

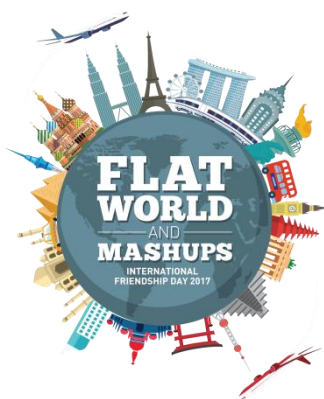
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MEDIA RELEASE

S'PORE DISCOVERY CENTRE CELEBRATES 50 YEARS OF ASEAN

WITH THE LAUNCH OF INTERNATIONAL FRIENDSHIP DAY 2017 SPECIAL EXHIBITION

Singapore, 21 April 2017 – In commemoration of International Friendship Day (IFD), S'pore Discovery Centre (SDC) will be launching a special exhibition titled 'Flatworld and Mashups' on 21 April 2017, from 2:30pm to 5pm, at SDC. Mrs Josephine Teo, Senior Minister of State, Prime Minister's Office, Ministry of Foreign Affairs & Ministry of Transport is the Guest-of-Honour for the launch event. The exhibition aims to celebrate the rich diversity in world cultures, especially in our ASEAN region as we commemorate the 50th Anniversary of the Association of Southeast Asian Nations (ASEAN) this year, as well as showcase why an open and well-connected Singapore is vital to her survival and success, amidst evolving geopolitical realities and globalisation.



'Flatworld and Mashups', which will run till 25 June 2017, is a highly interactive and multifaceted exhibition. Curated in partnership with various embassies, government agencies, private sectors and individuals, the exhibition features personal stories, hands-on activities, innovative products and services that are related to globalisation, highlighting Singapore's global position in both economic and socio-cultural aspects. It also shares how globalisation has and will continue to have a huge impact on all facets of life in Singapore, as well as the importance of her diplomacy and friendship with other countries. There is also an exclusive embassy showcase by various countries in ASEAN and from across the continents, presenting a diverse range of economic and cultural products from their homeland.

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.

As ASEAN celebrates her 50th Anniversary this year, SDC aims to promote a deeper understanding and appreciation of the region's rich and diverse cultures, along with its key milestones through interactive and fun activities. The exhibition amplifies ASEAN's economically dynamic region which holds an abundance of opportunities, especially with the establishment of the ASEAN Economic Community (AEC) set up in 2015 to realise the regional economic integration among the ASEAN states. Visitors of the exhibition can also exercise their creativity in 'making' their favourite iconic landmarks using Lego bricks.

As a global city, many foreign multinational companies have firmly etched their presence in the Singapore market and our exhibition showcases some of these worldwide brands. SDC has partnered Samsung Electronics to bring their interactive 360-degree Virtual Reality (VR) experience to our visitors, by transporting and immersing them into the cultural richness and diversity of each ASEAN country, through sight, sound, as well as scent. Nissin Foods, another supporting corporate partner of the exhibition, has provided on display, an impressive wide array of localised flavoured cup noodles from all around the world.

Visitors can also explore and 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 which runs till 25 June 2017, is free for Singaporeans and Permanent Residents. Guided tours are also available.

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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