

Media Release

For Immediate Release

SAM Unveils Limited Edition Merchandise in Conjunction with SG50 Exhibition

Created in collaboration with Singaporean designers ALT, Carrie K., SUPERMAMA, SunMoonRain, and Vice & Vanity

Singapore, 26 May 2015 – In this jubilee year of the nation's independence, the Singapore Art Museum celebrates Singapore's founding values with limited edition merchandise - the **5 Stars Commitment Bands** - in conjunction with SAM's upcoming contemporary art exhibition *5 Stars*. Each band in the series is symbolic of one of the five stars on the Singapore national flag, representing justice, progress, democracy, peace, and equality. Created in collaboration with Singaporean designers ALT, Carrie K., SUPERMAMA, SunMoonRain, and Vice & Vanity, the bands will be available for purchase at SUPERMAMA at SAM from 4 September 2015 onwards, with the opening of the *5 Stars* exhibition.

ALT is an independent accessories label started by Angie Lai-Tay, which seeks to empower women through statement-making designs inspired by architectural and geometrical shapes. Taking on the value of **Justice**, ALT is working with a Cambodian fair trade organisation to produce its commitment band in a socially responsible and sustainable way, out of brass recycled from discarded bombshells.

Established by designer and silversmith Carolyn Kan, **Carrie K.** creates playfully provocative artisan-crafted jewellery which challenge traditional notions of what is precious and desirable. Carrie K.'s collections started off in silver but now include other materials such as gold, black diamonds and leather. Inspired by **Progress**, the commitment band will embody the Carrie K. philosophy of handcrafting meaningful and covetable jewellery.

The delicate bracelets by **SunMoonRain** combine modern design with the power of precious and semi-precious stones and crystals that encourage positive energy and healing. The founder of the brand, Shabnam Melwani, extends this commitment to positivity by contributing a percentage of SunMoonRain's proceeds to charities such as the Tsao Foundation. SunMoonRain will design the **Peace** commitment band made from agate – a stone of strength and harmony.

Started by Edwin and Meiling Low, **SUPERMAMA** is a retail gallery that collects, creates and curates objects and meaningful giftware that represent contemporary Singapore culture. Known for their Singapore Icons collection, which won the President's Design Award in 2013,

SUPERMAMA is partnering with a local porcelain maker to design the **Democracy** commitment band. They will also retail all five bands at their retail gallery located at SAM.

Vivi Masturah Lim and Aaron Kao, the design duo behind **Vice & Vanity**, continually seek to push the boundaries in their line of handcrafted dimensional accessories, making use of various materials such as leather, acrylic and wood to represent a range of themes and ideas. Past design collaborations include Singapore fashion brands alldressedup, Saturday and Charles and Keith. Their commitment band explores the concept of **Equality**.

Each design is limited to 50 pieces, and will be priced at a range of \$120-\$150 each. The 5 Stars Commitment Bands will be available for purchase at SUPERMAMA at SAM from 4 September 2015 onwards in conjunction with the *5 Stars* exhibition, which opens at SAM from 4 September 2015 until 3 April 2016.

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About the 5 Stars Exhibition

In September, SAM will bring together five of Singapore's most celebrated visual artists and luminaries for a contemporary art project that re-visits Singapore's founding values of justice, progress, democracy, peace, and equality. Inspired by the Singapore flag, this exhibition explores the core values as represented by the five stars, and will lay the ground for ongoing and deep public engagement with the founding values of the nation through the aesthetic encounter and experience with the five presentations. They consist of four commissioned artworks by contemporary artists Ho Tzu Nyen, Matthew Ngui, Suzann Victor and Zulkifl Mahmod, and one lifework presentation with art historian T.K. Sabapathy.

About the Singapore Art Museum

The Singapore Art Museum (SAM) focuses on contemporary art practice in Singapore, Southeast Asia and Asia within the global context. It advocates and makes accessible interdisciplinary contemporary art through research-led and evolving curatorial practice. Opened in January 1996, SAM has built up one of the most important collections of contemporary art from the region. It seeks to seed and nourish a stimulating and creative space in Singapore through exhibitions and public programmes. These encompass cross-disciplinary residencies and exchanges, research and publications, as well as outreach and education. SAM was the organiser of the Singapore Biennale in 2011 and 2013.

SAM was incorporated as a Company Limited by Guarantee on 13 November 2013 and has moved from the National Heritage Board to the Visual Arts Cluster (VAC) under the Ministry of Culture, Community and Youth (MCCY). The other institutions under the VAC are the National Gallery, Singapore and STPI.

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Exhibition Venue

SAM is located at 71 Bras Basah Rd Singapore 189555
 SAM at 8Q is located at 8 Queen Street Singapore 188535

Opening Hours

Mondays to Sundays | 10.00 am to 7.00 pm (Last admission at 6:15pm)
 Fridays | 10.00 am to 9.00 pm

Admission Fees (Inclusive SAM and SAM at 8Q)

Singaporeans and Permanent Residents Free

Non-Singaporean Visitors

Adults	S\$10
Children under the age of six	Free
Students (with valid student ID)	S\$5
Seniors (60 years and above with valid ID)	S\$5
Groups of 20 or more	20% off adult admission tickets
Free admission to SAM every Friday from 6.00 pm to 9.00 pm and on Open House days	

Special Exhibitions

Free admission to the Singapore Art Museum will be granted to as many contemporary art exhibitions as possible. However, from time to time, our Museum brings in internationally renowned works and exhibitions from overseas. Entry charges may then apply to help cover costs and ensure sustainability.

SAM Online

www.singaporeartmuseum.sg
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www.youtube.com/samtelly

Enquiries

Call +65 65899 580 or email enquiries@singaporeartmuseum.sg

How to get to SAM

By Bus: SBS: 7, 14, 16, 36, 111, 131, 162, 175, 508, 518
 SMRT 77, 167, 171, 700

By Train: 2-minute walk from Bras Basah MRT Station
 10-minute walk from Dhoby Ghaut, Bugis or City Hall MRT stations

By Car: Carpark spaces available at Waterloo Street, Queen Street, NTUC Income Centre, Plaza by the Park, Hotel Grand Pacific and Singapore Management University