

Section A - Programme Proposal

1. **Submit a proposal that includes your event title and main concept by referencing the event's project brief. (200- 500 words)**

Our Threads & Knots

The title of the event is called, Our Threads & Knots. The title, Our Threads & Knots represents how the art connects people as it symbolizes individual paths, ideas, or expressions, while knots are the points where these connect—forming bonds, relationships, and shared understanding. Just as threads need knots to hold and give shape, art brings people together through shared experiences, emotions, and creativity. The title reflects how art, like threads and knots, ties us together in meaningful ways. **[Annex 1]**

The explanation behind the title reflects the main concept that I had decided for the event which is about an exploration of the Singapore Arts Movement. Combining visual arts, small performance, and digital media arts for this event, I want to capture the rich cultural diversity, creativity, and evolution of our local identity for everyone especially the children about how the Arts shape Singapore of today **[2]**. This is connected to the title by showing how art acts like a thread brings people of all ages, backgrounds, and communities through shared creative experiences **[3]**.

Hence the title, Our Threads & Knots where everyone gets to connect, create, explore and express creativity through this art event and to strengthen togetherness through this art event.

2. **Choose ONE of the six arts spaces managed by The Arts House and explain why it is the most suitable venue for your proposed programme.**

I have chosen Goodman Arts Centre because of how the place shows about the local culture, creativity, and community can come together meaningfully. Goodman Arts Centre 's vision of being a youthful and energetic centre providing a wide range of arts offerings and serves a place to bring in the different communities to experience and be engaged through the arts in an intimate and interactive way. Its vision has link to what I want for the arts event and Goodman Arts Centre is the right place to have the event.

Goodman Arts Centre is a good venue and location to have the event because there is lots of space and it has accessible layout to have a family-friendly event that invites movements, explorations, hands on activities like workshops, small exhibitions, and performances. With both indoor and outdoor areas, the venue is well suited for a range of visual arts led multidisciplinary activities such as collaborative fabric painting, community weaving installations, mixed media art workshops, small exhibitions, and small performances.

Goodman Arts Centre's facilities, including multipurpose rooms, studios, and black boxes offer flexibility to host indoor visual arts workshops and exhibitions, while in the open space outdoors will allow for interactive art installations and movement –based engagement. The location is also accessible as it is near to Mountbatten MRT Station and those driving cars can park their car at the Visitor Carpark area. Since it's an open space, wheelchair user can participate any

activities happening around, move freely and enjoy the atmosphere of the outdoor event. Not only that it is free and open to public so they can just walk in out of the place.

However, there is also cons about having the event held in Goodman Arts Centre because of how open the place is and there is limited shelter. Majority of the activities are outside the lawn and there is not much of the shelter when there is rain. But, with back-up plan for wet weather, to be prepared some tents in some of the activities outside when there is a sudden downpour and to also have some activities indoor too like for example having activities or workshops in the multi-purpose room, white studio and black box. This is to ensure that families can continue to enjoy and participate in both movement and visual arts-based activities regardless of weather conditions.

I have thought that the places like The Arts House Old parliament would also be a great idea to have the event programme however I feel that the space is quite limited to have workshops and to move around quite freely. I feel that children would also prefer to move around a lot and freely go wherever they want as this event will have many fun hands-on activities where they can freely go wherever they want.

Moreover, I feel that Our Threads & Knots main concept of Singapore Arts Movement highlights the movement-based arts, and the spacious, open areas in Goodman Arts Centre make it an ideal place which supports the title of the event of connecting and moving around.





3. Essay:

- i. Prepare a target audience analysis for your event and explain how your programme suits their interests and needs. (200- 500 words)

Target Audience: Parents of the children.

According to the Population Survey on the Arts 2023 by the National Arts Council (NAC), it seems that the Students Physical Attendance was 80% and the participation was 50% which is higher than parents, youth, PMEBS and seniors. Seen in Fig. 1. [4]

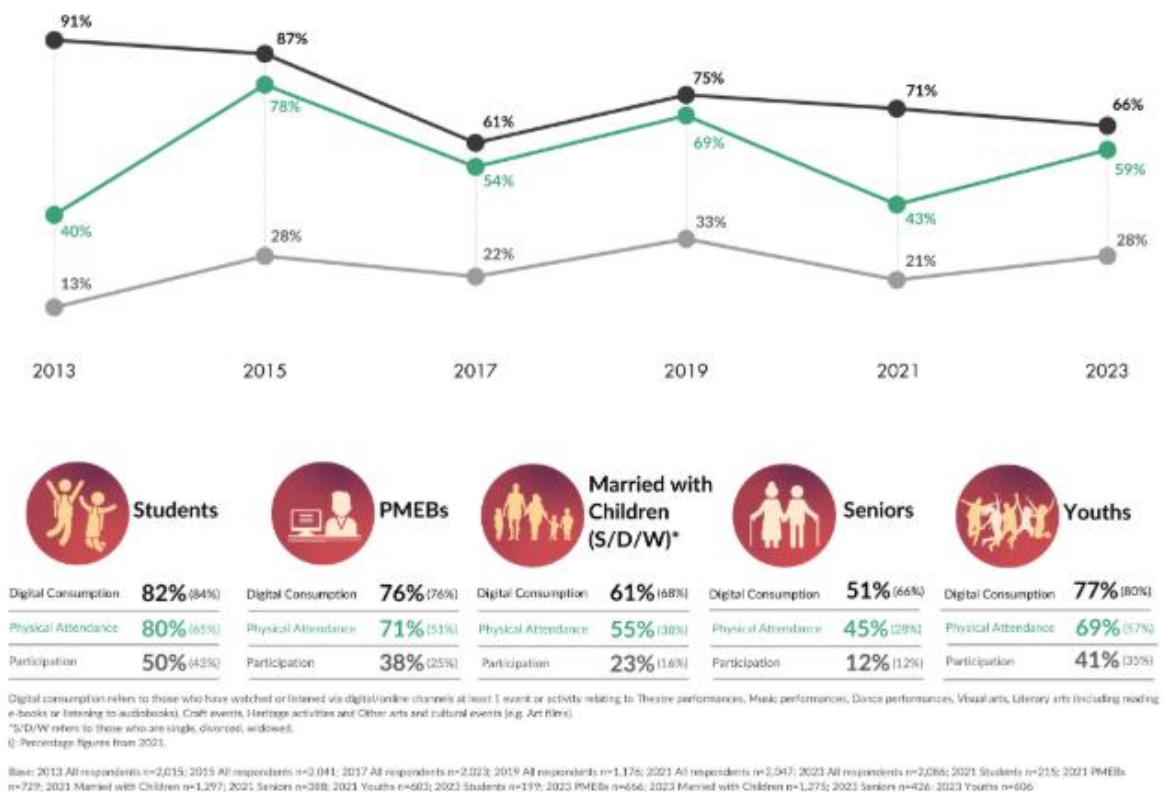


Fig. 1. Taken in the NAC Websites

<https://www.nac.gov.sg/resources/research/population-survey--on-the-arts/overview-of-population-survey-on-the-arts>

Aside from that, in the survey, about 29% of the respondents happened to pass by free arts and cultural events/activities. Seen in Fig. 2.

Key Drivers and Barriers to Arts Engagement

Drivers of Engagement

General reasons to engage with the arts mainly revolved around the desire to support loved ones, chancing upon free events and activities, relaxation, having heard positive reviews from acquaintances and enjoyment.

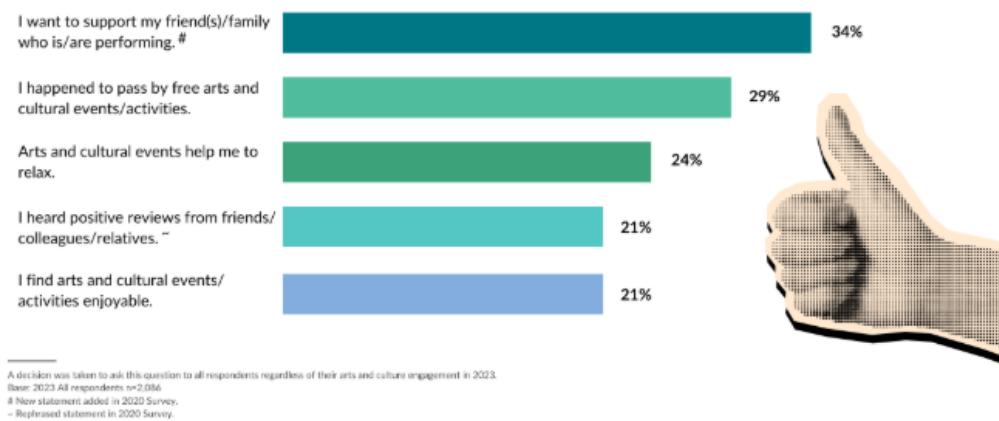


Fig. 2.

It seems that people are interested to art more is because of how they were exposed about arts when they were children which the survey had shown that the childhood engagement with the Arts were more likely to express higher levels of engagement according to the Survey as there are good perceptions towards the Arts by Childhood experience. Fig. 3.

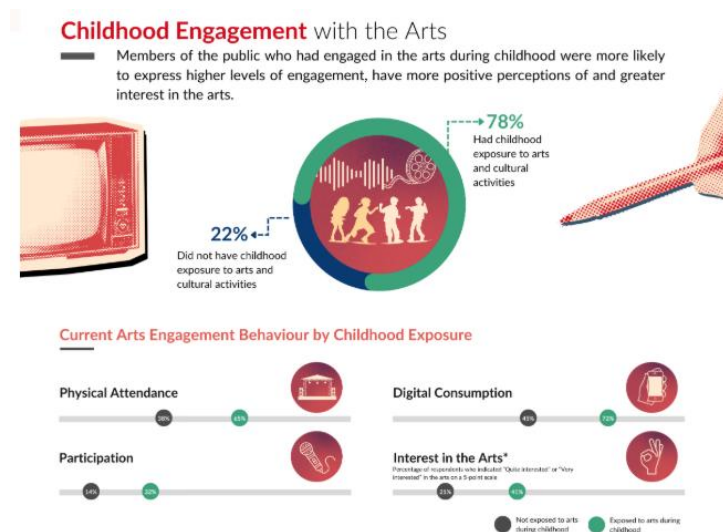


Fig. 3.

STP Consideration:

1. Segmentation

Parents of the children

<u>Demographics</u>	<u>Psychographics</u>	<u>Geographics</u>
<p>Age: Children aged 4 to 12 – primarily participants in the hands-on activities.</p> <p>Parents' age: 20s to 60s</p> <p>Family Status: Families with young children looking for fun activities to spend time with during the June Holiday.</p> <p>Income Level: Working and middle-income families likely to attend cultural event like Our Threads & Knots.</p>	<p>Values: Parents who value community building, education, creativity and meaningful experience for both the children and parents.</p> <p>Lifestyles: Families seeking hands-on activities that can connect, create, explore and express creativity through this art event and to strengthen togetherness during the meaningful period of June Holiday,</p> <p>Attitudes: Value family time and appreciate affordability and convenience. Would want their children to explore and learned something meaningful.</p>	<p>Locations: Primarily local families from Singapore and nearby regions.</p> <p>Urban Environment: Resident familiar with HDB living.</p> <p>Accessibility: Families who can go to the central event locations, have cars to drive to the venue, people living in the central area.</p>

2. Targeting

Target Audience: Parents of the children

Looking at the survey above, children who are exposed to the arts in the young aged are likely to express higher level of engagement as they grow which means that having the art event would have more impact of contributing about the arts in Singapore as they show interest in hence:

Primarily Audience would be parents with children age 4 to 12 who are looking to spend time with their children during the June Holiday. Families seeking hands-on activities that can connect, create, explore and express creativity through this art event and to strengthen togetherness.

Secondary would be for young students aged 13 to 17 still studying come to the event with their friends during the June Holiday. Educators, caregivers, people who enjoys art and craft.

3. Positioning

“Our Threads & Knots” is a free, family-friendly, visual arts-led event that immerses children and parents in the Singapore Arts Movement through interactive workshops, collaborative installations, and digital media. Designed to be accessible and inclusive, it offers a unique journey that fosters empathy, builds community, and ignites curiosity about Singapore’s artistic past and present.” [5]

This concept is to engage parents with children in capturing the rich cultural diversity, creativity, and evolution of our local identity for everyone about Singapore Arts Movement – how it shaped Singapore today by following the threads from the start (entrance) to what it is of today (knots) which is one of the activities that will have in the Arts event.

With that, the programme fits the target audience interests and what they want since it’s during the June Holiday. This free event offer to them is a great way for everyone to learn, have fun and have a meaningful experience about the art in Singapore with many fun activities and meaningful activity offer.

ii. Explain how your proposed event supports The Arts House’s mission and adds value to the organisation. (200 - 500 words)

The title of the event, Our Threads & Knots main concept an exploration of the Singapore Arts Movement through hands-on art making activities and movement-based programme that invites the parents and their children to explore the evolution of the Singapore Arts Movement—from its roots in the past to its vibrant presence today. This is where it reflects the cultural diversity, creativity, and evolution of our nation. It connected to the title as this shows how art, like thread, can connect people across generations, cultures, and communities with the concept of the Singapore Arts Movement on how it has shaped Singapore today. This event then lets them experience and explore being artists themselves while connected to the movement.

[6]

This supports the vision as the event offers family-friendly kind of activities that encourage creativity and learning across generation which helps to engaged local arts community for everyone in different age group too.

This supports the mission of bridging the arts and audiences by connecting the arts and the audiences through the engagement of families in the multidisciplinary art such as the hands-on activities that inspired by Singapore’s arts movement where we create meaningful and connection between the community and our local art.

Moreover, the place I have chosen, Goodman Arts Centre, it’s open to public which means that everyone is able to connect with art and artists through this art events. These events create engaging programs and making sure that art is something everyone can access and relate to. Hence, I want to propose this event as it supports the vision and mission of The Arts House by engaging all ages especially family with children through meaningful, creative activities connected them with Singapore’s rich artistic heritage.

Section B- Project Management

1. Create a detailed project plan and timeline for your event, using the FIVE phases of the PMBOK Guide as a reference (Initiation, Planning, Execution, Monitoring, and Closing).

1. Initiation.

- Define the arts event purpose and key objectives: a family-friendly arts event to celebrate its 21 anniversaries during the MOE June school holidays. Through the concept of Our Threads & Knots, about an exploration and celebration of Singapore Arts Movement from the past to now.
- Developed a clear project scope outlining event scale, duration, and target outcomes.
- Identify key stakeholders such as artists, sponsors, government bodies, and audience group.

2. Planning.

Develops a detailed project management plan covering:

- Work breakdown structure for all arts event components.
- Confirm date and time with Goodman Arts Centre.
- Plan programme flow
- Timeline and milestones (e.g. venue booking deadlines, ticket launch)
- Budget allocation for the workshops, productions, activities, publicity and contingency -> Plan for paints, fabrics, digital media tools and more.
- Resource planning
- Risk Management
- Communication plan

Rough dates for the planning and the timing.

FEBRUARY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

www.calendarlabs.com

MARCH 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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APRIL 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

LOCATION:

Goodman Art Centre

DATE: 1 June to 29

June

TIME: 10AM to 6PM

Mood board- [Moodboard Links](#)

Activities



Mood board

Colours



Activities - Activities in Goodman Arts Centre Link

Activities Legend:

- Wishing knots (messages)
- Cultural knots
- Batik inspired print
- Photostitch
- Local motif stamping
- Puppet making
- Peranakan style mini tiles
- Giant community weaving wall (BLK D Multi-purpose)
- Collective peranakan mosaic display

Handwritten Notes:

- 1) Tactile activity / graffiti + digital splatter art
- 2) Digital splatter art
- 3) Quiz corner

Wet Weather Plan

WET WEATHER PLAN

Wet Weather Plan Activities:

- Digital Graffiti wall, Shadow Puppet Making & Children playground
- Batik / Fabric Painting & Cultural Knot making
- Shadow Puppet display and mini shadow performance/Wayang kulit
- Peranakan style mini tiles
- Local Motif Stamping (Past) & Threads Connection

Activities / Workshops (All Activities are inclusive and accessible):

[Outdoors]

1. Local Motif Stamping (Past) & Threads Connection [Entrance]

Local Motif Stamp: Using a Pre-cut stamps of Singapore-inspired motifs such as shophouse, orchids, kampung roofs onto tote bags at the entrance. Every activity there are small table where they can stamp their tote bag.

Threads Connections: Given a thread at the start of the art event where they will have to collect the threads in every activity and hang it to the Giant Community Weaving wall at Block O.

Small table at every activity station where they can stamp their tote bag.

A box of threads where they can collect and tie to each other so they can make a connection and display it in the Giant Community Weaving wall

Using a Pre-cut stamps of Singapore-inspired motifs such as shophouse, orchids, kampung roofs onto tote bags at the entrance.



SG Arts Movement postcard like Nanyang Artwork display in every station too!



2. Batik inspired paint / Fabric Paint



3. Live Photobooth Drawing

Local artists sketch family portraits in real time (paid)



Photo: @jellycaricature/instagram

Tan Christabel, June 27, 2023. Get hand-drawn caricature strips from S\$10 at this unique live drawing photobooth pop-up by Jelly Caricature. ConfirmGoods. <https://confirmgood.com/post/jelly-caricature-podraits-pop-up/>

4. Culture Knots making

Learning different types of knots other countries learnt such as the Chinese Knots. Children tried the simplified versions of traditional Chinese decorative knots using thick cords or ribbons.

Simple Anyaman Pattern Knots (traditional weaving) that reflects everyday Malay craft heritage that has influenced contemporary design and textile art in Singapore.

Mini Toran Garland knot that inspired by decorative door hangings (torans) for kids.

This shows how traditional crafts from different cultures influence modern Singapore art and design. [7]



5. Peranakan-style mini tiles

Peranakan-style mini tiles (foam or cardboard) to form a collective mosaic. [8]



6. Puppet Making

Children can decorate their own Puppet Making so they can bring it over and try the Shadow Puppet in the black box.



7. Giant Community Weaving Wall

In these activities, families have collected more than one threads in every activities / workshop, connecting one another to create a long line of threads, these threads are then will be tied together with the pre-cut shapes of a knots where they had to write one open-minded questions example: "The Arts in Singapore make me feel.." and some other prompts related to Threads & Knots event. There is also an empty card for them to write their wishes and hope too. Then this will be tied again to the Giant Community Wall.

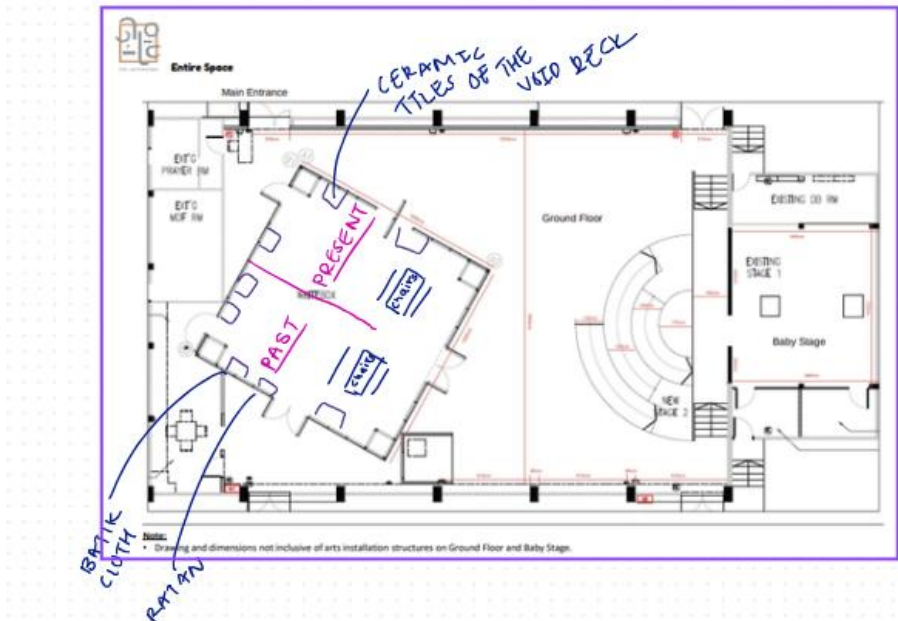


[Indoors]

8. Tactile Activity

A large vertical panel that divides into 2 sections of the past and present. In the past there will be a texture that inspired by heritage and traditional arts like batik cloth, rattan, carved wood and so on. Present would be the texture of today's art and cityscape which is the smooth ceramic tiles of the void deck, painted mural on canvas and so on. It is an inclusive and accessible for everyone and for the visual impaired.

White Studio - Tactile Activity



9. Digital Graffiti Wall + Digital Splatter Art

Able to do graffiti wall digitally as well as doing digital splatter art to mimic how Jackson Pollock did his artwork and get inspired by him.



10. Quiet Corner

To have comfortable seating, calm lighting, sensory support such as having a gentle ambient sound like nature sounds), fidgeted toys and stress balls for the children when they feel like their emotions are high or if they need to regain their emotional and physical health.



3. Execution

Leads the delivery of the event as planned

- Promotional campaigns targeting families, schools, and community groups.
- Coordination with the marketing team to ensure outreach.
- Venue setup, including workshop tables and installation logistics.
- Volunteer and facilitator briefings on roles and safety.

Venues:

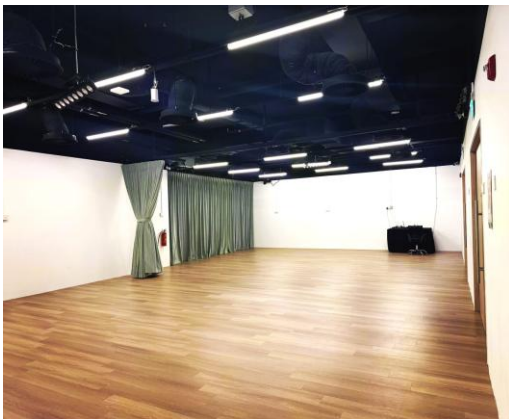
Black Box



White Studio



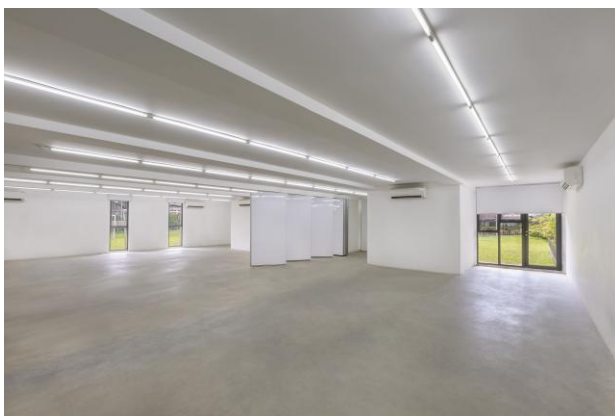
Combined Studio



Deca. Dance CO Studio



Multipurpose Studio (Blk O)



Lawn/Field



All photos taken in the Goodman Arts Centre official websites, <https://artshouselimited.sg/gac-venue-hire> & <https://www.theartground.com.sg/visit-us/goodman-arts-centre>

4. Monitoring & Controlling

While executing, constantly:

- Tracks progress using checklists.
- Monitors expenditure against the budget
- Ensure quality, safety and comfort of participants. Performances, audience experience, during workshops and outdoor activities.
- Adjust timelines and resources when delays or challenges arise
- Communicate with stakeholders to provide status reports and resolve issues.

This phase helps keep the project on scope, on time, and on budget.

5. Closure

Once the events end:

- Organise debrief meetings with the team and key stakeholders
- Gather feedback from audiences, partners and volunteers.
- Ensures proper documentation of what work
- Finalises payments and contracts closure
- Submit an evaluation report with key metrics such as audience satisfaction from both parents and children.

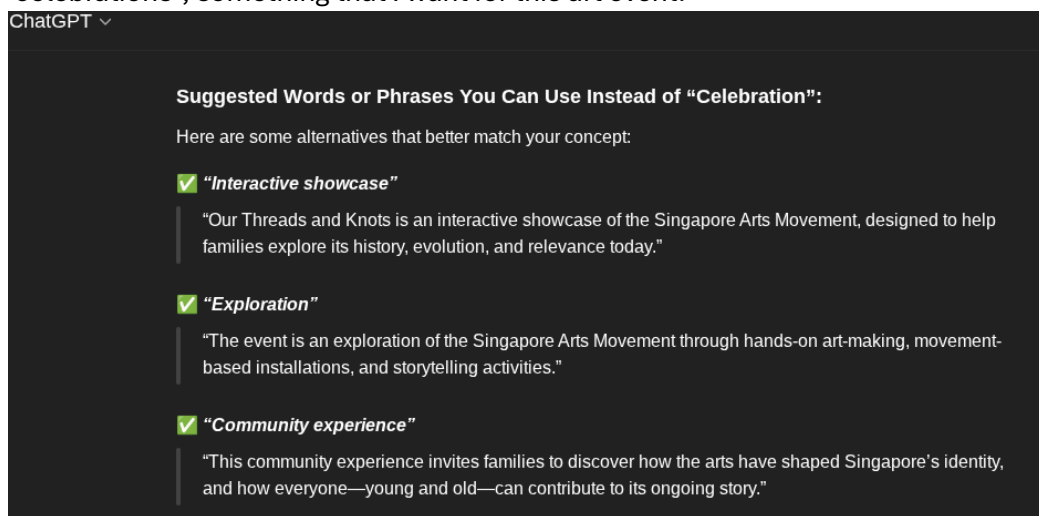
Section C – Grants

- 1. Suggest ONE suitable grant that The Arts House could apply for, to support the costs of organising the proposed art programme. Justify your selected grant by explaining how it aligns with the goals and needs of The Art’s House 21st anniversary event.**

To apply the National Arts Council Presentation and Participation Grant because the grant purpose is to “enable a wide range of arts practitioners and organisations to express and enrich artistic diversity, as well as increase arts appreciation and participation in Singapore.”. Our Threads & Knots is multidisciplinary and it’s about the exploration of Singapore Arts Movement through visual arts, craft, small performances, digital media and workshops. This art event aims to also increase arts appreciation and participation through many fun activities for children to enjoy the arts. The event is inclusive and accessible to everyone, and it encourages everyone to participate and co-create which fits with the aim of the grant. This aligns with the goals and needs of The Art’s House 21st anniversary event because with the support of the grant, it can help to fund with the materials for hands-on activities, accessibility accommodations and logistics which help to with the art’s event reach and quality of public engagement and fits with the goal of family-friendly and inclusivity of the arts event for the anniversary during the June holidays.

Annex:

1. I have used **ChatGPT** for **the first paragraph** as Ms Lena had said to make it concise about the meaning of Threads and Knots as well as making it metaphorical the reason behind the chosen title I have created for the arts event. I have used ChatGPT by putting the initial draft I had written and ask to make it concise as well as to make it metaphorical. I change some parts and phrase in my own word too.
2. I have used **Chat GPT** for the **second paragraph** as what Ms Lena had mentioned in the milestone feedback that I can be more specific about Singapore Arts Movement whether do I want the concept for the art event to be a celebration about the SG Arts Movement or a reflection. I could not phrase it properly about how I want it to be an exploration for the children about the SG Arts Movement, how it impacts us from the past and to the present. Hence, I asked to give me the right word about this to make it clearer, I had given my initial draft that I wrote in the second paragraph for the first questions in the milestone and asked. “That other than celebrating the SG Arts Movement, is there other word for children to learn about SG Arts Movement and how the past of the SG Arts Movement came today and how this contributes to Singapore.” And ChatGPT have given me suggested words or phrase that I can use instead of “celebrations”, something that I want for this art event.



3. I have used **ChatGPT** for **the second paragraph of the last sentence** as Ms Lena had said to strengthen the proposal even more. I have asked it to strengthen this part to ChatGPT: “This is connected to the title as it shows how art, like thread, can connect people across generations, cultures, and communities.” <- this is what I had wrote to ChatGPT.
4. National Arts Council (2025, 3 July). Population Survey on the Arts – Overview. Singapore National Arts Council. <https://www.nac.gov.sg/resources/research/population-survey--on-the-arts/overview-of-population-survey-on-the-arts>

5. I have used **ChatGPT** for the **STP: Position considerations**. By asking to help to strengthen my positioning to make it unique and make it different from the rest of the art event. I have change some in my own words with what ChatGPT has given me. This is what I have written before I ask ChatGPT: "Our Threads & Knots" is a multidisciplinary art space that explores Singapore Arts Movement where children will get to follow a thread that leads to empathy, community and exploration through hands-on activities."

6. I have used **ChatGPT** for the **explanation of the on the purposed event how it supports the vision and adds value to the organisations in ii**. I have asked to help to fix the wording of what I had written previously in the milestone as previously the main concept wasn't specific about what I had wanted to have in the SG Arts Movement arts event. Henc, I had asked to change a little and used the rest in my own words.

7. I have used **ChatGPT** and had asked to give ideas about one of the workshops that is related SG Arts Movement as well as what can the arts event, Our Threads and Knots for children aged 4 to 12 years old, would enjoy that also includes inclusivity and accessibility. I already have used my own ideas of how I wanted everyone to learned different culture knots like Chinese knots and that there are different types of knots and their significance in it. Then I have also thought of one for Malay which is not exactly a knot making however it's a paper weaving / Anyaman making which is to weave a fabric together. However, to get more ideas about this I used ChatGPT answer that I asked to get inspiration as well as developing my ideas more about the cultural knot activity.

8. I have used **ChatGPT** for another one of the activities to have in the art event. Similarly to the one I asked to give ideas about one of the workshops that is related to SG Arts Movement that is also accessible and inclusive for everyone, and this is what ChatGPT has answer me back:

