

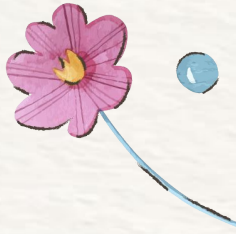


T221 FA PROPOSAL

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PROJECT BRIEF



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.



THE ART'S HOUSE'S VISION AND MISSION

VISION

A leader in nurturing , inspiring, and enriching communities through the arts in Singapore.

MISSION

Bridging the arts and audiences by transforming ideas into reality through our distinctive space and programmes.





LOCATION

GOODMAN ARTS CENTRE

Why?

It is a spacious and flexible venue, with indoor studios, large outdoor lawn areas, and even shaded outdoor areas, allowing a wide range of family friendly participatory activities. Goodman allows messy art making without concern for venue restriction. It is suitable for festival-style events with workshops, movement activities, and performances all in one space.



PLANNED ACTIVITY

United in Panels: Our Singapore

Story CONCEPT:

Families from diverse cultural backgrounds will co create a comic book together. Each family receives a unique scenario panel that is part of a larger story. The scenarios could reflect on themes of community, friendship, and unity. Families can illustrate their panel with their own cultural interpretations, stories, and values. Each prompt will encourage reflections on helping one another, sharing cultural practices, and celebrating together, while showing that differences are strengths that enrich our community. This will illustrate this scenario together, infusing their cultural identity and perspectives. After completing the artwork, families can head to the Scanning Station to scan their artworks to be displayed onto a large screen. The scanned panels will be digitally arranged in narrative order. Throughout the day, the digital comic will be displayed on a large screen, showing the story coming together in real time.



United in Panels: Our Singapore Story

OBJECTIVE:

Through collaborative comic panel illustrations, the activity aims to encourage children and parents to explore, appreciate, and celebrate cultural diversity. Fostering racial harmony and strengthen community bonds reinforces the message that while we may come from different backgrounds, we are united as one community in Singapore.



STRUCTURE (per family)

Registration & Instructions (5 mins)

- Greet participants and assist them with quick registration (name, contact, consent for scanning/display)
- Each family receives a unique story scenario card that corresponds to their comic panel's place in the overarching story, an A4 comic panel template, and basic instructions for the activity

Drawing & Co-creation (20-45 mins, flexible)

- Families find a comfortable spot (outdoor lawn tables, indoor studio, picnic mats) to work on their illustration.

Scanning & Submission (5 mins)

- Bring their completed panel and scenario card to the scanning station.
- Staff scan the artwork and label it according to its place in the overarching story.
- Family keeps their original artwork as a takeaway.

PERSONAS - children



Description:

Eloise is a 9 year old primary school student who loves drawing and storytelling. She enjoys spending creative time with her parents, especially trying new art activities during school holidays. Eloise is curious about different cultures and love learning about her classmates' traditions and festivals. She often sketches characters inspired by her friends and family.

Demographic:

- Age: 9 years old
- Gender: Female
- Cultural background: English

Motivation:

- Wants to express her creativity through storytelling and drawing
- Enjoys being part of a bigger community story where her ideas and drawings matter
- Interested in learning about other cultures and sharing her own family's traditions



PERSONAS - children (continued)

Frustration:

- Dislikes waiting too long for her turn or having to stay for a whole day when she wants flexibility.
- Gets frustrated when activities are too long or complicated

Why she would enjoy this:

- The come-and-go format fits her attention span.
- The activity lets her collaborate with her parents at her own pace in a relaxed and flexible setting.



PERSONAS - parents

Description:

Farah is a 36 year old working mother with two children, aged 9 and 5. She enjoys spending meaningful, educational weekends with her family and looks for affordable, culturally enriching activities. Farah values experiences that allow her children to learn about diversity, kindness, and Singapore's multicultural society while spending quality time together. She appreciates opportunities that encourage her children's creativity and self expression.

Demographic:

- Age: 36 years old
- Gender: Female
- Cultural background: Malay

Motivation:

- Wants her children to appreciate Singapore's diverse cultures and understand racial harmony
- Values activities where her children can express themselves creatively while learning new perspectives
- Wants to bond with her family and create long lasting memories



PERSONAS - parents (continued)

Frustration:

- Avoids activities that don't cater to both of her children's ages and interests
- Dislikes crowded events with no clear guidance and structure

Why she would enjoy this:

- Allows her family to drop in and leave at their convenience without stress
- Provides an inclusive, culturally respectful space to share and learn about diversity
- Gives her children a fun, hands on art activity that is meaningful and value based