



NATIONAL GALLERY SINGAPORE

MEDIA RELEASE

PLANNING AND EXPLORATION MADE EASIER - A SEAMLESS VISITOR EXPERIENCE AWAITS AT NATIONAL GALLERY SINGAPORE

Enhancements will make visits even more welcoming, guided, and personalised

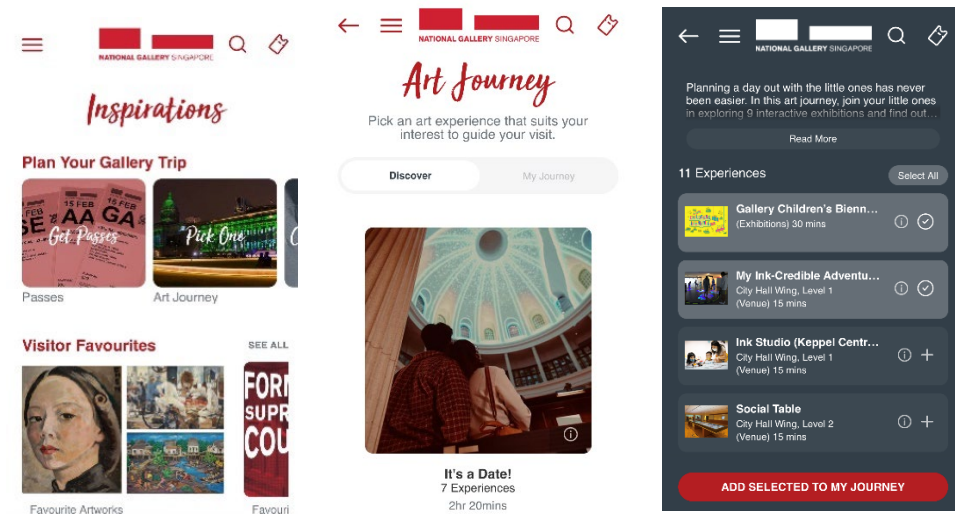


Singapore (17 May 2022) – National Gallery Singapore has rolled out a range of enhancements to make visits to the museum more personalised and effortless. Key to this **seamless visitor experience** is the introduction of **Art Journeys** – a web-based function that enables visitors to select from a range of ready-made itineraries or create their own route through the Gallery, empowering them to curate enriching museum experiences,

Art Journeys are available for visitors to experience [online](#) and on multiple new digital touchpoints located across the Gallery, enabling visitors to purchase their Gallery Passes based on their selected Art Journey through various avenues. These new improvements allow visits to intuitively begin at any of the Gallery’s entrances. Previously, visitors had to navigate the Gallery’s vast footprint to purchase their passes at ticketing counters located in the Basement Concourse.

Chris Lee, Assistant CEO of National Gallery Singapore says: “With Art Journeys, we have reframed how guests plan their visit and experience the museum. As a progressive People’s Museum, innovation and visitor-centricity have always been a part of our DNA. These new technological improvements leverage best-in-class solutions and support our approach to create a personalised museum experience for all. We are confident that these tools will provide greater convenience when visitors navigate and experience the Gallery and be empowered to deepen their connection with art.”

Art Journeys: In sync with you



Art Journeys function as seen on mobile devices

Visitors can personalise their own Art Journey by browsing and choosing from an array of offerings – exhibitions, programmes, artworks, activities, and unique venues. Alternatively, they may select from a range of curated Art Journeys that cater to specific interests and ongoing exhibitions. From the ‘Ultimate First-timer Guide’ to ‘A Family Affair’, each Art Journey provides the estimated duration, location of each artwork to allow for easy navigation and facilitate planning. After selecting their Art Journey, visitors will be automatically assigned the Gallery Pass required and guided through the purchase process for an effortless experience.

Curated Art Journeys may be refined further by adding or removing offerings according to each user’s preferences. Nine Art Journeys are currently available, and more will be introduced as exhibitions are refreshed and to cater to a boarder range of preferences.

Digital and interactive touchpoints: Welcoming and Guided



Arrival Landmarks near the Coleman Street entrance

Upon entering the Gallery via the Coleman Street entrance, visitors are greeted by **Arrival Landmark** pillars which showcase key exhibitions and festivals to inspire visitors to include these programmes in their Art Journeys.



Activity Cube in action

The interactive **Activity Cube** located after the Arrival Landmarks provides hands-on access to Art Journeys and programme highlights, allowing visitors to discover the Gallery's myriad activities with just a swipe. This immense touchpoint is pre-loaded with an interactive map of the Gallery, allowing visitors to easily locate the museum's key venues. Each activity is accompanied by a dynamic QR code, which when scanned, allows visitors to add it to their Art Journey.



Self -Service Digital Kiosks

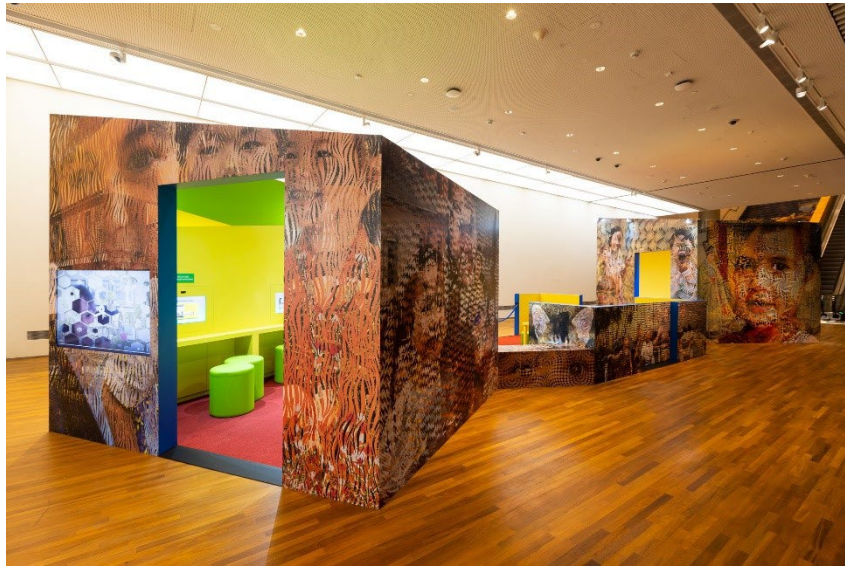
The Art Journey function will also be available via 19 new **Self-Service Digital Kiosks** located around the Gallery. For visitors that prefer to drop by on a spontaneous visit, the kiosk allows them to explore and select a curated Art Journey or personalise their own, purchase, and print their Gallery Passes at one convenient touchpoint.

For visitors who prefer a human touch, they may continue to seek assistance from the Gallery's roving concierges and Visitor Services Counters.



Revamped Visitor Services Counters

Free and Easy Art Encounters For All



The Imagination Gallery

The Gallery's **Basement Concourse** has been re-designed as a free and multi-use space for visitors of all ages and nationalities to kickstart their day at the Gallery. Artworks and programmes here will be refreshed frequently to let art inspire, connect with relevant issues in culture, society and history, as well as ignite visitors' creativity. **The Imagination Gallery**, one of the spaces at the revamped Basement Concourse, hosts an interactive installation, titled *Voices from The Centers (2021)* by internationally acclaimed artist Dinh Q. Lê, as part of the ongoing Gallery Children's Biennale.

From reimagining the museum experience with Art Journeys to digital touchpoints to guide visitors through their visit and free and easy art encounters - visitors from all walks of life can truly experience the Gallery their way. Everyone can spend less time on their pre-planning efforts, and maximise their time with art.

For more information on the Gallery's new museum experience, please visit: <http://web.nationalgallery.sg>. Media assets are accessible via [this link](#).

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About National Gallery Singapore

National Gallery Singapore is a leading visual arts institution which oversees the world's largest public collection of Singapore and Southeast Asian modern art. Situated at the birthplace of modern Singapore, in the heart of the Civic District, the Gallery is housed in two national monuments - City Hall and former Supreme Court - that have been beautifully restored and transformed into this exciting 64,000 square metre venue. Reflecting Singapore's unique heritage and geographical location, the Gallery aims to be a progressive museum that creates dialogues between the art of Singapore, Southeast Asia and the world to foster and inspire a creative and inclusive society. This is reflected in our collaborative research, education, long-term and special exhibitions, and innovative programming. The Gallery also works with international museums such as Centre Pompidou, Musée d'Orsay, Tate Britain, National Museum of Modern Art, Tokyo (MOMAT) and National Museum of Modern and Contemporary Art, Korea (MMCA), to jointly present Southeast Asian art in the global context, positioning Singapore as a key node in the global visual arts scene.

In 2020, the Gallery was the only museum in Southeast Asia that received a ranking in The Art Newspaper's annual global survey of attendance at art museums, taking 20th place. It was the first museum in Asia to receive the Children in Museums Award by the European Museum Academy and Hands On! International Association of Children in Museums in 2018. The Gallery also won the awards for "Best Theme Attraction" at TTG Travel Awards 2017, "Best Attraction Experience", "Breakthrough Contribution to Tourism" and "Best Customer Service (Attractions)" at the prestigious Singapore Tourism Awards in 2016 for its role in adding to the vibrancy of Singapore's tourism landscape.