

MARCH 2014

# Singapore Memory Project

@JURONG REGIONAL LIBRARY



COME ON IN...  
a cosy, comfy home...

# Editor's Note

There is now a new hangout for Singapore Memory Project enthusiasts!

The Singapore Memory Project@Jurong Regional Library (SMP@JRL) is specially created for everyone to enjoy SMP products such as videos, memories and publications. Located next to the Programme Zone at Jurong Regional Library, the space is designed with a cosy living room concept in mind, just like your home sweet home! Take your time to linger and browse our memory showcases and resources. You will find interesting and fun information widgets on the Media Wall, for example popular dating spots or favourite playgrounds. There are also images of places in Jurong floating in our Memory Pool – “catch” these images to discover the memories and stories associated with the place. And if you have memories to share, pen them down here or contribute your precious photos or documents at our scanning station!

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### Singapore Memory Project comes home!

There is now a home to showcase all that SMP is proud to feature! Located next to the Programme Zone at Jurong Regional Library, it's a one-stop base to explore the memories and projects!

Delve into our holdings of precious memories contributed by the public since 2011, check out how they have inspired our innovative showcases, as we make sense of our collective history together and move into the future.

SINGAPORE MEMORY PROJECT  
@JURONG REGIONAL LIBRARY

## How It All Began...



**Artist impression of our new home for SMP.**  
A calm, comforting space to explore and reflect on the colourful memories of Singapore and the innovative products they inspire.

## Media Wall

Our take on the never-ending ticker of stock market information that never seems to make much sense. Our media wall features Singapore's prominent dating hotspots in the 1970s, as well as old playgrounds, parks and gardens that have since disappeared.

Instead of living life on the fast lane of stock markets and trading hub, why not change gear and explore the old places of Singapore, some of which would still bring a twinkle to your parents' eyes?



The media wall features a map of Singapore displaying fun facts and widgets. Some of these information draw inspiration from memories that the Singapore Memory Project has collected.

## Memory Pod

The Memory Pod is the home of SMP's electronic products.

Catch up on our short films specially commissioned by SMP! Inspired by the rich and colourful history of Singapore in all genres and walks of life, local filmmakers brought their vision and art to illuminate little known spots of Singapore.



### Yangtze Scribber, by Tan Pin Pin:

Debbie Ding has been documenting survey markings and graffiti in Singapore. One particular set of graffiti piques her curiosity. In the back stairwell of Pearl Centre, Chinatown, are sketches of a man and a woman beside a series of three numbers. These are found in different parts of the stairwell as well. Debbie tries to decipher the meaning of these scribbles and also talks about graffiti in general. Are these acts of vandalism or are they acts of memorialisation? Debbie recently discovers the same scribble in Bugis, near NLB. Has the Yangtze Scribbler moved?

Pictured from left to right: Tan Pin Pin and Debbie Ding



### Singapore Country, by Wee Li Lin:

A documentary on the genesis of Matthew Tan's hit song "Singapore Cowboy". Together with his friends, Matthew formed the band, Matthew Tan and The Mandarins. They started out playing part-time gigs in local hotels, an endeavor that became full-time by 1965. In 1975, he flew to Nashville, Tennessee working with local western artists, even performing a duet with Skeeter Davis at the Grand Ole Opry. He returned to a growing following in Singapore, which gave him and his band the impetus to record an album. Their no.1 hit single "Singapore Cowboy" is still a top requested song for local country music lovers. *Singapore Country* investigates how Matthew came up with the song "Singapore Cowboy" and how he overcame the odds to pursue his passion for Country Music.



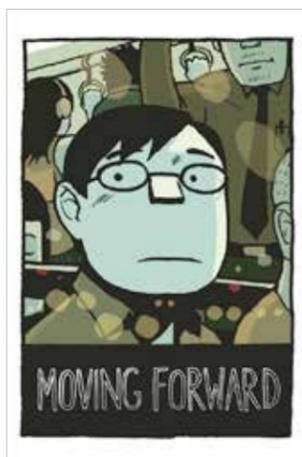
### Defining Moments, by GreyxGray:

This short film follows Andy as he journeys through the quintessentially Singaporean trajectory of life—of playground games, major exams, first kisses and toughing it out in the army. Filmed in a unique first person perspective, *Our Defining Moments* opens a window into the past—our shared past—and helps us to relive our childhood all over again. This film will make you realise that while we might be from different cultures and backgrounds, we have more in common than we think.

# Featured Books

# Featured Books

01

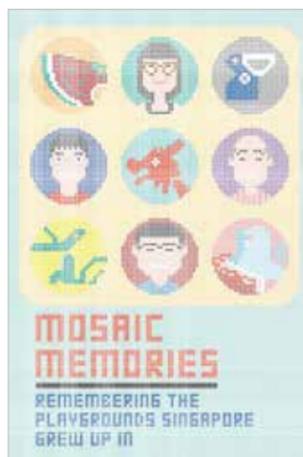


## MOVING FORWARD

BY DREWSCAPE

A bittersweet comic by Andrew Tan (aka Drewscape) about growing up, moving on, and well, driving lessons.

02

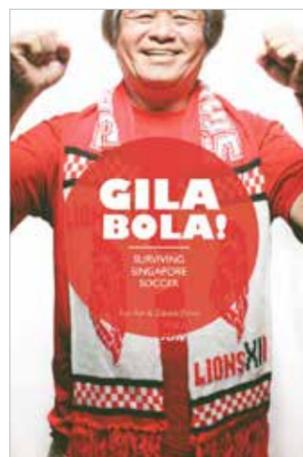


## MOSAIC MEMORIES

BY JUSTIN ZHUANG

A photo-essay exploration of our beloved mosaic playgrounds, including a rare look at the old design plans and an interview with the designer himself.

03



## GILA BOLA: SURVIVING SINGAPORE SOCCER

BY DAN KOH AND  
ZAKARIA ZAINAL

What is the state of football fandom in Singapore after an absence at the Malaysia League for 18 years? Find out!

04

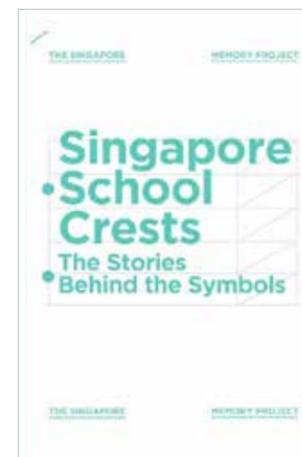


## PASAR

BY LIZZY LEE

A photo-essay that captures the life and vigour of our wet markets in Singapore, that are slowly disappearing. Lizzy includes her own childhood memories of wet markets as well as interviews with stall-holders.

05

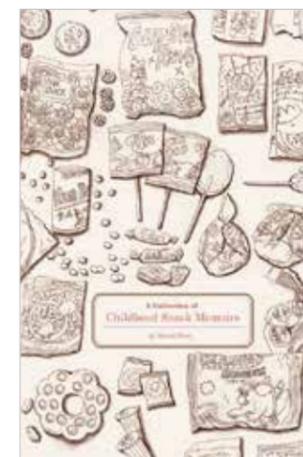


## SCHOOL CRESTS

BY JUSTIN ZHUANG

An in-depth study of the history and meaning behind the most innocuous of our school-going lives: the school crests. Exhaustively researched, this little book also includes the crests from the Young Scientist Badge Scheme.

06



## A COLLECTION OF CHILDHOOD SNACK MEMOIRS

BY MESSYMSXI

Crowdsourced memories of everyone's favourite old-school sweets, painstakingly illustrated, this little collection is a treat for anyone traipsing down memory lane!

07



## HAWKERS: SUCCESS AND SUCCESSION

BY MAKANSUTRA

Join us to explore three of Singapore's food legends as they go on a quest to find their own successors.

08



## BRUTARCH

BY STUDIOKALEIDO

A fascinating look into the Brutalist trend in Singapore in the 1960s.

# Partner Showcase

The Singapore Memory Project@Jurong Regional Library (SMP@JRL) is a space created for the community to consume SMP products such as videos, memories, publications and collaterals. This includes an exhibition wall to showcase memory projects documented through initiatives from our partners.

For a start, we are showcasing a collection of photos and stories by participants of the "Our Memories" photo album competition organised by ITE College West. A selection of photos from 25 shortlisted entries including the winning photo albums from the DSLR & Mobile categories will be featured here. Visitors can expect to see new memory projects being showcased on the wall every quarter of the year.

## "OUR MEMORIES" BY ITE COLLEGE WEST STUDENTS

This showcase features photos and stories captured by ITE College West students who participated in "Our Memories" Photo Album Competition organised by ITE College West in collaboration with the Singapore Memory Project in 2013.

The following are the top three winners of the DSLR Best Album category.

01

### YIP WAI YONG DSLR CATEGORY 1<sup>ST</sup> PRIZE VANISHING TRADES

Wai Yong captured photos of buildings, places and traditions from the past and in so doing, discovered the dying trades of Singapore. In his own words, "It opened up my eyes to see that things or buildings were actually beautiful. I saw people with rare jobs like those uncles and aunties who make and fix shoes as well as people who make keys. The more I explored, the more I discovered old signboards, an old hairdressing shop, many old buildings, old post boxes and old HDB flats. It was fun discovering places and getting to know some of the people that worked there, like the hairdresser and the person who makes keys."



02

### NOORATHIKHA BTE KASPAN DSLR CATEGORY 2<sup>ND</sup> PRIZE VANISHING TRADES

"They say that old is gold. Even as these golden memories vanish with time, my hope is that these photos will preserve these memories of older times passed on to future generations. What may seem dirty and rust to us are proof of their daily sweat and blood – a biography of their whole lives, of sorts."



03

### MUHAMMAD ASYRAF BIN MUTAZA DSLR CATEGORY 3<sup>RD</sup> PRIZE FAMILY STORIES

"Every once in a while, my parents, grandparents and myself would reminisce the good old days when there were plenty of joyful moments. Thinking back to the good old days brings back a warm feeling of nostalgia to our hearts. Walking down memory lane, I remember how I used to buy ice cream from the uncle selling it for \$1 on his motorcycle every day after school.

All of these examples are just a minor part of the rich culture and 'hidden treasures' that are slowly and sadly vanishing."



# Memory Cards Installation

Memories are presented in a tactile form, on a large map of Singapore.

These memories were collected from the many road shows and campaigns organised by SMP over the past two years.



**TITLE: The Old Days...** DATE OF MEMORY: Year 1989

**PEN YOUR MEMORIES HERE:**

I remember when I was young, my parents and I would go to the market every day. I used to buy fresh vegetables and fruits from the stalls. It was a busy and lively place. I remember the sound of the hawkers and the smell of the fresh produce. It was a special time for me and my family.

**TITLE: Ball-Tossing** DATE OF MEMORY: 1980s

**PEN YOUR MEMORIES HERE:**

I have always been a bit of a ball-tosser. When I was young, I used to play ball-tossing with my friends. It was a simple game, but it was fun. I used to play it in the park, under the big trees. I remember the sound of the ball hitting the ground and the laughter of my friends. It was a special time for me and my friends.

**TITLE: Sandy playgrounds** DATE OF MEMORY: 1980s

**PEN YOUR MEMORIES HERE:**

Playing by the sandy playgrounds at the HDB blocks with my cousins. There's contest to dig sand holes and fill with water. I remembered one particular ride which is the dragon-shaped structure. My cousin was stuck in one of the "bones" & we'd to call our parents for help!

**TITLE: Cookies** DATE OF MEMORY: 1970-1980

**PEN YOUR MEMORIES HERE:**

Grandma used to bake cookies when I was young. We would play with the cookies, mix or even bake the cookies ourselves. It was a special time for me and my family. I remember the smell of the cookies and the taste of the cookies. It was a special time for me and my family.

**TITLE: These were the days...** DATE OF MEMORY: Year 1999-2005

**PEN YOUR MEMORIES HERE:**

When I was studying in my primary school, I remembered that I always find learning English vocabulary a chore! However, when I reached primary 4, I often visited the library during my recess break. Gradually, I grew to be fond of reading English books be it fiction or non-fiction. Even if I encounter tough or bombastic words, I will be curious to find out what they actually mean. I love crossword puzzles and touch-typing. When I realised reading storybooks enhanced my skills in various ways - writing, communication bilingually (English & Chinese), I'm even more motivated to read more. Reading widens my knowledge and creativity. I joined English Literature Drama & Debate Society Club, as well as library club as a library member as my CPA during my secondary school years. I appreciate the LEO Miserable production enacted by the ELDP's drama crew team members, in particular.

**TITLE: My Best Friend** DATE OF MEMORY: everyday!

**PEN YOUR MEMORIES HERE:**

I have a best friend who cared for me & helped me when I am in doubt. Her name is Day Meec En from during school primary she loves to help me if we went out together. Although sometimes we quarrel, we could still sort things out. She is indeed my best friend!

**TITLE: Playground** DATE OF MEMORY: 2000

**PEN YOUR MEMORIES HERE:**

After school, when I was in primary school, I used to go to the playground. I remember playing with my friends and having fun. It was a special time for me and my friends. I remember the sound of the playground equipment and the laughter of my friends. It was a special time for me and my friends.

**TITLE: Pine rat hawkers** DATE OF MEMORY: 1970

**PEN YOUR MEMORIES HERE:**

When I was a child, every afternoon at around 3pm, pine rat hawkers will come round our neighbourhood hawking food like mee siam, rojak, peanut cake. We will lower a basket from our second floor flat with about 20¢ to 50¢ to buy the food for our tea-time. Nowadays they are housed in food courts or hawker centre.

## irememberSG Fund

The irememberSG Fund was launched to empower organisations and individuals in developing content and initiatives that will collect, interpret, contextualise and showcase Singapore memories.

It offers up to \$50,000 for each project in support of creative initiatives and welcomes projects that foster community ties, cultivate a sense of belonging to Singapore or promote the continued preservation of Singapore stories. 40 projects were awarded for the first cycle of the fund.

### SMP FEATURES TWO OF OUR FUND AWARDEES:



#### JEAN LOO:

“A house, they say, is just bricks and mortar until a family makes it their home. Through its occupants, the space’s destiny is shaped as a backdrop for celebrations, struggles, triumph and grief that have affected all of us in one form or another. It is a record of one’s personal histories through time. Whether playing with chickens in a kampong, racing along the corridor or crowding on the rooftop garden to catch a glimpse of the National Day fireworks, our homes through the decades reflect our stories alongside Singapore’s own”.

The concept of home as a nucleus of memories to celebrate one’s neighbourhoods provides Singaporeans a canvas to paint their stories and communicate these memories through efficient visual storytelling. The two teams at Loque and In Merry Motion hope to apply the idea of journalism through in-depth interviews to spark conversation about first homes, foster a stronger sense of conservation sensitivity in a Singaporean-built environment, as well as strengthen the community’s love for home by inspiring them to leaf through their own memories of home.



#### JURIA TORAMAE:

“Points of Departure”, a collaborative effort between visual artist, Juria Toramae, and blog writer, Jerome Lim, aims to weave the past and into the present through images, words and sounds; in an effort to discover a continuity in change and make the past less foreign.

Over the one-year project period, Toramae and Lim hope to explore the notion of collective remembering in relation to change in physical landscape, and reconstruct new narratives utilising a selection of stories, photographs and oral history contributions to the Singapore Memory Project. In all this, the sea will serve as a constant, seeking an embrace with untidy memories – the collection of individual memories, bringing it together as layers of a collective experience. This will perhaps allow us to vicariously live through the experiences and give us a sense of who we are as we look towards the future.

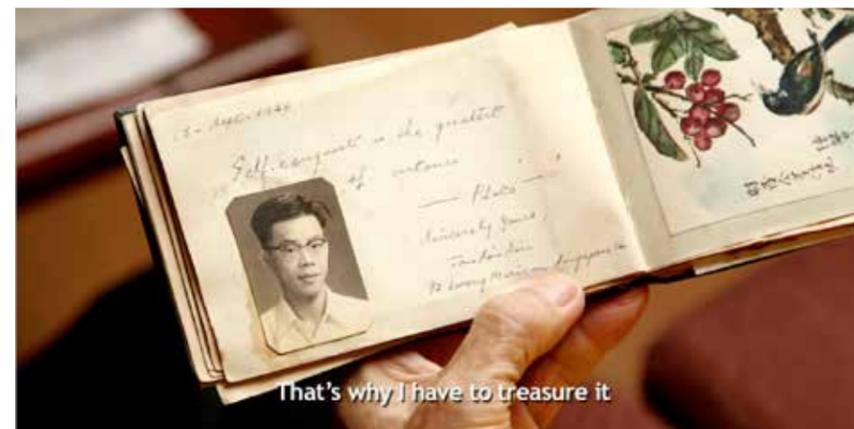
Application for the 2nd cycle of irememberSG Fund is open from 20 March to 30 June. In particular, SMP hopes to garner entries from organisations, schools, societies, and the community to create more projects that are presented in vernacular languages.

More information can be found on <http://www.iremember.sg/index.php/fund-intro/> and interested applicants can send in their completed forms and proposals to [iremembersg@nlb.gov.sg](mailto:iremembersg@nlb.gov.sg).

## Memory Maker Showcase

The Memory Makers video series celebrate the dedication and passion of Singaporean youth coming together with their innovative efforts to simply remember Singapore. But there’s more to that!

The freedom of imagination comes into play for these Singaporeans when they dream of creating ways to remember their own memories of Singapore. They have the courage to reach out to one another in a school environment or via social media channels to bond through shared experiences and memories of Singapore. These videos have been produced with these in mind and to connect Singaporeans from all age groups to the notion that people remember in order to create richer and more nuanced memories to be remembered in the future.



#### AUTOGRAPH BOOKS:

“I have a pen. My pen is blue.  
I have a friend. My friend is you.”

Messages written by friends in book that contains memories of our schooling days. Whether this inspired a road trip, subsequent letter correspondence or showcased writing and drawing powers; many Singaporeans reminisce the days of owning an autograph book before electronic media and social media platforms came on board.



#### BUS SPOTTERS:

What lengths will you go to in search for a memory that means the world to you?

These passionate youth bus spotters track down and charter a former SMRT hybrid bus to relive the experience of a joy ride around Singapore from East to West (Toa Payoh to Choa Chu Kang, NTU, Hougang and Harbourfront). They document their journey riding the old bus where they remember buses from the past and share with us their collection of bus memorabilia – some of which will surprise you.



#### WALKAHOLICS:

Presenting themselves as Walkaholics, a group of university students at the Singapore Footprints become storytellers to local and foreign visitors.

Exploring urban hidden gems by foot, they interject personal anecdotes that tell stories about places in Singapore through an informal avenue, ultimately revealing an intimate side of Singapore derived from their personal memories.

# Upcoming SMP Programmes

In conjunction with the launch of SMP@JRL, join us for exciting programmes where you can learn how to embark on your own memory projects!

## APRIL

### FAMILY SCRAPBOOKING FUN!

Families can bring 1 – 3 family photos (3R) and work together on scrapbooking.

Different family members will work on different aspects. For example, dads can work on writing the family memories while mums work on the layout and children can decorate the finished product.

On Sat, 26 April 2014  
At 3.30pm  
Programme Zone

## MAY

### BOOK TALK BY GOH YONG KIAT

Trace the trials and thrills of Singapore's aviation history. Goh Yong Kiat shares his experience of putting together the book *Where Lions Fly – 100 years of aviation in Singapore*.

On Sat, 10 May 2014  
At 2.00pm  
Programme Zone

## JUNE, AUG & OCT

### AYAM BRAND

Local delights such as *Nasi Lemak* and *laksa* will be made using Ayam Brand products. In between the food tasting session, memories based on food will be introduced. Participants can submit their own memories of their favourite foods. All submissions net its writer a goodie bag and the best one gets a hamper. Recipes will also be provided so that participants can recreate the dish at home.

June session will be conducted in English, while the August and October sessions will be conducted in Mandarin.

## JULY

### FAMILY SCRAPBOOKING FUN!

Families can bring 1 – 3 family photos (3R) and work together on scrapbooking.

Different family members will work on different aspects. For example, dads can work on writing the family memories while mums work on the layout and children can decorate the finished product.

On Sat, 19 July 2014  
At 11.00am  
Programme Zone

Programmes are subject to change. Please refer to <http://golibrary.nlb.gov.sg> for exact dates and times.

## How to get here:



Map powered by Streetdirectory.com

### NEAREST PUBLIC TRANSPORT

**Nearest Bus Stop**  
Bus 51, 78, 78A, 79, 97, 97E, 143, 176, 178, 197, 198 and 333  
1-minute walk from bus stop B28249

**Nearest MRT station**  
Jurong East MRT (NS1/EW24)  
4-minute walk from Exit A