



AAF

A World We Will Build

Meet Our Team



Ian



Noor



Stef



Hash



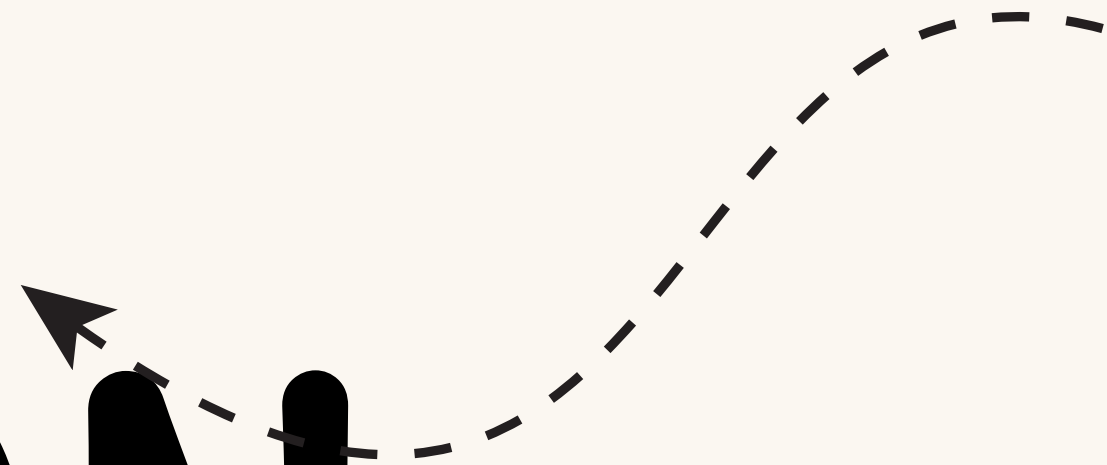
Sel

MOODBOARD





LOCATION



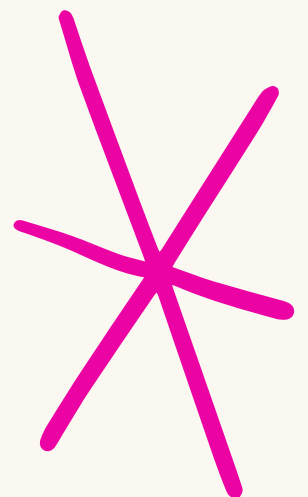
LOCATION

GOODMANS ART CENTRE

Justification:

It is space dedicated to kids. It is the home to Artground, a purpose-built venue designed specifically for young children.

The centre is big and safely fenced, with grassy areas, shady spots, and indoor rooms. It's great for both fun games and creative activities, all in one safe place.



PLANNED ACTIVITIES



PAID WORKSHOP

Workshop Title: Build Your Dream Pods

Target Audience: Children aged 3-12 years old

Objectives: Kids design and assemble their own mini home pod models using recycled materials, LED lights, and transparent domes. Future HDB units that are modular, mobile, and adaptable, like smart-living capsules in the sky. Using Art materials and plenty of imagination, they'll create artworks that shows a shared vision of the Singapore of tomorrow.

What to Expect:

- Lots of hands-on fun making unique "Dream Pods" of their own imagination
- Crafting with easily accessible materials and cool glowing lights
- A chance to think about the future of Singapore and our homes
- Take home their future home, reminding them of the future they can help build



PAID WORKSHOP

Workshop Structure:

Duration: 1hr 30mins

- Welcome & Introduction (5 mins)
 - Greet participants with excitement.
 - Briefly explain the theme: Eg: "Have you ever wondered what homes might look like in the future?"
 -
- Giving out of materials and Sketching and planning (5mins)
 - Let kids imagine features (windows, domes, furniture) they could do with the existing materials, which guides their actual build,
- Art Activity (1h)
 - Shape and decorate the exterior: walls, windows, solar panels, domes
 - Create interior features: beds, gadgets, plants, furniture using straws, foil, paper
 - Add special elements: glow stickers for lighting, sky domes, recycled decor
- Reflection & Sharing (10mins)

Ask each child:

 - "What's your favorite part of your pod?"
 - "Who would live in your pod?"
 - "What makes your pod ready for the future?"
 - Option to share with the group or in pairs.

FRINGE ACTIVITY

Workshop Title:

The Whispering Tree Grove

Objective:

To encourage children to imagine a positive future and express their dreams through art. The workshop builds a sense of community by turning their hopes into a collaborative glowing tree installation.

Target Audience:

Children aged 3-12 years old

Duration:

30-45 minutes per child/group (free & easy format)

Materials Needed:

- Pre-cut paper leaves (various colors)
- Coloured Markers
- Glue dots
- A0 Paper
- Battery-operated LED lights (to make the tree "glow")
- Table setup for drawing



FRINGE ACTIVITY

Workshop Structure:

- Welcome & Introduction (5 mins)
 - Briefly explain the concept: "What do you wish the future could look like?"
- Art Activity (25–30 mins)
 - Kids choose a paper leaf
 - Draw or write a wish/dream
 - Stick their leaf onto the glowing tree on the canvas
- Reflection (Optional)
 - Staff/volunteers ask the children's: "Can you tell us what your wish means?" (Great for photos/videos)
- Closing
 - Encourage kids to take a picture with the tree
 - Watch the tree grow throughout the day!

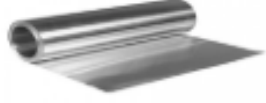


BUDGET



PAID WORKSHOP BUDGET

POD MATERIALS 1 DAY (3 Sessions)

ITEM	WHERE	COST
 Quantity: 70	IKEA	\$30
 https://shopee.sg/product/984646770/22838862292?gad_s_t_sig=VTJGc2RHVmtYMlIxTFVSVVRrdENkY0N5akVpcE5OamJEdjRRTHBOTz_hmbjE0K01aZUkzbFJxY28vU0t4dGhZ3JoYk5jbil4a3Q4bzhFOGYwR3pgYTNaQkNkUk1mOVZ3THEzamYxazY1dVlBcUJ2aU4NVNwaGM1K0F2dmVhVXM&gad_source=1&gad_campaignid=16518456135&qbrad=0AAAAADPpRQRGVsaUXt-1XSqUyMyukkgJ2&qclid=Cj0KCQjwmgPDBhCAARIsADonxlaU1Qy38GQbmmx4eZQbJefYE-TIFVWbz7ngU3gvQfflwcUjL9vwjvTcaAg-7EALw_wcB	SHOPEE	\$7.09

 3	POPULAR	\$4.20
 https://shopee.sg/100pcs-Neon-Glow-in-the-Dark-Star-Stickers-for-Kids-Ceiling-Decoration-%E2%80%93-Perfect-for-a-Fun-and-Magical-Room-i.1006220784.26403619109?sp_atk=33e2b074-26f9-449d-af2d-bca76cf5d8b5&xptdk=33e2b074-26f9-449d-af2d-bca76cf5d8b5	SHOPEE	\$3.92
 PACK OF 80	STATIONERY WORLD	\$3.30

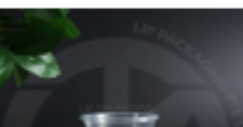
 https://shopee.sg/Bottle-Caps-50pcs-100PCS-Bottle-Caps-(PER-PKT)-i.290709884.24683214613?sp_atk=1303c88cc5df8xptdk=1303ceae-8d3a-43d3-ac84-448e388cc5df	SHOPEE	\$3.82
TOTAL:		

SHARED SUPPLIES

ITEM	WHERE	COST
https://shopee.sg/Chunbe-1000ML-Multi-Purpose-Adhesive-Clear-Glue-GE-5505-Chunbe-1000ML-White-Latex-General-Purpose-Adhesive-Glue-LT1126-i.1473384564.26826074108?sp_atk=1790f783-07d0-4f5f-add4-0e63f3d02519&xptdk=1790f783-07d0-4f5f-add4-0e63f3d02519 white glue	Shopee	\$7.52
12	SHOPEE	\$12

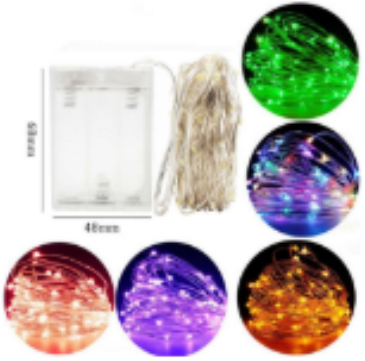
		
 4	POPULAR	\$4
	POPULAR	\$33.90
 2 https://shopee.sg/%E3%80%90Mi-Art-Supplies%E3%80%91Acrylic-Paint-Set-15M	SHOPEE	\$16.59

PAID WORKSHOP BUDGET

	POPULAR	\$3.90		SHOPEE	\$6		IKEA	\$4	Wet wipes 100 pieces 8 packs https://shopee.sg/-Finmilk-Baby-Wet-Wipes-Baby-100-pcs-x-8-packs-For-Baby-Wipes-Moist-with-Pure-Water-Wet-Tissue-i.311830821.9148633893?sp_atk=cbee73b0-0c58-4f05-9cb9-0a4539fdeb5&xptdk=cbee73b0-0c58-4f05-9cb9-0a4539fdeb5	Shopee	\$8.99
	SHOPEE	\$6	https://shopee.sg/Disposable-Recyclable-7-Paper-Plate-s-20%E2%80%99s-50%E2%80%99s-100%E2%80%99s-White-Paper-Plate-Pingan-Kertas-Putih-18cm-i.292780426.26862549898?sp_atk=5fc2694b-ef72-4558-b00b-d25ffd4047dd&xptdk=5fc2694b-ef72-4558-b00b-d25ffd4047dd 100PCS	SHOPEE	\$20.3		IKEA	\$4	Trash bags 50 PIECES  https://jiji.sg/trash-garbage-bags/12800-623845-ones-umbria-garbage-bag.html#/4744-color-black/5484-size-55x60cm	JILI.SG	\$3.71
	SHOPEE	\$3.59	PAPER BAGS 70PCS https://shopee.sg/%F0%9F%87%B8%F0%9F%87%AC-Kraft-Paper-Bags-Paper-Bag-Paper-Bag-with-Handles-Gift-Bag-Party-Bags-Birthday-Bags-Goodie-Bags-i.442264321.22151567080?xptdk=b7e8b779-c848-4893-9fbc-f1cf86c3c7dd	SHOPEE	\$5.90	pipe cleaners https://shopee.sg/Pipe-Cleaner-Mix-Color-100pcs-i.158859012.2436999813 100pcs	SHOPEE	\$5.00		SHOPEE	\$14.4
TOTAL: \$212.13											

TOTAL FOR 1 DAY: \$114.94

FRINGE ACTIVITY BUDGET

ITEM	WHERE	COST		
 PAPER ROLL A0	YUNNAN GENERAL SUPPLIER	\$55	 10M FAIRY LIGHT	SHOPEE \$2.59
 COLOURED PAPER 3	POPULAR	\$12.60	 3 Packet of 100's Glue Dots	Shopee \$1.68
 CRAYOLA PIP SQUEAKS WASHABLE MARKERS 16'S	POPULAR	\$27.80	TOTAL FOR 1 DAY: \$99.67	

PERSONAS



PERSONAS - children

Build Your Dream Pods

Name: Lucas Tan

Profile:

- Age: 10
- School: Local primary school, Primary 4

What excites Lucas about 'Build Your Dream Pods':

- Takes it as an engineering and architecture experience,
- Wants to build a pod with technology aspects and solar panels
- Wants to show his product to his family when he gets home

What excites Lucas about 'The Whispering Tree Grove':

- Loves the idea that he is able to help the tree to be a "happy place"
- a safe space to dream big

PERSONAS - parents

Name: Adrian Tan (Father of Lucas, 9)

Profile:

- Age: 38
- Occupation: Marketing Manager
- Values: Nurture creativity and critical thinking in his children, raising empathetic children who care about the community and environment, encourage independent thinking while nurturing emotional intelligence

What excites Adrian about 'Build Your Dream Pods':

- aligns with his goal of developing problem solving skills and future oriented thinking
- Appreciates that it develops spatial thinking and innovation while understanding urban design and sustainability

What excites Adrian about 'The Whispering Tree Grove':

- provides a creative outlet for his child to reflect on their hopes for the future
- likes that it is a low pressure and calming environment for his child to express his dreams and thoughts without the pressure of "being wrong"

PERSONAS - Schools

Name: Mrs. Clara Yeo

Role: Enrichment Coordinator, Teacher, Lianhua Primary School

School Type: Government Primary (HDB community-based)

Student Age Group: 7-12 years old

Class Size per Level: ~120 students

Goals & Motivations

Provide creative, hands-on learning experiences

Foster future-ready thinking & values-based education

Align activities with 21st Century Competencies and MOE frameworks

Encourage collaboration and imagination among students

PERSONAS - Schools

Why This Event Appeals to Clara

Build Your Dream Pods

Encourages design thinking & sustainability

Sparks creativity using recycled materials & lights

Outcome: Students imagine and create the future of housing in Singapore

Supports National Education themes

The Whispering Tree Grove

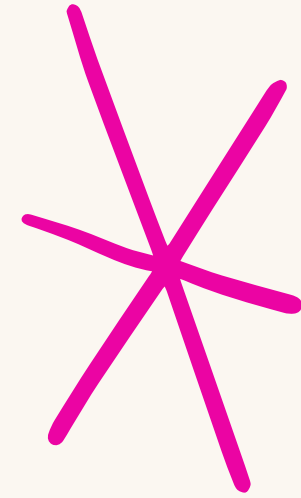
Promotes empathy, kindness, and reflection

Lets kids shape a collaborative, glowing artwork of dreams

Ties into Character & Citizenship Education (CCE)

Great takeaway: students leave with a visual memory of their wish

MARKETING

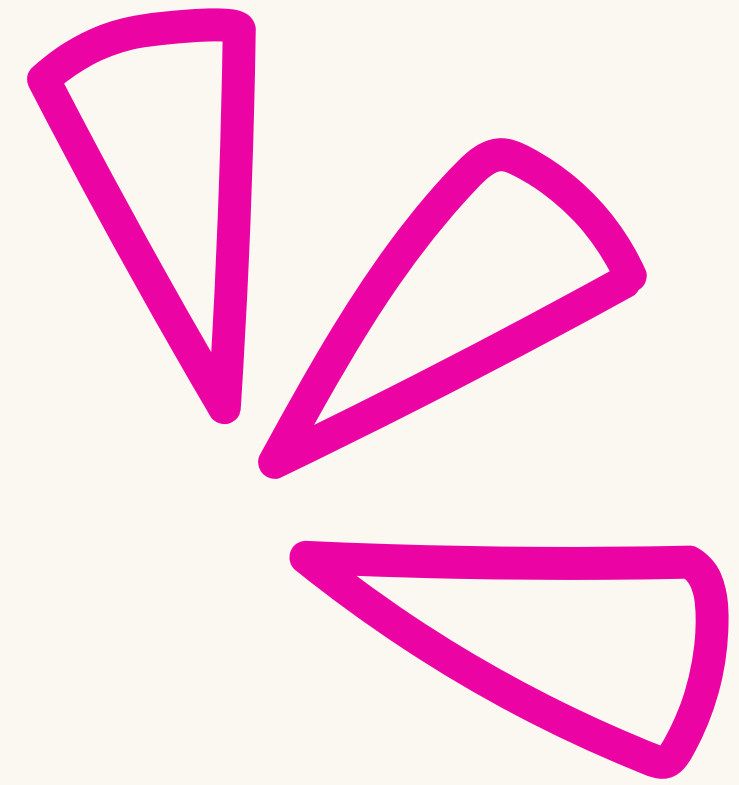


1 Product

2 Price

3 Place

4 Promotion



Product

What is this workshop about? How can it actively engage children?

Build Your Dream Pods

A hands-on, futuristic mini home design workshop where children build their own glowing Dream Pods using recycled materials, lights, and imagination.

- Sparking creativity, STEM learning, and future-thinking in a fun, safe space.

The Whispering Tree Grove

An interactive art workshop where children draw their dreams on colorful leaves and attach them to a collaborative glowing tree

- Fosters emotional expression, community, and hope for the future.

Price

How we keep it affordable while maintaining quality and value

Smart Material Choices

Use of recycled and donated materials (cardboard, plastic domes, paper) keeps costs low while teaching sustainability.

Bulk-buy LED lights and basic craft supplies stretch budget without compromising experience.

Modular, Reusable Setup

Elements like the Whispering Tree and signage are designed to be reused at future events, reducing long-term costs.

DIY with Purpose

All installations (tree, pods, showcase) are crafted in-house by team/volunteers using budget-friendly tools and creative upcycling.

High Engagement, Low Cost

Activities focus on imagination and interaction, which require minimal tech but offer maximum emotional and creative value.

Place

The event space would feature 3 main zones + Interactive element:

ZONE 1

Fringe activity zone. (The Whispering Tree Zone)

Promotes interaction as children contribute their dreams and thoughts into one final art piece. Safety is ensured by providing ample space for observation and writing, there will also be one facilitator stationed there.

ZONE 2

Paid activity zone (Build your Dream Pods)

Promotes engaging interaction as children use their creativity to make their dream future houses. Safety is ensured as this activity is 100% facilitated by at least 3 people, stationary and tools used are also kid-friendly

ZONE 3

Photobooth zone. In this zone, those participating in the workshop can take a picture with their crafts in this decorated zone, they can interact with the props provided. Again this zone would be supervised.

Promotion

"Step into a world of glowing dreams and future homes—where your child can create, imagine, and bring their very own Dream Pod to life!"

Marketing Platforms:

Instagram & Facebook – Visual storytelling, event discovery for parents

TikTok – Creative clips of pods-in-progress and child artists

Marketing Collaterals:

Digital posters (A3 & square)

IG story countdowns & reels

Printed postcards with QR code

On-site signage for zones & activities



THANK YOU



MARKETING PLAN

School & Educator Channels

- Email Outreach: Pitch decks (PDF/Google Slides) sent directly to:
 - Enrichment Coordinators
 - CCE Heads
 - IB Programme Directors
- Teacher Networks:
 - MOE & IB WhatsApp groups
 - Educator Telegram groups
- Referral Campaign: Google Form for teacher referrals with incentives (e-certificates or thank-you mentions)

Parent & Community Channels

- Community Boards:
 - Flyers at Community Centres (CCs) and libraries
 - Listings on community activity calendars
- Parent Networks:
 - WhatsApp school class groups
 - Telegram groups (e.g., Dads@School, SGParenting)
- Educational Venues:
 - Science Centre, Artground, and public library noticeboards
 - Posters in kids' craft rooms or after-school activity spaces

Kid-Friendly Spaces

- Schools & Kindergartens:
 - Distribute printed flyers via school newsletters or in class folders
 - Ask schools to add event to bulletin boards or term newsletters
- Public Venues:
 - Activity listings at libraries, toy libraries, and CCs
 - Event leaflets near book corners and craft tables