

Programme Proposal

Event Title: “Pages Through Time: The Story of Our House”

Tagline: “A house of memory, a home for imagination.”

The event is named based on the main event, “The Book of Our House”, which highlights the “house” not just as a place, but as a living story, shaped by people, art, and memory across generations, which will be seen in the main event “The Book of Our House”

The main concept of the event:

The event is a family friendly event with a time travel theme. Using The Art House venue to turn the idea of time travelling into reality, the audience will journey together through different eras of The Art House and its 21 years of History and beyond, the future. Aiming to celebrate the 21st anniversary of The Arts House in a creative and fun way for everyone, inspiring and enriching through the arts.

Choice of Venue:

The Art House

Reason: The best venue to celebrate The Arts House’s 21st anniversary is its own historic building, as it reflects its identity as a literary arts centre. With a theme like “Pages Through Time: The Story of Our House” and programmes such as “The Book of Our House”, a play rooted in storytelling and history, this immersive, story-driven approach makes the venue not just appropriate but essential to delivering the full experience of this commemorative event.

Programme Activities:

Main Event:

- 1) “The Book of Our House” (For all ages)

Details: A play that explores the history and future of The Art House, as they journey with the Main protagonist Ethan and Liyana

Synopsis:

It’s the June school holidays, and Ethan, a curious 10-year-old boy with little interest in history, is reluctantly dragged into The Arts House for a tour. His assigned guide, Liyana, an enthusiastic Gallery Educator, is trying her best to get him excited about the building’s past — but Ethan is bored, until he touches a mysterious old book on display.

Suddenly, the book springs to life — sucking both Ethan and Liyana into its glowing pages.

They find themselves inside a magical world where each chapter is a different era of The Arts House. With Liyana as his guide, Ethan journeys through time, from the building's origins as the 1839 Court House, through its transformation into the Old Parliament House, and finally to its present-day role as Singapore's home for literary and multidisciplinary arts.

At each stage, they encounter:

- Historical figures, like a colonial judge, a wartime broadcaster, or a young Parliament speechwriter
- Ghosts of artists past, rehearsing theatre, writing poems, or debating ideas
- Living art installations that react to their presence (e.g., books that speak, portraits that move)

Each scene includes a “key” or creative challenge they must complete to move to the next chapter — such as:

- Solving a riddle in verse
- Helping a poet find the last line of their poem
- Speaking a powerful truth in the old Chamber to unlock the door forward

Just as they think they've reached the end, the book reveals one final chapter — the future.

They are transported into a glowing, surreal vision of The Arts House yet to come, filled with futuristic exhibits, AI storytellers, community co-creators, and multilingual books that respond to emotion. Ethan is awestruck. He sees a version of himself performing on the stage, having grown to love the arts.

With a final burst of light, they return to the present. The book closes.

Ethan now sees The Arts House not just as a building, but as a place of living stories — his story too. He thanks Liyana and runs off, inspired, to create his own play about the journey.

2) “Keys Through Time” Riddle and Scavenger hunt

- A hands-on scavenger hunt around the venue (Participants will be given the storybook map at the starting booth to find each activity checkpoint around the venue)`
- Each activity checkpoint (represents different eras of The Arts House), they:
 1. Solve a simple riddle about that time period.
 2. Stamp a“page” onto their map
- At the end, their completed map folds into a storybook souvenir
- Each activity checkpoint will be timed, fastest three groups/families receive a prize

3) “Story Seeds” Co-written Storytelling

Partnering with:

- Singapore Repertory Theatre’s Little Company
- The programme will be conducted by SRT’s Little Company including all the actors
- Families and kids co-create short scenes with storytellers that explore imaginary time periods of The Arts House (e.g. the year 2100 or 1900).
- Their ideas are performed impromptu by actors, more and more prompts are added as time goes on, making it more chaotic and entertaining
- The prompts can be rules or ideas that need to be incorporated by the actors. An example of a rule would be, One of the actors or all the actors are not able to say the word with the letter A, the actors need to continue the story without saying word with the letter A. An example of an idea would be, one of the actors is an alien visiting The Art House in the year 2100. The actor acts as an alien speaking alien language the other actors need to pretend to understand and guide him around The Art House. As mentioned earlier more rules and ideas will be added as time passes making it more chaotic and interesting.

4) “Tales from Our House”

Partnering with:

- The Storytelling Centre Ltd (worked with them in the past on programmes like “StoryFest”)
- “Tales from Our House is a story courtyard that is a little library that features multilingual books/literature for kids and adults and has Multilingual Storytime (English, Mandarin, Malay, Tamil) led by guest storytellers for kids

- The storytelling session is done in a more unique way, conducted by The Storytelling Centre Ltd. What makes the storytelling session more unique is the use of puppets and props to narrate the story in a more engaging way for the children.
- The activity also serves to commemorate The Art House's role in promoting literature in the past and the present with events like "TEXTURE", "VERSE" and "Singapore Writer's Festival"
- Relevance to Main Event, theme and concept.

Supporting Activities (Make the event more whole):

5) "Hall of Time: 21 Years of The Arts House" Exhibit (learn more detailed knowledge on the history of The Art House, before or after the main event)

- Visual storytelling and archive showcase:
 - Photos, videos, event posters from the last 21 years
 - Wall of Featured Artists, Authors, and Audiences
 - Interactive screen for people to share memories from past visits or watch past performance highlights

6) "Food Fest"

- Local vendors sell snacks, food and drinks

Target audience analysis:

Target Audience: Families with young children

Families with young children

1) Parents

Demographics:

- Late 20s - 30s age range, with young children ages 3 to 12 years old

Psychographics:

Values education and creativity in their children, interested in June holiday activities to engage their children

How do the programme suit their interest and need:

These programmes cater to parents who value both education and creativity in their children. They not only introduce young minds to art history and literature but also help nurture a love for learning. By fostering creativity, imagination, problem-solving, and critical thinking, these activities provide a well-rounded experience that supports both intellectual and artistic development.

Programs like The Book of Our House introduce children to the art history of The Arts House and its role in shaping Singapore's arts scene. This programme also invites young audiences to imagine a futuristic version of The Arts House, nurturing their creativity and imagination. The programme Story Seeds focuses and nurtures creativity and imagination in children further, Story Seeds work together with the audience in creating an original narrative that is fun and engaging to the children. The programme shows the power of imaginative, creative ideas that shape the narrative. For children who become more curious after experiencing The Book of Our House, Hall of Time serves as an extension, offering a deeper dive into the rich history of The Arts House. Other engaging programmes such as Keys Through Time and Tales From Our House also provide valuable learning experiences. Keys Through Time encourages problem-solving and critical thinking as children navigate activity checkpoints and solve riddles, while also deepening their understanding of the venue's historical past. Meanwhile, Tales From Our House fosters a love for literature by offering a cosy space for reading and storytelling sessions with guest readers.

2) Children

Demographics:

- 3 to 12 years old

Psychographics:

Kids at the age are naturally curious, imaginative and eager to learn new things and explore new experiences. They enjoy stories, hand on activities, and opportunities to express themselves creatively.

How do the programme suit their interest and need:

Programs like The Book of Our House and Keys Through Time provide valuable learning experiences that are enjoyable for the children. The Book of Our House introduces the children to the art history of The Art House in the manner of a play, making it more interesting for children, in a form factor that they enjoy. Story Seeds allows them to express themselves creatively by joining along the fun, suggesting potential prompts to be used for the programme and enjoy the whole process of the story. Keys Through Time builds problem solving and critical skills as the children solve riddles as they travel to each checkpoint while deepening their understanding of the venue's history through the riddles, serving as a hands-on entertaining way to learn and play. Another engaging programme such as Hall of Time can deepen their understanding of the venues's historic past further using visual storytelling, showcasing photos, videos, event posters from the last 21 years and Interactive screen for people to share memories from past visits or watch past performance highlights. This will make learning more fun and engaging for the children.

How does the proposed event support The Art House mission and adds value to the organisation:

Transforming ideas into reality

The Art House acts as a medium or bridge that connects ideas to reality, creating spaces that mimic the period of time as if they are traveling through time, bringing the project concept of time travelling to reality.

Keys Through Time, transform ideas into reality, as they travel to each checkpoint using the map. It is like a journey, travelling through time with each checkpoint designed based on the different periods of time and solving riddles.

Bridging Arts and Audiences

The Book of Our House, bridges the art and audiences with its interactive storytelling, engaging with the audience both emotionally and intellectually while learning The Art House History, journeying together through time.

Story Seeds also bridge the art and audiences by creating unique story scenes with the audience, which create emotional investment seeing how the story will pan out.

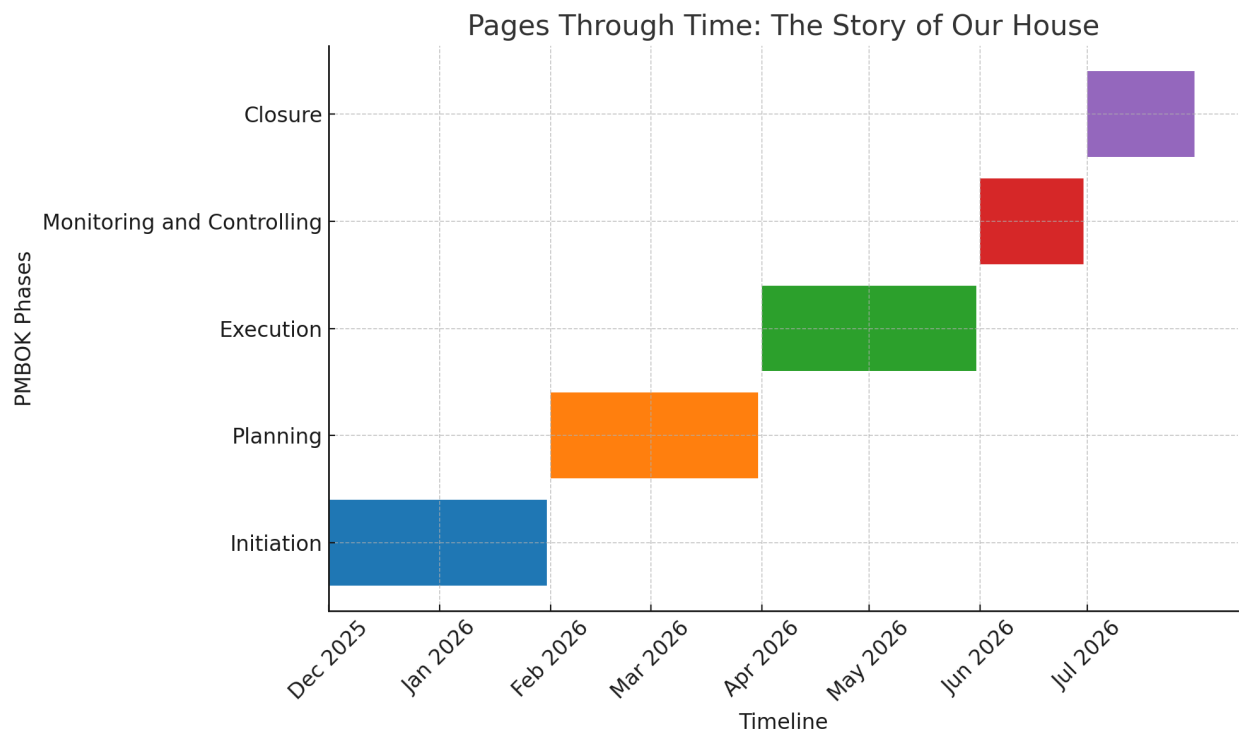
Value add to the organisation

Story Seeds is a collaboration between The Art House and Singapore Repertory Theatre's Little Company, which The Art House will give SRT's Little Company an opportunity to showcase at

our event while helping The Art House to make the whole event more interesting. This will help The Art House to build a relationship with Singapore Repertory Theatre continuing to work with in the future, giving us the opportunity to co-create with people from diverse backgrounds.

Tales from Our House is a collaboration between The Art House and The Storytelling Centre Ltd which we have worked with in the past on programmes like “StoryFest”. The Art House provides them with a space to showcase at our event while helping The Art House to make the whole event more interesting. This will help us continue to further strengthen our relationship with the company which we have worked with in the past, so that we may continue to work with them in the future, giving us the opportunity to co-create with people from diverse backgrounds.

Project Management



1. Initiation (Dec - Jan)

Objectives: Define project scope, goals, stakeholders, feasibility, and approval

- Defining The Events Objective: Celebrate 21 years, engage families, co-create with people from diverse backgrounds
- Stakeholder Identification: The Arts House, artists, sponsors, government body and audience
- Research: Past events, target audience needs, funding sources
- Develop Event concept aligning to objectives and research findings
- Budget and funding proposal: Create an estimated budget and secure funding approval

2. Planning (Feb - March)

Objectives: Set detailed project scope, schedule, resourcing and risk strategy

- Develop work breakdown structure: listing all event components, like activities, logistics and marketing
- Programme confirmation: Confirm content of the play and art activities
- Partnership engagement: Secure partnership with art groups (The Storytelling Centre Ltd and Singapore Repertory Theatre's Little Company)
- Budget allocations for artist, production, marketing and contingency
- Logistics planning: layout planning tech needs, set design
- Recruitment: Volunteers, facilitators and production team (play)
- Resource planning: assigning roles
- Risk management plan: Identifying risk like weather, performers unavailability, health and safety
- Communication plan: all stakeholders are kept informed through regular updates
- Marketing plan: outreach strategy, social media strategy
- Rehearsal and testing plans: timeline for play and performance rehearsals

3. Execution (April - May)

Objectives: Put the plan into motion and manage teams, partnerships, and deliverables

- Coordinate with Artist, technician and production team
- Set up of venue, sound system and backstage logistic
- Begin Rehearsals: Start Rehearsals for The Book of Our House
- Confirm with F&B vendors for the Food Fest
- Social media marketing launch: countdown post, advertisements, influencer outreach
- Volunteer training
- Final Site Recce: test-run walkthrough of zones and key set-ups

4. Monitoring and Controlling (June)

Objectives: Track progress, ensure quality, resolve issues during event prep and live days

- Monitor ticket sales, budget and milestones
- Stakeholder updates: progress reports to management and partners
- Team Check-ins
- Track Public feedback or media coverage
- Adapt and be flexible to changes: Sick performer, addressing technical issues and etc

5. Closure (July)

Objectives: Wrap up event, review performance and document learning

- Hold a post-mortem meeting with team

- Gather feedback from artist, audiences, and partners
- Site teardown
- Evaluate the event's success: via attendance, media coverage and audience feedback
- Finalise payments, archive materials and produce a closing report

Grants

The Presentation and Participation Grant from the National Arts Council (NAC) is perfect for supporting our event that celebrates The Arts House's 21st anniversary. The grant covers up to 70 percent of project costs, which will help lower expenses for production fees, artist fees, and other event-related costs. This funding will play a crucial role in making the event happen and providing a great experience for everyone who attends.

The grant aims to support projects that improve access to and involvement in the arts while ensuring the public enjoys high-quality arts experiences. Our project meets this goal by offering interactive, family-friendly activities that promote participation and creativity. The event targets a broad audience, particularly families with children, and features fun and educational activities.

One key activity is "Keys Through Time," a scavenger hunt that takes participants through different historical periods of The Arts House. This activity encourages active exploration and learning instead of just passive viewing. Another highlight is "Story Seeds," a collaborative storytelling activity done with the Singapore Repertory Theatre's Little Company. Here, kids and their families suggest ideas for short scenes performed live by professional actors. This hands-on, collaborative approach is exactly what the NAC aims to support.

The event also emphasizes inclusivity and accessibility. "Tales from Our House," created with The Storytelling Centre Ltd, includes storytelling sessions in English, Mandarin, Malay, and Tamil. Using puppetry and props makes these sessions engaging for younger audiences, and the variety of languages helps reach communities that may not usually participate in mainstream arts programming.

By partnering with established arts organizations like SRT's Little Company and The Storytelling Centre Ltd, we ensure high artistic standards and professional delivery. These collaborations align with the grant's focus on teamwork and artistic quality.

Overall, our project blends history, performance, storytelling, and interactivity into a meaningful experience. It celebrates The Arts House's legacy and encourages future generations to engage

with the arts in creative ways. This aligns well with the goals of the Presentation and Participation Grant, making our proposal a strong candidate for support.

Credits

Use of ChatGPT

Prompt: You are an Arts Manager at The Arts House, and you are assigned to plan a family-friendly arts event to celebrate its 21st anniversary during the MOE June school holidays. The event should reflect the organisation's mission and vision and offer meaningful opportunities for people from diverse backgrounds to participate and co-create through the arts Give me some ideas on the activities, the activities should be more hands on and include the cultural activities from each ethnic group. As well as main music performances from different ethnic cultural music. you can also give me some other ideas as well, his event is not related to Singapore but more of history and mission of Art house singapore

Usage: 5)Hall of Time: 21 Years of The Arts House"" Exhibit (learn more detailed knowledge on the history of The Art House, before or after the main event)

- Visual storytelling and archive showcase:
 - Photos, videos, event posters from the last 21 years
 - Wall of Featured Artists, Authors, and Audiences
 - Interactive screen for people to share memories from past visits or watch past performance highlights

Usage: "Tales from Our House", used to give the title and idea of having a reading corner and Multilingual storytelling

Prompt: i am changing the theme of the event, the main event of the event would be a play of a journey of a child and art house gallery guide who have been sucked into a book about the history of art house and travel to the past of the art house, they explore different stages of art house/different milestones of the art house. The curious boy will learn about the history of the art house as the art house gallery guide explains each period of the art house to the boy, they

find a way to travel out of each stages and out of the book and back to present, they will also see a glimpse of the future of art house before returning back to the real world out of the book
give me a synopsis of the story, you can add more details and give me the title for the whole event based on this main event play, include aspects of future and past in the title

Usage: The whole segment of The Book of Our House

Usage: The Title of the event “Pages Through Time: The Story of Our House”

Prompt: A journey through the past, present and future of The Arts House could u give me different tagline ideas

Usage: new tagline “A house of memory, a home for imagination.”

Initial tagline given by previous prompt: A journey through the past, present and future of The Arts House

Prompt: what would be a hands on activity that relates to the theme of the event pages through time: The Story of Our House

Usage: initial idea of Keys Through Time, which is then rephrased and edited for the final version

Initial given idea by ChatGPT:

3. “Keys Through Time” – Riddle & Artefact Hunt

- A hands-on scavenger trail around the venue (kids get a “storybook map”).
- At each checkpoint (representing different eras of The Arts House), they:
 1. Solve a simple riddle about that time period.
 2. Stamp a “key” or “page” onto their map.
- At the end, their completed map folds into a **storybook souvenir**.

Initial prompt: How can i incorporate singapore arts company into a activity fitting this theme, The event is named based on the main event, “The Book of Our House”, which highlights the

"house" not just as a place, but as a living story, shaped by people, art, and memory across generations, which will be seen in the main event "The Book of Our House" The main concept of the event: The event is a family friendly event with a time travel theme. Using The Art House venue to turn the idea of time travelling into reality, the audience will journey together through different eras of The Art House and its 21 years of History and beyond, the future. Aiming to celebrate the 21st anniversary of The Arts House in a creative and fun way for everyone, inspiring and enriching through the arts.

Follow-up prompt: can u give me more ideas that we can co create with other art groups

Usage: initial idea of Story Seeds, which is then changed for the final version

Initial given idea: **4. "Story Seeds" – Co-written Storytelling**

Partner with:

- *StoryFest by The Storytelling Centre Ltd*
- *Singapore Repertory Theatre's Little Company*

Concept:

- Families and kids co-create short scenes with storytellers that explore imaginary time periods of The Arts House (e.g. the year 2100 or 1900).
- Their ideas are performed impromptu by actors or puppeteers later in the day.

