

PRESS RELEASE

SINGEX CELEBRATES MID-AUTUMN FESTIVAL AND ENCOURAGES COMMUNITY INTEREST IN CULTURE AND TRADITIONS

Singapore, 3 SEPTEMBER 2015 – SingEx is pleased to announce the inaugural Mid-Autumn Festival celebrations at Singapore Expo. The 3-day event, themed “Journey to the East”, promises Singaporeans and visitors alike an immersive experience of culture, tradition and fun. The Festival is the second event under the PlayLAH! event series which is part of SingEx’s community engagement programme. The Mid-Autumn Festival will take place from 18 to 20 September at the Singapore Expo Hall 6A, it is open to the public.

Visitors will learn about the legends and traditions surrounding the Mid-Autumn Festival and their significance. They will step back in time to enter Old China town and enjoy the traditional costumes and experience the sights and feel of that era. Both young and old get to walk down a peddler’s street showcasing various activities dating back to the 60s. The occasion is an opportune time for parents and grandparents to educate the young on long forgotten traditions, a perfect time for family bonding.

Visitors can look forward to various fringe activities organised such as Chinese Calligraphy, paper-cutting demonstration, the Art of Flower Tea where visitors get to learn about the different concoctions of flower tea. Children can get to make and colour their own lanterns at the workshops. Visitors can also participate in special workshops such as Tea Appreciation and Creating Dough Figurines.

Age old crafts such as the art of lantern making are fast disappearing. So, SingEx

hopes to revive interest in this ancient art as well as an appreciation of our multi-cultural heritage through a lantern making competition. At the same time, to raise environmental consciousness among participants of the competition, they are encouraged to use recycled material. All entries submitted will be displayed at the event.

A highlight of this three -day event will be an attempt to create a new Singapore Record on the largest display of hand painted lanterns, with the support of renowned batik artist, Mr. Ika Zahri Bin Sarkasi. Ika is the son of Mr. Sarkasi Bin Said, who set a Guinness World Record for the World's Longest Batik Painting. Ika's works have been exhibited in the Inspiration Art Exhibition held at the SubStation, New York Art Expo held in New York, and in the First Mendaki Art Charity Exhibition. Trained in Batik Art at a young age, Ika is now one of the most respected Batik Artists in Singapore.

We are grateful to our partners and community friends such as the Tunglok Group, Shangri-la Hotel Singapore, Singapore Fashion Runway, Expo AV – INSYNC and Cityneon Events Pte Ltd for supporting SingEx's Mid-Autumn Festival and partaking in reviving interest in fast disappearing crafts like the lantern making competition and Batik-painting. More importantly, through this collaboration, we are glad to play a part in bringing together family and friends to celebrate a wonderful festival and strengthening familial and community bonds." says Mr. Aloysius Arlando, CEO, SingEx Holdings.

Full details on the Mid-Autumn Festival are available on www.expoevents.sg

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About SingEx Holdings Pte Ltd

Wholly owned by Temasek Holdings, one of the largest investment holding companies in Singapore, SingEx Holdings oversees a group of subsidiary

companies that specialises in providing a comprehensive range of integrated and customised solutions for venue management and consultancy, as well as organising trade exhibitions and conferences. SingEx Venues Pte Ltd, with over 35 years of MICE venue management experience, is the management company of the Singapore EXPO Convention and Exhibition Centre, and its convention wing MAX Atria, while SingEx Exhibitions is the event management arm that works closely with SingEx Exhibitions Ventures, the investment arm, to create, own and manage

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