



*For immediate release*

**Media Advisory**

## **National Gallery Singapore's Opening Celebrations Visitorship Exceeds Expectations**

**Singapore, 9 December 2015** – National Gallery Singapore today announced its visitorship for its two-week opening celebrations. More than 170,000 visitors viewed the Gallery's exhibitions and participated in a diverse programme of art-related activities, exceeding initial expectations by over 40 per cent in numbers.

*Share the Hope* art carnival stood out as a crowd favourite with more than 20 free events and activities during the two weeks. The multi-sensory art extravaganza attracted more than 86,000 visitors to the Padang and into the Gallery when it was held from 27 to 29 November. The Keppel Centre for Art Education, the region's first dedicated art education facility also proved popular and received 21,000 visitors.

"We are heartened and thankful that so many visitors from all walks of life including families and friends, Singaporeans and tourists alike, came to celebrate the opening of the Gallery with us. The response and participation of the public is extremely encouraging as we strive to deliver a truly unique experience for all our visitors, to make this the people's museum," said Ms Chong Siak Ching, CEO of National Gallery Singapore.

The Gallery Explorer app also received wide interest among the Gallery's visitors. Close to 7,000 users have downloaded the mobile app since it was launched on 18 November. Created in collaboration with the Gallery's Innovation Partner Accenture, the app enables intelligent indoor navigation across the 64,000 square metres of the total area of the Gallery, proactively giving information on the art in the vicinity. The app is also integrated with social media capabilities, allowing users to share their experiences with friends and create conversations about the art at the museum. The app is available in four languages: English, Mandarin, Malay and Tamil.

Following the conclusion of the opening celebrations, Singapore Citizens, PRs and children (six years and under) will continue to enjoy free admission for the two permanent galleries DBS Singapore Gallery and the UOB Southeast Asia Gallery, Keppel Centre for Art Education, the Wu Guanzhong and Chua Ek Kay exhibitions as well as selected exhibitions. For more information about ticketing details, please visit [www.nationalgallery.sg](http://www.nationalgallery.sg).

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Images for use [here](#)

## **ABOUT NATIONAL GALLERY SINGAPORE**

National Gallery Singapore is a new visual arts institution which oversees the largest public collection of modern art of Singapore and Southeast Asia. The Gallery is dedicated to collaborative research, education and exhibitions, highlighting the importance of modern art in Southeast Asia in a global context. The Gallery also provides a unique visitor experience through its art presentations and innovative programming, positioning Singapore as a regional and international hub for the visual arts.

Situated in the heart of the Civic District, the National Gallery Singapore has been beautifully restored and transformed from the former Supreme Court and City Hall buildings – two important heritage buildings of Singapore’s nationhood – into an exciting new visual arts venue. Opened in November 2015, the Gallery will be a leading civic and cultural destination established for the enrichment, enjoyment and engagement of Singapore residents and visitors from all over the world. Information on the National Gallery is available at [www.nationalgallery.sg](http://www.nationalgallery.sg).

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