focus on participation, collaboration and audience development is met through the event's format:

Children learn and sing songs in all four national languages. Parents and grandparents share childhood memories and promote intergenerational connection. Families collaborate on instrument-making with recyclable materials. Multisensory learning makes arts engagement more inclusive for young learners.

Funding from the P&P grant would go toward artist and facilitator fees across all four language groups, craft materials and props for each cultural booth, sound and AV rentals for the sing-along zone, volunteer training, signage and safety materials, marketing and outreach targeted at schools, preschools and community groups.

Choosing Goodman Arts Centre as our venue further strengthens our proposal for the grant since it is a known community-focused space and a regular host for many educational and family-oriented programmes, specifically at The Artground. Events such as Lost Islands, M.A.P. (Many Alternative Possibilities) and The Curious Sky have brought many opportunities for children to explore and learn through interactive play. The P&P grant supports projects in similar accessible and inclusive settings.

Moreover, Medley Madhouse helps enhance The Arts House's reputation, delivering our innovative and family-friendly arts programme. It builds on past successes by The Arts House, like Monstrous Fun!, but offers something new and different: a music-focused experience, celebrating Singapore's signature multilingual heritage.

This event can also bring long-term impacts to The Arts House. With positive feedback from our audience, it could evolve into a touring programme for schools or community centres, or get a chance to be featured in future editions of the Singapore Writers Festival as a youth fringe activity and Children’s Season. These ambitious ideas are in line with the P&P grant’s aim to support sustainable and scalable arts projects.

In conclusion, the NAC Presentation and Participation Grant is highly appropriate and the most suitable grant for Medley Madhouse as it enhances accessibility, supports artistic collaboration and adds cultural value – not just to the 21<sup>st</sup> anniversary celebration of The Arts House, but also towards Singapore’s broader arts scene.

References:

<sup>1</sup> Source: Arts House Limited – Goodman Arts Centre Venue Details, <https://artshouselimited.sg/gac-venue-details/multi-purpose-studios>

<sup>2</sup> Source: National Arts Council. *Presentation and Participation Grant Guidelines*. [https://www.nac.gov.sg/docs/default-source/support-files/funding-and-schemes/presentation-and-participation-grant/\(250408\)-p-p-grant-guidelines.pdf?sfvrsn=c7da895a\\_3](https://www.nac.gov.sg/docs/default-source/support-files/funding-and-schemes/presentation-and-participation-grant/(250408)-p-p-grant-guidelines.pdf?sfvrsn=c7da895a_3)

### **AI declaration**

AI tool used: ChatGPT

Prompt: I want to choose a venue for my event “Medley Madhouse” that will introduce Singaporean music to children and remind adults who grew up with these songs about them. My event will be multilingual, musical and family-friendly. It will include teaching of the songs, sing-alongs, light movement and DIY instrument-making workshops. I need a space that can allow for children to move around, sit in groups, sing and interact with their parents and family members. It may be noisy because of the people and potentially multiple booths doing the activities at the same time. I’m having trouble deciding between Aliwal Arts Centre Multipurpose Studio A & B or Music Studio. Give me 3 pros and cons for each venue and which venue you think is the better option for my event idea.

How the generated response was used: To weigh which venue would be better for the event and how I could use the space to my advantage.

Prompt: For my venue justification, I included the mission and vision, but I want to add other things like how the layout will benefit me, and to make this entire justification stronger. Give me prompts as to what I can add because I'm not sure what else I'm missing.

How the generated response was used: Revising my venue justification because I felt like I kept repeating the mission and vision when I could be mentioning other things.

Prompt: Words to describe the lives of Singaporean parents – usually those who are working

How the generated response was used: Gave me more ideas to phrase my sentence to describe working parents that do not have free time to spend with their children because of their static working lives.

Prompt: Could you give me a few options to rewrite “hopefully motivating them to connect with their children more and better”

How the generated response was used: To make my sentence and idea clearer and more polished.

Prompt: Chan Mali Chan, Rasa Sayang, Munnaeru Vaalibaa, Jinkli Nona and songs that were made popular by Xinyao, such as Flowing Water" (细水长流) and Our Class (我们这一班)

I want to change the part on examples of songs to be cleaner because it feels like I'm naming songs but suddenly name a whole musical movement (Xinyao). Could you tell me what movements the rest of the songs mentioned are and how they are related to the 4 different ethnic groups in Singapore?

How the generated response was used: Separating song examples and musical movements, clearer breakdown and their cultural associations.

Prompt: For the venue, I want to change it to Goodman Arts centre because the spaces of Arts House Limited have different uses and different arts forms. Aliwal might also be too modern and inaccessible to families because of the lack of parking space and it is not near to bus stops or MRT stations, making it troublesome for parents to bring their young children around. Give me 3 pros and cons why I should choose Goodman Arts

Centre's multipurpose studio or multipurpose rooms so that I can rewrite my venue justification

How the generated response was used: Refine and rewrite the choice of venue.

Prompt: What are some things that I can include in my budget breakdown other than hiring fees, rental fees, materials and props, admin fees and logistics?

How the generated response was used: Checking if there were any things that I did not consider when creating my pie chart for the budget breakdown visual.