

FACT SHEET

S'PORE DISCOVERY CENTRE CELEBRATES 50 YEARS OF ASEAN

1. 'Flatworld and Mashups' – An IFD Special Exhibition

- Curated by SDC in partnership with various embassies, government agencies and private organisations, 'Flatworld and Mashups' is a multifaceted, multisensory and highly interactive exhibition which features personal stories, hands-on activities and innovative products as well as services that engage in the topic of globalisation vis-à-vis Singapore's global position.
- The exhibition, which runs till June 25, shares how globalisation has and will still have a huge impact on all facets of life in Singapore. Visitors can explore how Singaporeans have been able to interact, exchange ideas, and forge friendships with people and countries from all over the world, bringing about new and exciting innovations, as well as vast potential areas for collaboration. This series of immersive and engaging activities within the exhibition seeks to invoke strong learning experiences for both visitors and students.
- In commemoration of ASEAN's 50th Anniversary, the exhibition features the rich diversity in world cultures, especially in our ASEAN region as well as showcases why an open and connected Singapore is vital to her survival and success amidst evolving geopolitical realities and globalisation.
- Visitors of the exhibition learn about the hybridisation of cultures, globalisation through pop culture, as well as be inspired by stories of embassy officials, entrepreneurs and citizens from various countries, as they share their experiences of living, working and travelling across the ASEAN region and the rest of the world.
- Admission to the exhibition is free for all Singaporeans and Permanent Residents. Guided tours at no charge will also be available at regular intervals.

2. Key highlights of the exhibition



a. Zone 1: A Flatworld

An overview on how globalisation has accelerated since the 1900s onwards due to developments in transportation, the growth of Multi-National Companies (MNCs) and advances in technology.

The exhibits illustrate how these developments have led to the ease for people, products, services and ideas moving rapidly across the globe. When they intermingle in spaces like global cities or cyberspace, new and exciting innovations are born with the potential to change the world and empower mankind to improve our lives. The mashup of landmarks created through a 3D art piece, welcomes the visitors to the start of this unique and exciting exhibition.

b. Zone 2: Going Places, Making Friends

This zone emphasises the importance of tourism, which has experienced continued growth to become one of the fastest growing economic sectors in the world. It is also one of the major driving forces for cultural influences today. The highlight of this zone is an experiential 360-degree view of all the ASEAN countries through the use of Virtual Reality (VR) sets. The Virtual Reality experience captivates and immerses the visitors through sight, sound and scent, transporting them to the cultural richness and unique diversity of each country. One can walk through a shrouded forest in Brunei and breathe in the earthy scents; or ride a *tuk-tuk* in Cambodia to visit Angkor Wat.

Visitors can also listen in to interviews by foreigners who have settled in Singapore, as well as overseas-based Singaporeans. Through these personal stories, visitors learn more about the building of friendships, the integration of diverse cultures and views.

c. Zone 3: Lights, Camera, Action!

Pop culture is commonly used as a lens to view how the world has become globalised. Visitors can choose to step into sound booths to hear and dance to the music from various parts of Asia like South Korea, India, Malaysia and Vietnam. Hollywood movies also manifest cultural globalisation at work. Trailers of upcoming movies like *Transformers: The Last Knight* and *Despicable Me 3* are also featured.

d. Zone 4: Trading Places

Economic globalisation has played a vital part in bringing all kinds of food, products and fashion to Singapore. Similar to how our local companies like Hyflux, The Manhattan FISH MARKET and Singapore Airlines have ventured overseas, foreign MNCs like Nissin and Samsung Electronics have also etched a firm foothold in the Singapore market, as featured in this zone. One interesting showcase is an impressive wide array of Nissin's localised flavoured cup noodles from all around the world, catering to vastly different dietary preferences and tastebuds, such as *Mazedaar Masala* in India and *Saveur Wasabi* in France.

e. Zone 5: Happy 50th Birthday ASEAN

As this year marks the 50th Anniversary of ASEAN, SDC has dedicated this space to commemorate the achievements of ASEAN in the last five decades. More importantly, visitors get to learn more about ASEAN's economically dynamic region that holds an abundance of opportunities, especially with the establishment of the ASEAN Economic Community (AEC) in December 2015. Visitors will get to put their knowledge of the various produce from ASEAN to the test with a tactile sensory experience of a mystery box challenge.

f. Zone 6: Flatter World, Better Lives?

Visitors are encouraged to ponder about the future, where disruptive technologies like high-speed travel, advanced virtual reality and autonomous vehicles will radically transform how we live, work and play. How can Singaporeans better prepare themselves for this 'flatter' world?

The Lego World Map takes centrestage in this zone, where visitors are encouraged to express their creativity through the use of Lego bricks to 'make' icons of countries that they wish to travel to, work in or simply learn more about in the future.

g. Embassy Showcase

Together with our embassy partners, this special showcase shares with visitors the globalised nature of Singapore's foreign friends. Globalised products, personalities and culture from each of the participating embassies are featured. Participating embassies include Brazil, Cambodia, Germany, Indonesia, Malaysia, New Zealand, Oman, Philippines, South Africa and Thailand.

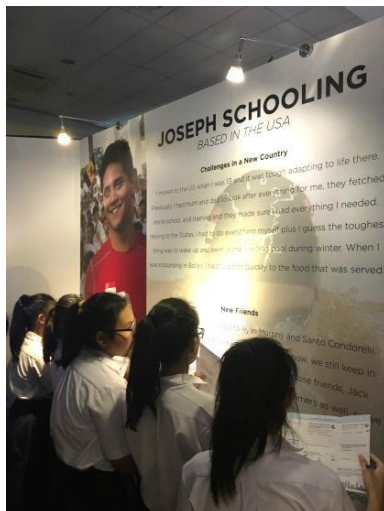


- Top Left:** A visitor having an immersive experience with the sight, sound and scent of the different Southeast Asia countries through VR.
- Middle Left:** A mini theatre showcasing the Hollywood movie trailers at the Lights, Camera, Action! zone.
- Bottom Left:** Visitors can collect stamps from various zones in the exhibition to complete their passport adventure.
- Top Right:** Visitors dipping their hands into the mystery box to guess the different products manufactured or produced by our ASEAN neighbours.
- Middle Right:** An impressive range of Nissin's localised flavoured cup noodles from all around the world.
- Bottom Right:** Redeem a limited edition passport holder with choices of 3 colours, when visitors complete activities at the exhibition.

3. IFD School Programmes (for school bookings only)

a. Passport to Discovery

An immersive learning experience within the exhibition space that allows students to ‘travel’ around the world as they complete their passport adventure. Students will learn how globalisation has impacted our way of life in many ways. The programme is designed exclusively to take students through the inquiry question of “What does it mean to live in a globalised world?”



Far Left
Students using the Virtual Reality Gear to discover our ASEAN neighbours.

Left
Students learning about friendships forged by Joseph Schooling in the United States where he is based.

b. Building ASEAN

Celebrate ASEAN's 50th Anniversary by discovering an appreciation for our ASEAN neighbours' unique cultures through their landmarks. In this tactile exercise, students compete in teams to complete specific ASEAN landmarks using Lego building blocks.



Students working together to build the Malaysian landmark, Petronas Twin Towers.



Mission accomplished! Students and their completed model of a Thai landmark, The Grand Palace.

c. The Real Deal

A game-based lesson that allows students to understand the geo-political realities of living in an interconnected world. Students role-play as various country representatives to experience decision-making and better understand the trade-offs as they respond to different scenarios and challenges brought about by globalisation.



Students calculating their game tokens at the start of the game.



Students deliberating over which choice to make based on the globalisation scenario card.

d. IFD Mock ASEAN Conference

This programme is a mini-simulation of an ASEAN Conference which brings together diplomats from all ASEAN member states. Designed to meet the learning needs of Post-Secondary Education Institutions (PSEIs), students take on roles as diplomats from the 10 ASEAN member states to carry out research, establish country positions, debate on current regional issues faced by the region and attempt to reach consensus.

About S'pore Discovery Centre

The mission of S'pore Discovery Centre (SDC) is to share the Singapore Story and inspire a desire to contribute to Singapore's future. SDC provides a mind-and-heart-engaging and multi-sensory learning experience which spans a selection of integrated themes. Visitors can learn about what makes Singapore tick and gain insights into Singapore's challenges, dreams and aspirations.

Website : www.sdc.com.sg

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