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ANNUAL REPORT

THE ARTGROUND



CONTENTS

Mission and C.O.R.E values	3
Organisation Chart and Corporate Information	4
Governance	6
Governing Board Members	7
Message from the Chairman	10
Message from the Executive Director	13
About The Artground	18
Strategic Development Plans	19
Artists' Capability and Developmental Platforms	21
Interactive Visual Arts Space	26
TAG Design Initiative	32
Connecting our Communities	35
Position Singapore Globally	44
Financials	45
Gratitude	46

MISSION

To open minds, shape perspectives and serve as an open platform for the creation and design of original inspiring content for young audiences through close collaborative best practices with local and regional artists, as well as involvement of educators and families.

OUR C.O.R.E. VALUES

In our endeavour to continue providing positive and meaningful arts experiences for young children in collaboration with artists and educators, we have our C.O.R.E. values to guide us:

CARE

We take care of one another, and help one another succeed in what we each do. Individual successes are the company's pride and achievements!

OWNERSHIP

We make informed decisions by practising intrapreneurship and taking pride in what we do, as well as in continually looking for new ways of doing things better.

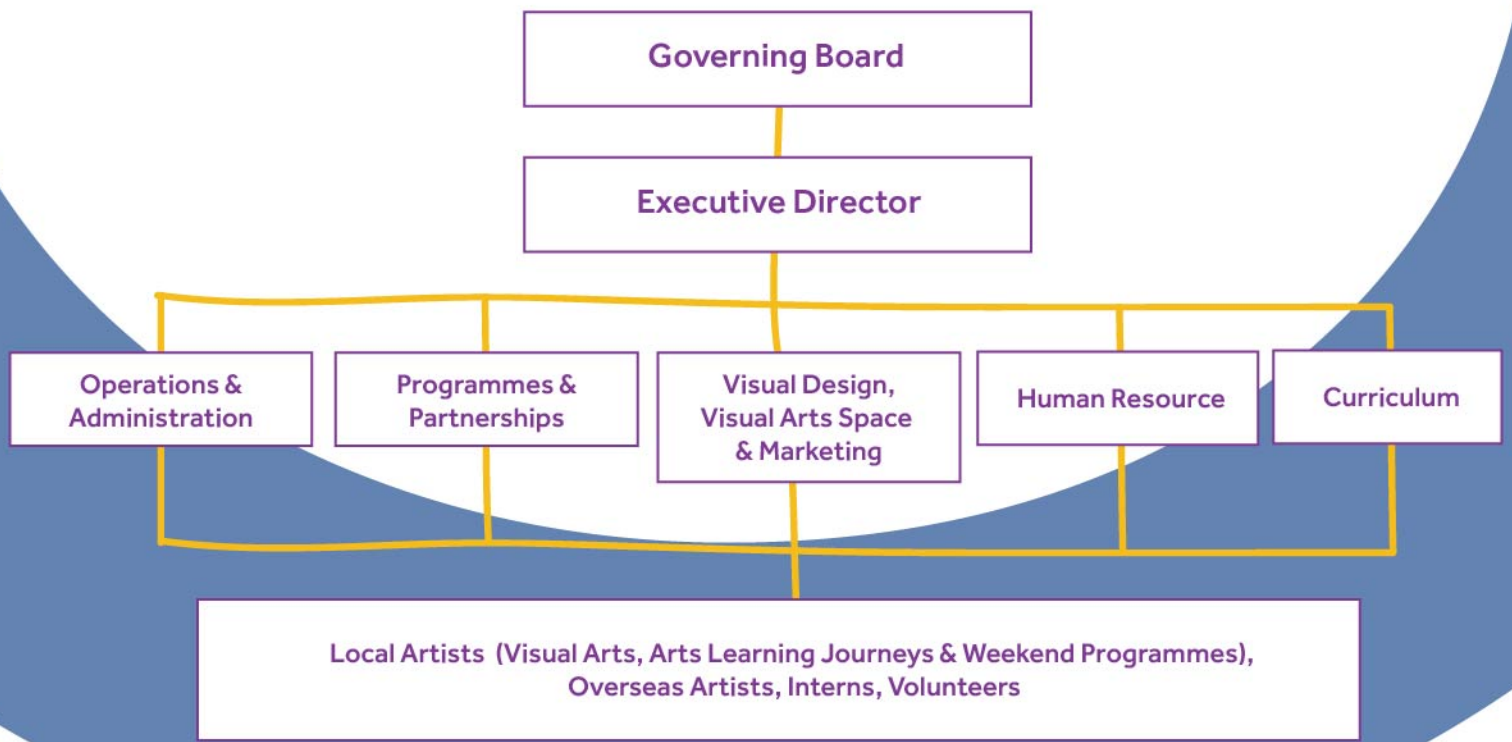
RELEVANCE

As much as we are committed to developing local artists in Arts for Young Audiences (A4YA), we invest in our TAG team to ensure our relevance in the sector through our professional and personal development and growth.

EFFICIENCY

We keep our processes seamless, and are resourceful with our time, finances and programming so that we provide the best possible experience for the children and artists.

ORGANISATION CHART



CORPORATE INFORMATION

Board of Directors:

Appointment dates for Board Members

Poh Hwee Yen, Luanne
 02/12/2016
 Director, Board Member

Goh Jin Zhong, Ian
 28/08/2017
 Secretary

Suchanda Mandal
 22/05/2020
 Board Member

Wai Chun Yip (Thomas)
 28/08/2017
 Director, Chairperson

Patricia Koh Ai Leng
 28/08/2017
 Board Member

Lim Siew Li (Lelaina)
 28/08/2017
 Director, Board Member

Yeo Sock Koon (Maggie)
 21/02/2020
 Director, Honorary Treasurer

The Ground Co Limited (Registration No.: 201632916C), public company limited by guarantee, was registered under the Companies Act, Cap 50 on 2 December 2016.

It named the business The Artground (Registration No.: 53351458D), which was also registered on the same day. The business address is at 90 Goodman Road, Goodman Arts Centre, #01-40 Singapore 439053.

Four persons were appointed as Directors of the Company – Mr Wai Chun Yip (Thomas), Ms Lim Siew Li (Lelaina), Ms Poh Hwee Yen Luanne and Ms Yeo Sock Koon (Maggie), and they carry out all business at the Company's Annual General Meetings and Extraordinary General Meetings, including the appointment of directors, adoption of accounts, and approval of resolutions. As a registered charity, The Ground Co Limited strives to align its governance practices with the principles set out in the refined Code of Governance issued by the Charity Council.

As part of required disclosure, The Ground Co Limited declares the following:

- No board members are remunerated
- None of its staff receives more than \$100,000 in annual remuneration each
- There is no paid staff who are close members of the family of the Executive Head or Board Member, who receives more than \$50,000 during the year

This report describes the Company's activities and structures that were in place during the financial year ended 31 March 2021 which are in accordance with these principles. The Company submits the online Governance Evaluation checklist together with the audited accounts for the year.



EXTERNAL AUDITOR
One Partnership PAC

COMPANY SECRETARY
KC Corporate Solutions Pte Ltd

PRINCIPAL BANKER
DBS Bank Limited

GOVERNANCE

Board Meetings

Board meetings are held on a quarterly basis to review the results and performance of the Company and its strategic plan. To facilitate attendance, Board meetings are scheduled at least a year ahead. At the last meeting of the financial year, the Board will also approve the annual budget for the following year. As part of good governance, key matters requiring decision are reserved for resolution at Board meetings to facilitate discussion, rather than by email circulation. The Chairperson ensures that Board meetings are held as and when necessary with optional meetings convened when there are pressing matters requiring the Board's consideration. The Secretary assists the Board with the preparation of meeting agenda, administers, attends and records minutes of Board proceedings in a timely manner to ensure good information flow within the Board.

Conflict of Interest

The Company's constitution documents state that whenever a member of the Board in any way, directly or indirectly, has an interest in any transaction, project or matter, the member shall disclose the nature of his interest before the discussion and should not participate or vote on the matter. He should offer to withdraw from the meeting and the Board shall decide if this should be accepted.

Additionally, The Ground Co Limited also has in place a policy for conflicts of interest for the Board as well as for staff to ensure that all parties act independently and in the best interests of the Company and avoid ethical, legal, financial or other conflicts of interest which may impede or compromise their responsibilities. As a general rule, they must not place themselves in a position where their duties and interests may possibly conflict, whether perceived or actual. Where a director or staff has personal interests that may conflict with his duties to the Company, he should make disclosure to the Company as soon as possible and obtain the approval of the Board or management. All directors and staff have to make an annual declaration that they have read and understood the policy and whether there are any present or potential conflicts.



THE ARTGROUND

90 Goodman Road,
Goodman Arts Centre,
Blk J, #01-40
Singapore 439053

GOVERNING BOARD MEMBERS

Attendance for Board Meetings:
4 out of 4



Wai Chun Yip (Thomas)

Director, Chairperson

Age 43

Appointed to the Board on 28 August 2017

Workplace and Designation

Chief People Officer, National Gallery Singapore
Chief People Officer, Singapore Art Museum

Professional Commitments

Head of HR, Visual Arts Cluster
Lead of Cop (HR), Museum Roundtable
Non-Executive Director, Cups Media Pte Ltd
Non-Executive Director, My Locker Laundry Pte Ltd

Qualifications

Master of Business Administration (MBA), Dean List,
Nanyang Technological University

Master of Arts (Strategy & International Management),
University of St Gallen, Switzerland

Bachelor of Electrical & Electronic Engineering (Honors),
Nanyang Technological University

Global Professional in Human Resources (GPHR),
HR Certificate Institute

Quality Selection Process – Gold Medal (QSP),
Talent Plus Inc, USA

Attendance for Board Meetings:
4 out of 4



Yeo Sock Koon (Maggie)

Director, Honorary Treasurer (effective 28 August 2020)

Age 54

Appointed to the Board on 21 February 2020

Workplace and Designation

Chief Financial Officer, Intraco Limited

Qualifications

Bachelor of Accountancy
National University of Singapore

Professional Bodies

Member, Institute of Singapore Chartered Accountants (ISCA)

Lim Siew Li (Lelaina)

Director, Honorary Treasurer

(28 August 2017 to 27 August 2020), *Board Member*

Age 60

Appointed to the Board on 28 August 2017

Workplace and Designation

Group Chief Financial Officer, Eu Yan Sang International Limited

Professional Commitments

Auditor, Farrer Holland Neighbourhood Committee

Treasurer, Singapore Hockey Federation

Hon. Treasurer, Football Association of Singapore

Council Member, Institute of Singapore Chartered Accountants (ISCA)

Qualifications

Bachelor of Accountancy

National University of Singapore

Professional Bodies

Fellow Member, Institute of Singapore Chartered Accountants (ISCA)

Member, Singapore Institute of Directors (SID)



Attendance for Board Meetings:
4 out of 4



Poh Hwee Yen, Luanne

Director, Board Member

Age 42

Appointed to the Board on 2 December 2016

Workplace and Designation

Executive Director, The Ground Co Ltd,

Qualifications

Master of Education (Special Education)

National Institute of Education

Bachelor of Creative Arts (International Studies)

Macquarie University, Australia

Professional Bodies

Member, Asian Theatre for Young Audiences Network Member,

Golden Key Honour Society

Attendance for Board Meetings:
4 out of 4



Goh Jin Zhong, Ian
Honorary Secretary

Age 33
Appointed to the Board on 28 August 2017

Workplace and Designation
Leadership Catalyst and Coach
The Alternative Campfire

Qualifications
Bachelor of Arts, Psychology (Honors)
National University of Singapore

Attendance for Board Meetings:
4 out of 4

Patricia Koh Ai Leng
Board Member

Age 59
Appointed to the Board on 28 August 2017

Workplace and Designation
Senior Medical Social Worker (Locum)
KK Women's and Children's Hospital

Professional Commitments
Member, Board of Directors, Wesley Vineyard Childcare (WVC)

Secretary, Executive Committee, Association for Early Childhood Educators, Singapore (AECES)

Secretary, Advisory Committee, Ground Up Initiative (GUI)

Co-Lead/Trainer/Coach, CAREbuddy program, CaringSG

Trainer (Volunteer)
Caregivers Alliance Limited, Singapore (CAL)

Member, YMCA Education Committee

EXCO member, AECES

Qualifications
Masters of Arts, Counseling
Singapore Bible College

Bachelor of Arts, Social Work
National University of Singapore



Attendance for Board Meetings:
4 out of 4



Suchanda Mandal
Board Member

Age 44
Appointed to the Board on 22 May 2020

Workplace and Designation
Amazon Web Services (Strategic Initiatives APAC), Head (Business Development)

Qualifications
Master of Business Administration (MBA)
London Business School

Bachelor's Degree, Engineering
National Institute of Technology,
Tiruchirappalli

Attendance for Board Meetings:
3 out of 3

One of the key milestones for The Artground this year was working with our local artists to introduce our online offerings, digitally present our onsite programmes and to engage our young audience through various electronic means.

More than ever, we must move beyond representing our work through our physical site and become a platform where art comes alive for all children through our on-site, offsite and hybrid programmes. We have to continue to provide a space for our local artists to learn and equip new skills so that more can develop high quality arts programmes for our communities.

This year's report highlights how The Artground's programmes and activities have reached out to as many children and their parents as possible, and how the team has overcome many of the challenges faced during this challenging time with the support of artists, donors, parents, educators, volunteers and friends.



Artist Jeremy from *Zip Zam Zoom* filming their digital performance over zoom in the Whitebox.



Performance by *UP Collective* as part of The Artground's digital Community of Practice (COP) initiative.



A *Whimsical Journey* workshop by NAYA as part of arts space *Fungus Humongous* development.

I express my deepest appreciation to our partners for their generous support and understanding this year, allowing us to continue to provide a free access art space for children and their families; our volunteers and staff for their passion and hard work; and our visitors for backing us. I would also like to thank my fellow Board Members for their dedication and stewardship, and welcome our new Board Member Suchanda to The Artground family.



In Search of You by The Kueh Tutus presented at The Artground.

Finally, there are many possibilities in how The Artground and different local arts groups and communities can collaborate. The Artground will continue to work hard in this endeavour to enrich our local and cultural scene, as well as to continue to inspire children and develop local artists, through our free access arts space.

Chairman,

Thomas



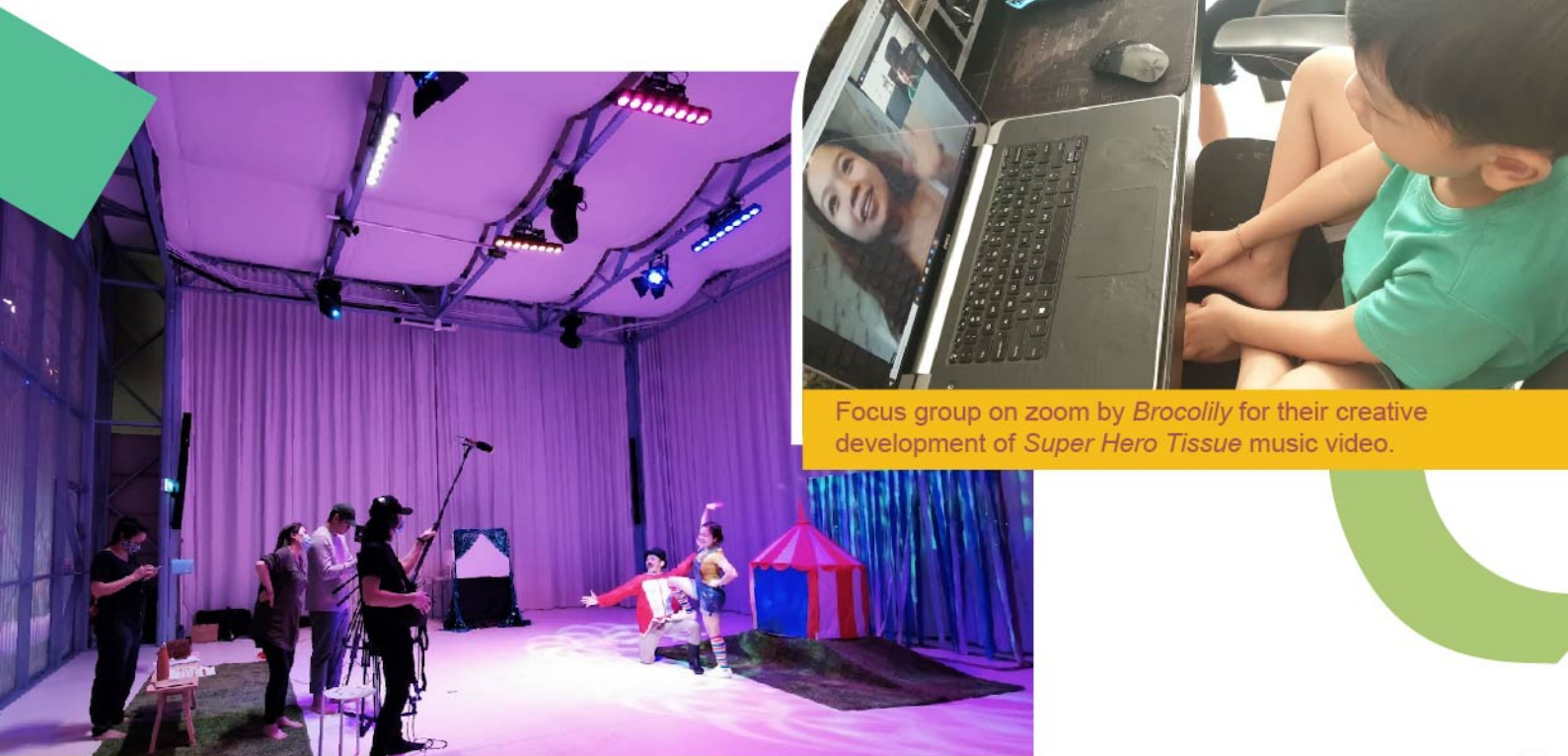
Chief Worm Luanne with her twin girls at *Deep Sea Arts Space*

FROM THE CHIEF WORM...

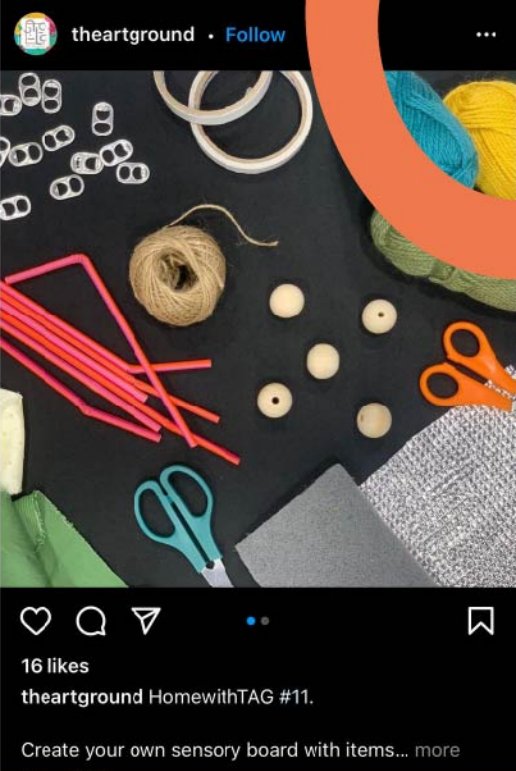
What a year the past 12 months have been! To say hindsight is 20/20 is an understatement to how we have all changed and grown as individuals, as a company, as a society and globally.

We had to assimilate very quickly and review how we engage with one another when face-to-face contact became almost a health hazard. As an organisation that had its emphasis on live performances and interactions, we had to re-look at how we could continue to present innovative experiences to our young while keeping in mind that screentime is not typically the most desirable mode of engagement for parents.

Notwithstanding all that, we found our ground and started our conversations with our artmakers about how we could continue to design creative outlets and respite for our little ones and their families. Thankfully, at the heart of it, The Artground is about innovation - the brainstorming of new ideas, cultivating these through design and prototyping, as well as supporting current and emerging artistic processes of the Arts for Young Audiences (A4YA) community.



Focus group on zoom by *Brocolily* for their creative development of *Super Hero Tissue* music video.



#HomewithTAG - Digital initiative by The Artground

For a start, we e-introduced **#HomewithTAG** - a digital initiative for local artists to present a series of videos to inspire parents to engage their little ones at home during Circuit Breaker. From DIY puppets with plastic bags to sensory food boards for the little ones, these **17** videos not only created work and enabled the artists to embrace whatever digital resources they had on hand but also spawned new outlets for parents to share their creative adventures at home with their children.

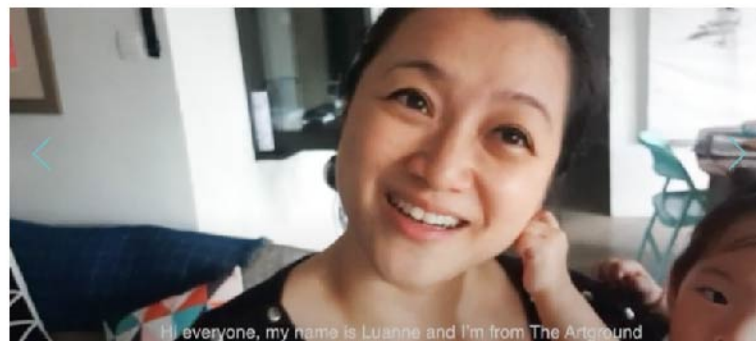
We then started **#littlehumansofTAG** where we shared their stories to inspire other parents as well. Inspired by the outpouring of stories,



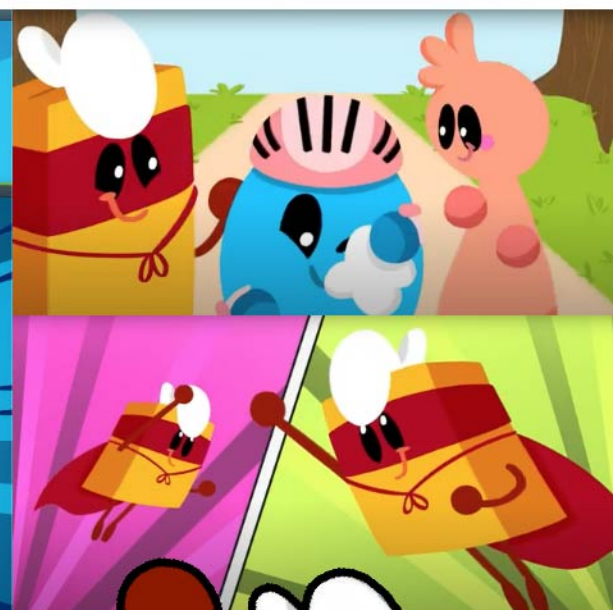
#littlehumansofTAG - Parents sharing their inspired moments at home
Ariana and Ezra - Sensory Play | Role Playing | Crafting | Experimentation

#littlehumansofTAG
Ellie and Ezekiel - Singing with stuffed toys

I also made a home-video with my 12 month old daughter as part of our fundraising efforts to reach out and to tide us over the tough times, and was very heartened by the responses received from the parents who frequented The Artground. We managed to raise over **\$12,000** which far exceeded any previous fundraising initiatives.



Chief Worm Luanne in The Artground's fundraising video.



Zoom meeting with The Artground team and artists about *Super Hero Tissue* - a digital programme supported by the National Arts Council's Digital Presentation Grant.

Animation is about bringing an idea to life. It was wonderful and exciting to see a group of creative people coming together to create something wonderful for children to learn and experience.

Seraphina Tan, Artist - Character Designer for *Super Hero Tissue*



Once we were able to identify and brainstorm solutions to our initial digital challenges, we set forth to conquer the challenges as a team. We applied the solutions and were successfully awarded two digital grants to work with professionals in the film industry to develop age-appropriate and quality digital content. Original songs and music videos were developed with local collective, *Brocolily*, and we were able to share content on Spotify and YouTube to promote and share these content with the families at no cost to them.

These digital content allowed us to continue to reach our families, over **5,000** unique viewers over the year and growing. The experience also stretched our producing capabilities into the new medium and allowed us to design content through a different lens, both literally and figuratively.

As we practised social distancing and worked from home, we took the opportunity to upskill the team across various topics such as administration, digital marketing, inclusive practices and fundraising for non-profit organisations. With the training grants made available, the team enrolled for an average of 2 to 4 workshops and/ or short courses each over the 10-month closure period. We also proceeded with our pre-covid board expansion plans and welcomed a new board member, Ms Suchanda Mandal, in May 2020 who joined us during these trying times to help further strategise and strengthen our governance processes.



Board meeting on zoom, 22 May 2020

I dared say we made the best of this time to reconsider how we worked and engaged our artists and audiences, and also endeavoured to invest in our team to tackle the brave new world that is to come. We looked forward to our re-opening in Phase 3 with gusto and have been encouraged by the fully sold-out tickets for our programmes since. We know we are not out of the woods as the world around us continues to battle the pandemic, but we know we have the support of the artistic and parent community. With an unwavering spirit of innovation and passion, we will continue to design creative experiences for our little ones and nurture our patience in the coming year.

This too shall pass.

Chief worm,
Luanne

THE YEAR AT A GLANCE

TOTAL AUDIENCE



PROGRAMMES



AUDIENCE



ARTS LEARNING JOURNEY



OTHERS



COMMUNITY ENGAGEMENT



ABOUT THE ARTGROUND

THE ARTGROUND is nurtured and managed by The Ground Co Limited. Inspired by the poem *The Hundred languages of children* by Loris Malaguzzi which refers to the many ways children have of expressing themselves, The Artground believes that a child is intrinsically curious and naturally creative.



Excerpt from

The Hundred Languages of Children

by Loris Malaguzzi

***The child is made of one hundred.
The child has a hundred languages
a hundred hands
a hundred thoughts
a hundred ways of thinking, of playing, of speaking.
a hundred, always a hundred
ways of listening, of marvelling, of loving
a hundred joys for singing and understanding
a hundred worlds to discover
a hundred worlds to invent
a hundred worlds to dream.
The child has a hundred languages
(and a hundred hundred hundred more.)***

STRATEGIC DEVELOPMENT PLAN

We translated our vision into a “4SA” Strategic Development Plan which is a continuous journey for us. The 4S are namely Society, Schools, Service and Seeding. These form the core basis of our target reach.

The 4As are Availability, Arts Learning Journey, Accessibility for All and Artist Incubation which is genre agnostic. These form the basis of our development plans.



Availability

These programmes are consistently available to the general public (society), enabling free access to the facilities, throughout the year. On top of that, The Artground also has scheduled weekday and weekend programming which involve admission fees to manage venue capacity.

Arts Learning Journey

We welcome organised groups of school-going students, and homeschoolers to the arts centre on the weekdays. We work with educators to create age appropriate resource materials for these young learners, as well as pre/post programme materials for the teachers/carers.

On top of that, we actively seek to introduce skills development training programmes to equip and inspire the teachers to continue the arts engagement back in the classrooms. These programmes are conducted on-site and online at The Artground through artist-led workshops.



Community of Practice (CoP) -
The Artground x UP Engagement Session.



Artist Soumee digital performance *Interactive Storytelling Session through Oddisi and Puppetry* at The Artground in collaboration with Indian Heritage Centre.

Accessibility

We focus on introducing initiatives that encourage equitable opportunities and inclusive programmes that serve children with all abilities and needs. We do this by working with artists to develop specific programmes for the communities that support children with additional needs so that these children can have access to the arts that are appropriate and relevant.

These initiatives also allow the community to take a more active role in private philanthropy through platforms that support these programmes.

Artists Incubation

We work with local artists to seed original new works at The Artground, as well as seek opportunities to create networking and capabilities development in the field of A4YA with our international partners. This is an investment into the local artistic eco-system and we are mindful that not all seeds will germinate. However, it is important that we provide the space for artists to try, and to imagine.

ARTISTS' CAPABILITY AND DEVELOPMENTAL PLATFORMS

Inspiring our artists

As part of our ongoing capability development efforts, we have three distinct programmes; *GroundBreakers*, E.P.I.C. and Artist-in-Residency. While we put our Artist-in-Residency programme into hiatus for 2020, we introduced a new initiative, Community of Practice (CoP), as part of our efforts to galvanise the gig economy, which characterises our A4YA sector and bring artmakers together to network and share best practices and ideas. We held our first CoP session online in June 2020 and onsite session in March 2021 - both of which received very warm responses from the artists.



It was a lovely evening of catching up with peers. I was also inspired by some of the works they have been (or currently) working on. There were some questions raised about the challenges we face currently and it is heartening to know that there is a community that is willing to lend their support for the TYA scene.

Ghazali Muzakir, Artist



Artist Bright Ong presenting at CoP-TAG

GroundBreakers is our artist incubation platform where, with the help of a children panel, we awarded three collectives, *Seedlings*, Bright Ong and *Zip Zap Zoom*, for a year-long incubation programme at The Artground. When the nation went into lockdown mode, we continued to provide online platforms for them to engage with the target audiences and extended their year-long incubation platform for another 6 months so that they can have face-to-face sessions with audiences to prototype and test their ideas.

GroundBreakers is a great platform to explore new ideas and topics with children.

Not only did we receive lots of support from The Artground team (through direct feedback, discussions, or connecting us to other artists/experts), we were also given full autonomy of the creative process which was very empowering.

Auderia Tan, Artist - *Seedlings*



The *GroundBreakers* programme gave me the opportunity to conceptualise, test and create new works for young audiences. The Artground (TAG) provided a safe space and the support that my team needed to embark on creating a new work. During Circuit Breaker, when TAG was closed, the TAG team still kept in constant contact with us, and even encouraged us to explore creating a digital version for one of our trials. Without their encouragement, we would have thought that it would be impossible to create an interactive experience online, but with their support, we did!

Thank you to everyone at TAG!

Jeremy Leong, Artist - *Zip Zap Zoom Collective*

"This round of *GroundBreakers* has been a wonderful reflection on The Artground's ability to adapt and change with these challenging times. I've been privileged to be backed by a team who were on hand to offer a great amount of support and space to me and my project. You'd be hard pressed to find anywhere else as open and affirmative!"

Bright Ong, Artist

E.P.I.C. is our capability development programme that connects our local artists to regional and international partners. For 2018 and 2019, we sent a total 25 local artists to Melbourne and Edinburgh respectively to attend an international festival where they were given the opportunity to be exposed to A4YA works, participated in networks and masterclasses, engaged in innovative artistic practices and be inspired to create content relevant to our cultural context back home. Our pre-covid plan for 2020 was to have four to six artists travel to Indonesia for *Papermoon Puppet Theatre Company's Pesta Boneka* for a two-week residency programme to develop a deeper engagement programme for E.P.I.C. When air travel was banned, we continued the programme remotely with the ever-exuberant *Papermoon* team and the six local artists. We had an intensive one week of creation and development with *Papermoon* over Zoom and the artists developed two new works; a video work *Tacet*, and an intimate performative work for babies using face masks as stimulus. As part of *Pesta Boneka*, the artists also met online with hundreds of international delegates from over 25 countries to share about their work and processes.



Singapore artists from *The Three Maskerteers* participated in a panel for *Puppetry for Babies* sharing about the work they have developed as part of The Artground's E.P.I.C. programme.



The Three Maskerteers test session at The Artground.

We were able to delve deeper into devising with puppetry as well as explore puppetry performance on screen. It was very useful to have that dedicated time to focus on my practice both as a theatre-maker and a puppeteer. And more importantly, we got to harness the knowledge and skills that Papermoon Puppet Theatre has accrued over their many years as a company. Yes, just from the Edinburgh trip alone, it was more than enough to fuel some of my ideas for the next few shows. It helped me see what was possible, and appeals to me aesthetically and ethically. In that sense, just being exposed to all these experiences helped me to set goals and also further hone my skillsets in specific directions so that I can work towards achieving my personal style.

Isabella Chiam, Artist



Artists Bright, Isabella and Vick showed their film *Tacet* that was showcased as part of *Pesta Boneka Digital Festival*. *Tacet* was developed as part of The Artground's E.P.I.C. programme in collaboration with *Papermoon Puppet Theatre*.

Being exposed to artists from different areas of expertise gave me insight in the variety of possibilities that is out there for TYA. I've found new ways to collaborate and devise with the idea of young audiences in mind. Papermoon's workshop and performance was a good reminder to go back to basics. There must always be truth in the story or work you create. I carry that into my practice.

Vanessa Toh, Artist

Our aims and objectives for E.P.I.C.

Exposure

To expose our local practitioners to a diverse range of presentations and content plausible for theatre for young audiences.

Participate

To create participatory platforms and masterclasses based on dramaturgical research and ideas for these practising artists to embody, which can enforce their devising practices in these areas. In addition to a strong practice in the elements of theatre, it is necessary to employ with pedagogical know-hows and early childhood developmental milestones to design a work that can engage and excite a young inquisitive mind.

Innovate

In designing a programme that combines theory, research-led practicum, and exchange programmes with emerging and practising A4YA artists, we hope to spark innovative ways of developing works that are relevant to our scene and audiences.

Create

We hope that the E.P.I.C. programme will inspire our artists to create works for young audiences that are ground-breaking and delightful.



Focus group zoom session for *GroundBreakers' The Sultan Palace*



The Last Campfire at *GroundBreakers' pitching session*

INTERACTIVE VISUAL ARTS SPACE

Inspiring our local audiences through our visual arts exhibitions

“

We enjoyed this beautiful space very much, it's very unlike other play areas we have been to. Very artfully done yet functional as a play space for kids. Always looking forward to The Artground's installations!

”



Deep Sea Arts Space



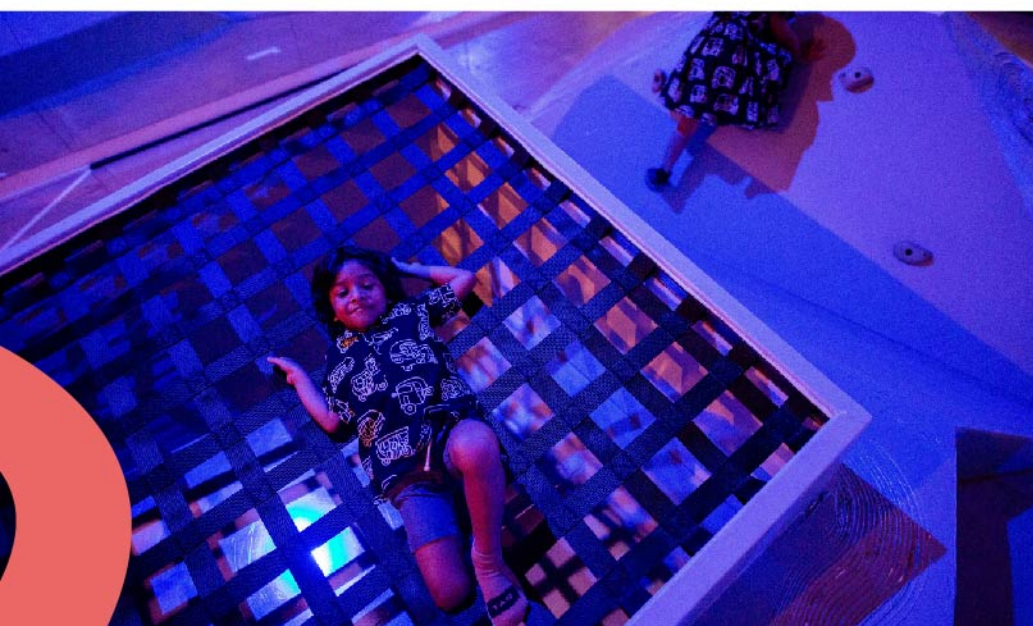
“

Loved the *Deep Sea Playground*. It's simple but my daughter really loved it very much. The workshops and programmes are really unique and creative which my daughter had so much fun being creative and making beautiful stuff. The staff are really helpful and friendly, interacting with participants and making them feel welcomed. Overall, a great place to have fun.

”

Deep Sea by Wu Yanrong

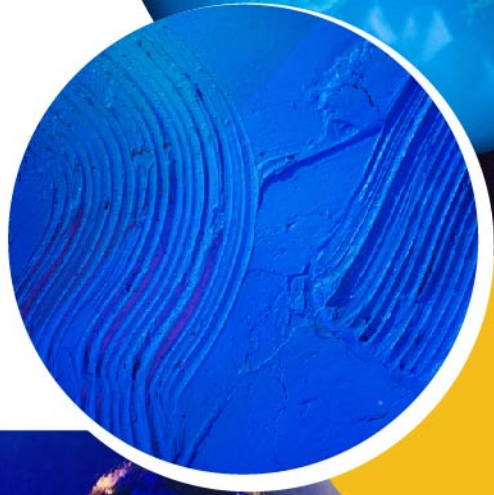
Deep Sea explores the lesser known part of the ocean where there is little food and oxygen, high pressure and no sunlight. This arts space commissioned by The Artground takes families into the deep underwater to imagine what it could be like. Similar to the deep sea, this arts space revolves around a whale carcass which is crucial for creating long-lasting ecosystems.



Children interacting with augmented reality designed by DPLMT for *Deep Sea*.

“ My child enjoyed himself very much. The safe-distancing measures were very well thought out. It was really a wonderful place for my child to explore and be curious, safely.

”



“It’s good that there are different contrasting textures which is a good sensory experience for kids. Nice soothing soundtrack makes it a well-rounded sensory experience!”



Deep Sea artist Yanrong

Visual Arts Open Call

In June 2020, we opened our first Visual Arts Space Open Call. We welcomed fun-loving creatives with the desire to create beautiful things for children and had a total of 17 submissions!

Open Call sessions were conducted over Zoom and we invited 2 external judges on the panel as well; Gracie Chai, artist for *Happy Homebodies* and Jean Loo, co-founder and lead producer for *Superhero Me*.



Fungus Humongous proposal by NAYA

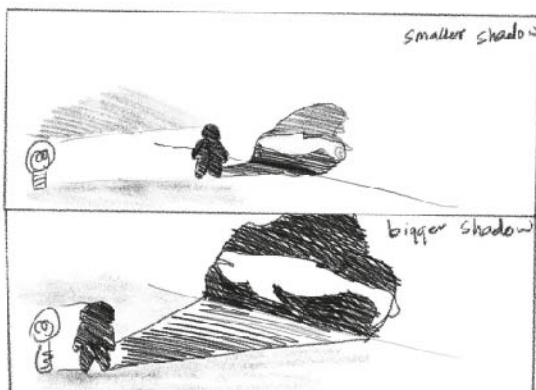


Fertile proposal by Viena

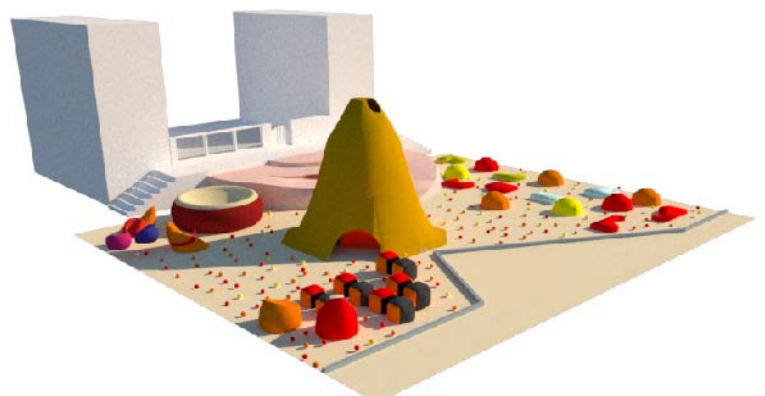


Once Upon a Fable proposal by c.o.o.e. - a family collective

It was a fruitful experience for the TAG team as we were very impressed by the overwhelming response, great creativity and enthusiasm shown towards the proposals. Creatives from all walks of life participated, including families with young children whom they embraced and worked together for the proposals, and it opened our eyes to the potential pool of ideas and talent out there who are interested in designing arts spaces for children!



Sea proposal by Cherlyn and collective



The Floor is Lava proposal by James and family

Fungus Humongous by NAYA

Fungus Humongous was the chosen concept for The Artground's first open call session. It was proposed by a young group of creatives; NAYA.

As part of the process to prepare and develop the designs of the arts space. We reached out to Kindle Garden Preschool and proposed an artist-led movement and texture-making experience titled "A Whimsical Journey".



Artist Durrah from NAYA conducting the workshop - A Whimsical Journey.



Artist Irsyad from NAYA conducting the workshop, bringing the children on a trail - A Whimsical Journey.

It tickled the children's senses in every way and stretched their imagination through a tactile expedition, while they studied nature's textures in their environment and created their own expressions with clay! Together, they built a "Magical Forest" - where they explored the weird and the wonderful in the tiniest of details! The experience was very helpful in exposing our young creatives to explore the minds of children. This helped greatly in their design and development of the arts space and allowed them to be more thoughtful when designing for children of all abilities.

When Circuit Breaker first started and we came across The Artground's open call, we could not think of a better way to spend our time trapped at home than to dream up a whole new world to play in. What we didn't anticipate was the whirlwind our original ideas would take us on.

Designing an interactive arts space for children has been a completely new process for us. We're greatly appreciative that none of our ideas were too out-there for our mentor, Jia En; or at least there was no idea she would not hear out and help us develop. In order for us to fully gain an insight into how children think, what catches their eyes and what excites them, she had proposed and organized for us to engage Enabling Village's *Kindle Garden*, giving us her full guidance and support along the way. Through the experience, we also attained a richer understanding of the needs of children with varying abilities and ways to better engage them. The workshops we had with them pushed us to work toward a more inclusive and accessible playground design, one which would be enjoyed by both typically-developing children and atypical developing children.

Learning to weave accessibility considerations in our design has matured us into conscientious artists, but creating these fantastical landscapes transformed us into children again. We tapped into the kids we once were: kids who looked out onto the wide world and knew that there was so much to explore. It seems fitting then that Fungus Humongous imagines a space which is larger than life. We hope that the space awakens the child in everyone, and invites them to believe that there is no dream too big, regardless of who you are.

NAYA, Artist Collective



Artist Irsyad part of the collective NAYA interacting with the children at *Kindle Garden*



My Babak's Studio

Outside our Visual Arts Space at Goodman Arts Centre (GAC), we also had the opportunity to continue to create interactive art spaces with other partners such as Malay Heritage Centre (MHC).



Close up of diamond cut acrylic pieces



My Babak's Studio at the Malay Heritage Centre

My Babak's Studio is an interactive component of the Malay Heritage Centre's permanent exhibition *Urang Banjar: Heritage and Culture of the Banjar in Singapore*, and is inspired by sisters, Fauziah Jamal and Faridah Jamal's fond childhood memories of being in their late father Haji Ahmad Jamal's studio.

Affectionately addressed as Babak, Haji Ahmad is a Banjarese diamond trader and jeweller. We worked with the MHC team to design a studio that allows our children today to discover the sisters' childhood memories and experience the work that a diamond trader and jewellery designer would do on a typical day.



It has been a pleasure to work together with The Artground again, this time for the Malay Heritage Centre's new children corner "My Babak's Studio". Launching an interactive children's space during the pandemic was challenging. But having a like-minded, supportive and professional partner helps to ease the process.

Shereen Tan,
Education and Outreach Manager - Malay Heritage Centre

In doing so, we were able to design other experiential spaces with cultural and heritage content which further expands our work and programming.

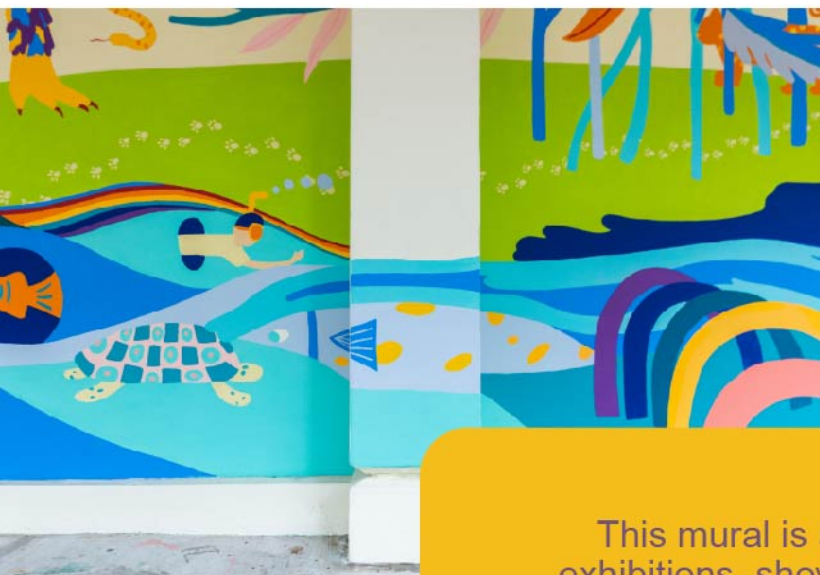


Kaleidoscope craft kit designed by The Artground for My Babak's Studio



Mural - Let your imagination take flight! By Danielle Tay

We also continue to enliven the spaces around GAC by commissioning artists to create murals on found spaces and walls near us.



This mural is a celebration of all the wonderful exhibitions, shows and encounters that have taken place at The Artground (TAG) over the past 3 years. The elements featured in it are nods to each of these experiences and spark excitement about what visitors might discover on their next adventure here. The work embodies the effervescent energy that is created when the children, parents, performers and facilitators of TAG come together. It is a place which inspires and encourages play, curiosity and exploration; a place where one's imagination can truly take flight!

Danielle Tay, Artist

CONNECTING OUR COMMUNITIES

When our on-site Arts Learning Journeys (ALJ) went on hiatus, we created e-learning opportunities for teachers with our programme partner, Cultivate Central, so that teachers could bring some gardening-inspired arts learning and knowledge into the classrooms.

The two-and-a-half-hour *Working with Worms* (WWW) digital programme was designed for educators in mind. One of the key objectives of the programme is to arm educators with both theoretical knowledge as well as practical tips and ideas for designing their own lesson plans, unique to the resources they had in the schools. From July 2020 to March 2021, we conducted **10** WWW workshops online and reached out to **192** teachers across **111** schools.

padlet

WwW: Challenges/Activities

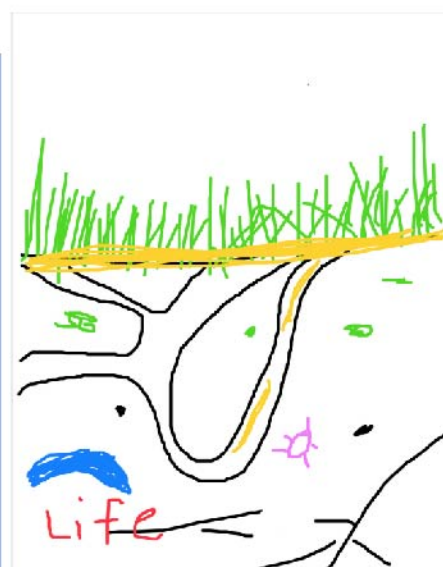
Brainstorm, attempt, discuss!

CULTIVATE CENTRAL SG JUL 17, 2020 07:41AM

Challenge 1: Draw your underground world and upload here.

ANONYMOUS AUG 13, 2020 07:16AM

Diane

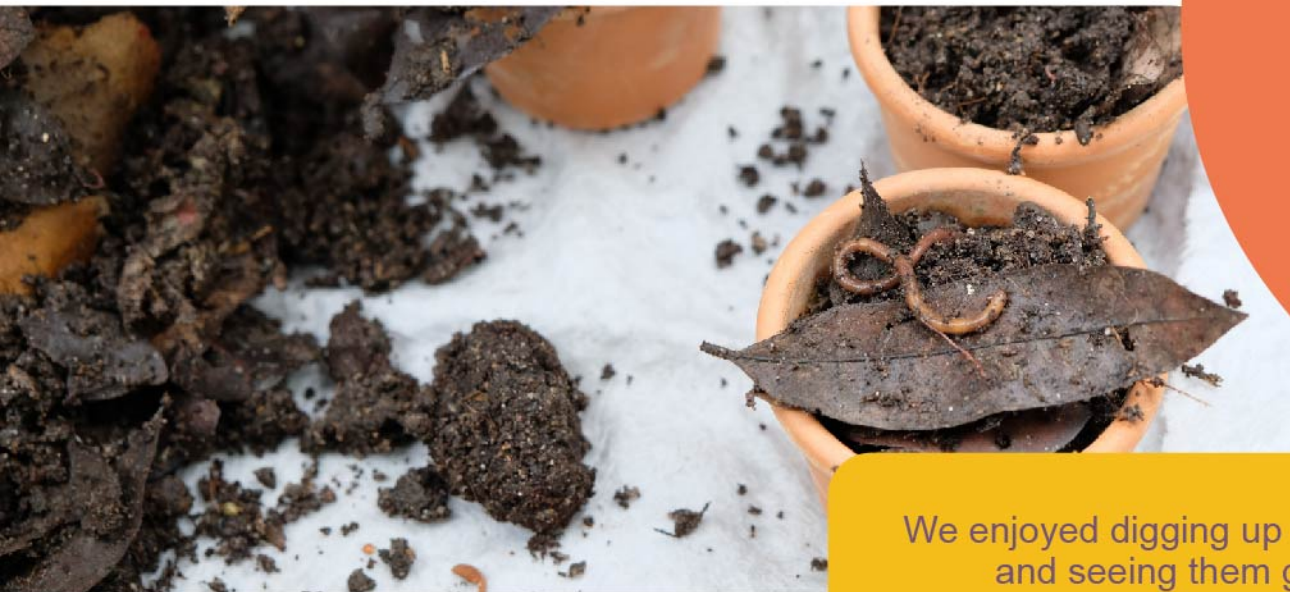


ANONYMOUS OCT 15, 2020 07:16AM
Dhanira MFS CSC

Learning about composting and worms - I thought it was really an interesting segment and it opened my eyes to many details about soil and worms that I didn't know before so it has given me an advantage being equipped with this knowledge that I can share with my colleagues and in turn create exciting and wonderful activities for the children.

Claudia, E-bridge Pre-school





We enjoyed digging up the worms and seeing them grow!

Xiang Rei - Babies by the Park

To further enhance the classroom programme, The Artground created a worm hotel, *Worms on Wheels*, which schools could rent for up to one month so that they could provide a peek underground to the lesson plans they were conducting.



This programme gave the children the opportunity for hands-on experience.

Darnyza - My First Skool @ Chin Swee

Artist Cherlyn conducting *Fun with Pets Rock* workshop



Cultivate Central conducting *Worms Love Coffee* workshop

When Arts Learning Journeys were allowed to resume in January 2021, we welcomed **489** students from **34** pre-schools in the last quarter of the year.

Fun with Pet Rocks workshop.



Let's Bag It workshop.



Thank you to The Artground team for making our excursion an enjoyable one! The facilitators and artists were very helpful, proactive and friendly! Materials were well-prepared and the artist was very cheerful as well as engaging. Special thanks to Ms Anisa for liaising well and for her guidance in the excursion. She has been tremendously helpful to our enquiries and very accommodating. Our heartfelt gratitude!

Farah - MindChamps @ Brooks II



On top of this, we developed a digital Arts Learning Journey programme *Here We go: Into the Deep Sea* inspired by the *Deep Sea* exhibition, and were able to facilitate **11** digital programmes for **292** students across preschool and primary schools. To complement the programme, we created digital resources which included Augmented Reality components to enhance the students' experience of the space since they were not able to physically experience the exhibition.



Artist Cheryl during *Into the Deep Sea*, The Artground Digital Presentation Grant project.



DELL



Children interacting with augmented reality designed by DPLMT for *Deep Sea* as part of *Into the Deep Sea*.



The AR experience is engaging for the children!

Yuannita - My First Skool @ Blk 166 Punggol Central

With these new programmes, we continued to innovate new ways that helped us to navigate through the new normal whilst connecting our communities.

In fact, during our 10-month closure, we also partnered with institutions such as SAFRA, National Museum of Singapore, Indian Heritage Centre and the Singapore Book Council on their digital initiatives to reach out to a wider demographic of audiences. With each partnership, we stretched our programmes to incorporate cultural, literacy and social awareness and create novel programmes online.

We also had the opportunity to design an inclusive project for the Cerebral Palsy Alliance Singapore (CPAS) School, bringing the arts into the classroom for children from 7 to 17 years old, ranging from mild to severe cognitive and physical needs.

The Unusual Circus revolved around a Ringmaster losing his animals and tasking the students to go on a sensory adventure to find them as they hid in the classrooms. We worked closely with the school leaders and teachers to design a project that could be easy for the teachers to execute but layered for the teachers to customise and accommodate the various needs of their students. This video project was conducted with 38 classes of the entire CPAS school on Children's Day since they could not leave the school or enjoy their usual Children's Day festivities, so we brought the carnival to them!

In the last 10 months of closure and uncertainties due to the pandemic, The Artground has remained committed to providing quality arts experiences for young audiences through their curated online programmes, and they've also empowered artists like myself to still continue creating and innovating even as we were still in lockdown.

Jeremy Leong, Artist



Sing, Play and Move with Wigglepods! for KidLit





“ *Bitesize Lil' Creature* programme was a great introduction to music for my 3 years old. He even got to play with a handful of instruments and created sounds together with the musicians within his comfort zone.

”

I like the part of the unusual circus getting the students to be involved by making them look for the missing animals and the interactive activities that they get to do along with their peers. The idea was well thought of and executed magnificently. It was both easy and manageable to navigate. The timing given was also straightforward and just right”

“The actors were very expressive and students remained engaged throughout. The resources were very well prepared. Students enjoyed walking around the class to hunt for the items. The song was very catchy though a little kiddy for their age group. Will be good to provide lyric captions on screen together with the song in future. Thank you so much for the hard work, they had a fantastic children’s day despite the Covid-19 Dampeners!

Teachers from CPAS School



The Unusual Circus filming



One highlight from 2020 was the award of the Arts for Good project by Singapore International Foundation (SIF) to embark on a tripartite project with communities and artists in Singapore, Scotland and Bangladesh. We worked with Beyond Social Services to engage a group of young children from 7 - 10yrs from the rental housing programme and facilitated a 14-session programme with them and artist Renee Chua over a 4-month period. The theme was on climate change and the end project was a culmination of film footage from the three communities which will be presented at Edinburgh's Imagine Festival in May 2021.

“They (the participants) were reserved initially but when they gradually warmed up, it was a riot! It was lovely to have kids who struggle to read in school volunteering to read letters from Bangladesh and Scotland, and the shy ones vocalising their feelings and thoughts.”

Renee Chua, Artist - In a New Light

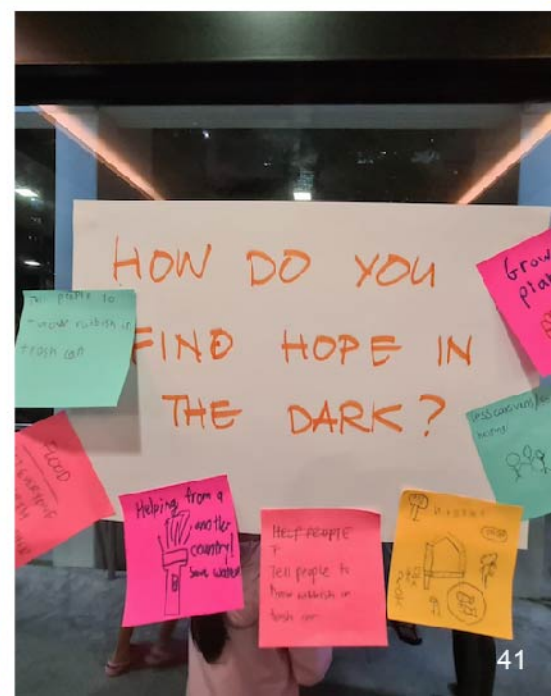
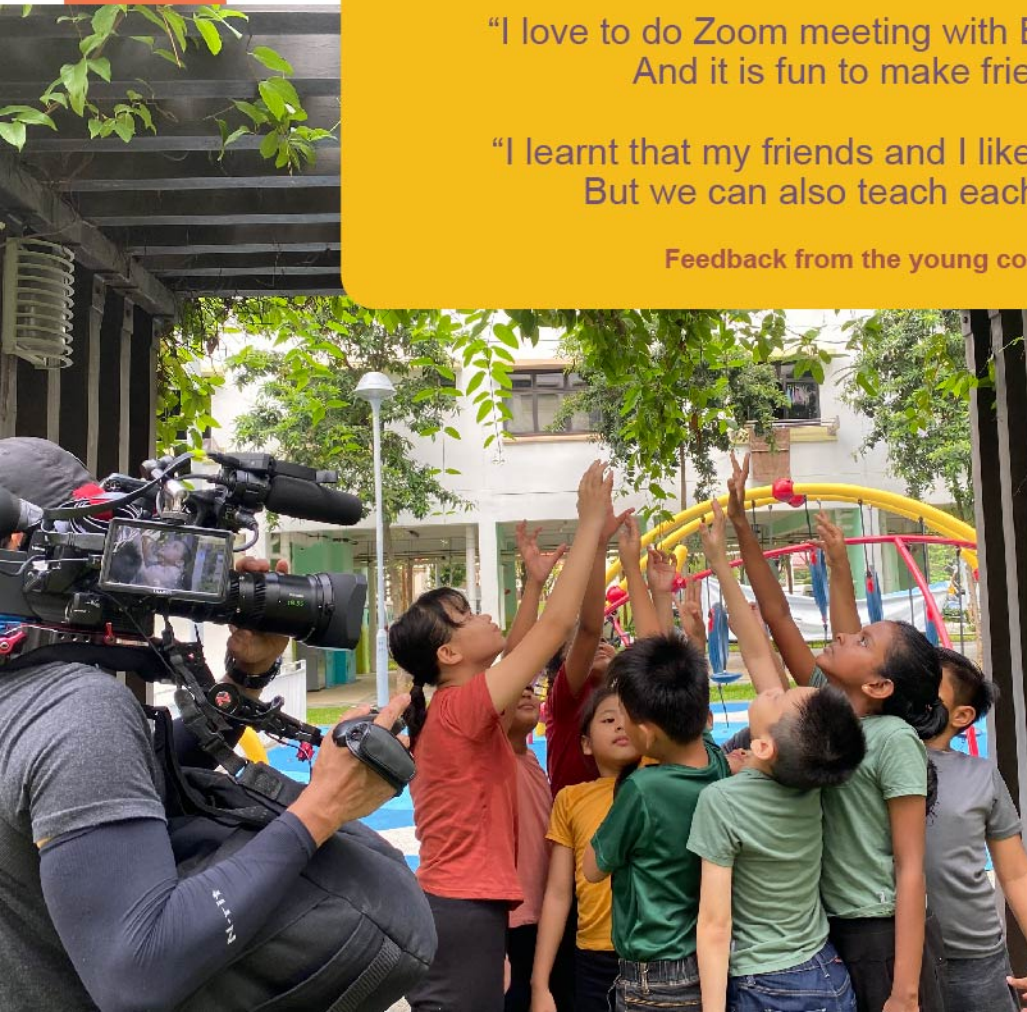


“I have learnt that friendship is important. Even when you do not know anything, your friends will help you.”

“I love to do Zoom meeting with Bangladesh and Scotland. And it is fun to make friends. Thank you!”

“I learnt that my friends and I like to play the same games. But we can also teach each other new games.”

Feedback from the young community participants

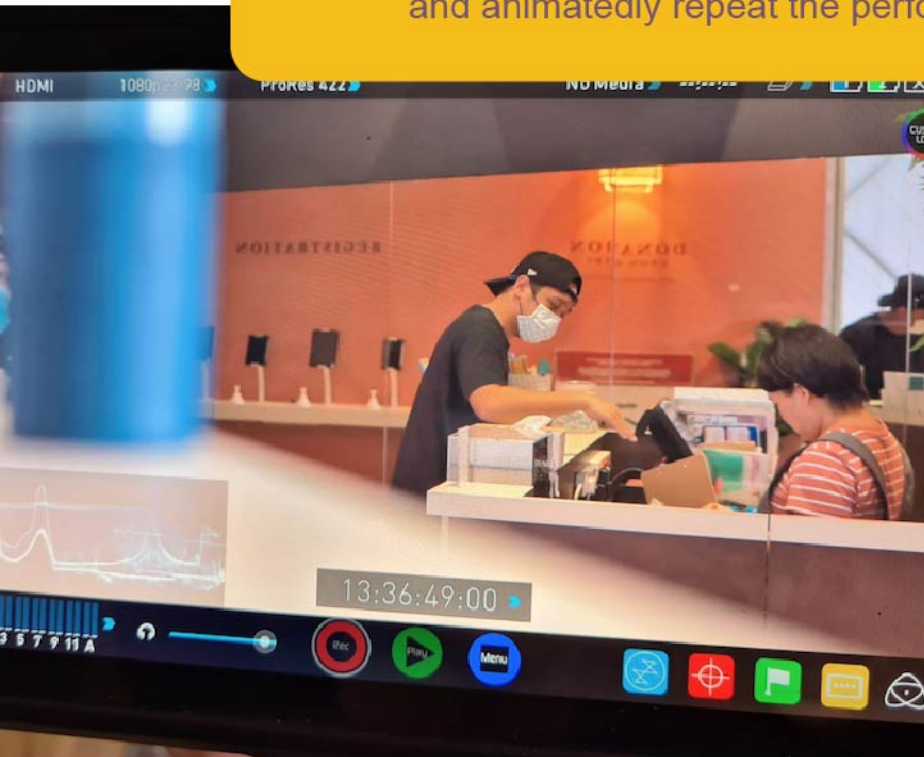


We partnered with Brocolily and applied for the Digital Presentation Grant by the National Arts Council. With this, we produced two music videos, *Where Do Water Bottles Go?* and *Superhero Tissue* on Spotify and YouTube.

“

The programmes are always so educational and engaging allowing my child to warm up to the facilitators very quickly and animatedly repeat the performances to us.

”



Filming of *Where Do Water Bottle Go?* - a Digital Presentation Grant proposal.

Thinking ahead, we wanted to design digital experiences for our Arts Learning Journey by providing schools with a digital programme that would include a multi-arts experience, creating a holistic digital experience in the classrooms and/ or at homes (for home-schooled children, should it be appropriate for them to engage in small groups as well when the Safe Management Measures ease).



Into the Deep Sea, The Artground Digital Presentation Grant project.

Through the *Digital Presentation Grant*, we created a digital experience for students. As part of this experience, we worked with industry partners to develop an interactive film titled “Here We Go: Into the Deep Sea” which tells the story of Luna and how she seeks help from her friends to join her in her underwater adventure to help retrieve her favourite treasure box which fell into the sea.

This digital experience is further enhanced through creative movement as well as hands-on components that incorporate art techniques. We believe that a well-rounded experience that is in line with The Artground’s values involves not only exposure to purely digital elements but also a reinforcement of children’s fine and gross motor skills through the arts particularly through activities that introduce the various art techniques such as drawing, singing and creative movement.

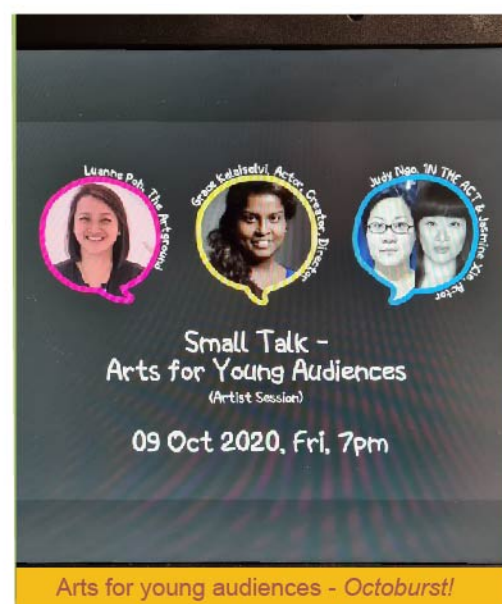


POSITION SINGAPORE GLOBALLY

When air travel ceased, our online connections grew exponentially and it became the new norm to hold panels, discussions and networking sessions via Zoom and other such platforms. Without having to schedule in international travel, we were invited to attend, curate, judge and speak on several platforms, local and international, from Hong Kong to India to Australia and Scotland, on the need, importance and best practices for Arts for Young Audiences. We were proud to fly the Singapore flag high on these international platforms and globally through our learnt experience and knowledge.

At the heart of it all, creating positive arts experiences is what we aim to do at The Artground. Whether it was supporting local collectives to present their stories in our WhiteBox or presenting a programme on the screens, we continue to connect our artistic community and families, and inspire them throughout the challenging year. We now have had a glimpse of what a lockdown is like and the various restrictions that need to be in place to keep us safe.

More importantly, we remain deeply convicted in what the arts can do to continue to provide respite. We have found the balance between live performances and digital programmes, and will continue to devise hybrid models that allow us to navigate this evolving situation while we continue to serve the communities.



FINANCIALS

\$ 885,831.59

Income

of which the Company received funds totalling
\$708,195.93

made up of contributions from corporate entities and individuals through cash donations, Cultural Matching Fund, as well as grants from National Arts Council.

\$ 826,957.32

Expenditure

OUR HEARTFELT THANKS FOR YOUR SUPPORT!

I thoroughly enjoyed my time volunteering at The Artground!
It was definitely a fulfilling experience for me.
To be able to work with a team of loving and dedicated
individuals, and being able to contribute my time and
energy to the work, it was very worth it.
Often, I was also invited to take part in the programmes
and activities (ie. gardening, getting muddy with the worms)

It was very heartening because the team really made
you feel like a part of a team and valued,
which is something I appreciate very much.

Joeve Lio, Volunteer



