

WWW.BYTES Dear Readers,

Our arts and heritage festivals celebrate Singapore's creative talent and cultural heritage,

making our city a vibrant and unique place to live, work and play in. They also bring

together people from all walks of life. With the on-going COVID-19 pandemic, festival

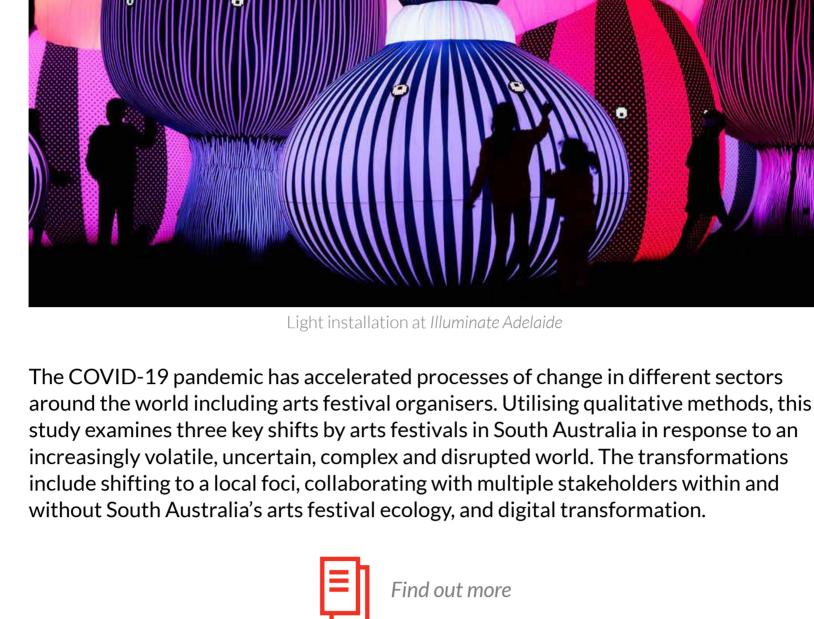
planners in Singapore and around the world have responded by analysing audience trends, tapping technological innovations and experimenting with new ways of organising festivals. Acknowledging the importance of digital transformation, the research articles of this Culture Bytes issue examine how arts and heritage festivals in Spain, Scotland, South Australia and Singapore have been planned and executed as digital events. The first

article, Traditional Festivals and COVID-19: Event Management and Digitisation in Times of Physical Distancing, illustrates how event apps and other online tools have transformed seemingly immutable in-person heritage festival experiences in Spain. The second article evaluates the Edinburgh Festival Fringe 2020 as an online festival, and highlights some challenges in translating physical experiences online. The researchers recommend festival planners pay heed to familiar, long-established, and often physical rituals of festival-going when developing fully or partially online festivals. Looking beyond digital transformation, the third article COVID-19 and Arts Festivals: Whither Transformation?, and this issue's Special Feature: Arts and Culture in the New Normal, examine how other transformations - such as in inter-organisational collaboration - are shaping arts and culture festivals and organisations in South Australia and Singapore. Finally, our interviewees, Natalie Hennedige, David Chew and David Siow, share their thoughts on transforming long-established arts and heritage festivals or initiating a new festival in a volatile, uncertain and complex world.

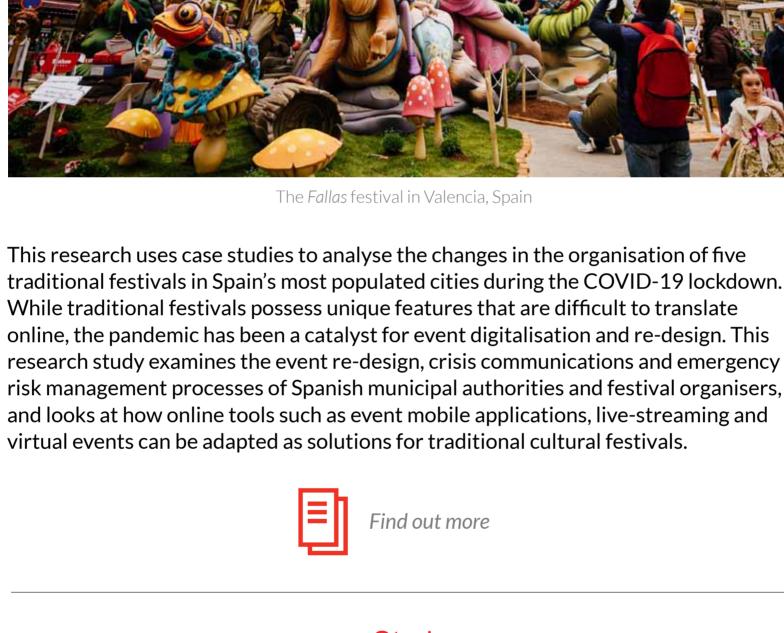
From all of us at Culture Academy Singapore RESEARCH

COVID-19 and Arts Festivals:

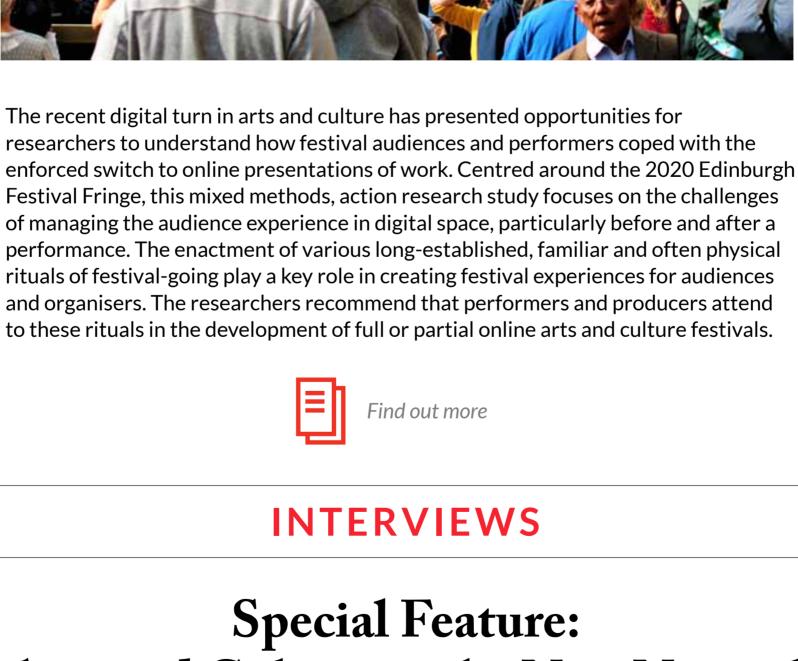
Whither Transformation? By Ruth Rentschler and Boram Lee



Survey Traditional Festivals and COVID-19: Event Management and Digitisation



and Melissa Terras



Mrs Rosa Daniel Dean, Culture Academy, Ministry of Culture, Community and Youth Chief Executive Officer, National Arts Council Amsterdam-based non-profit, the Sharing Cities Alliance, sat down with Dean of the Culture Academy and CEO National Arts Council, Mrs Rosa Daniel, to discuss the recent fundamental shifts in Singapore's cultural and creative industries as well as how our arts and culture can address present and future urban and societal challenges. Published in Sharing Cities Magazine's Special Series: Creative & Cultural

Communities in Cities.

"We continue to encourage the

digitalisation of art presentation, but we're

now in the space of encouraging the

harnessing of technology and innovation,

not necessarily just for art-making, but

organsational sustainability."

Festival of Arts Amidst the Pandemic

Festival Director, Singapore International Festival Of Arts

Artistic Director, Cake Theatrical Productions



Pulling Together: Starting the ASEAN Music Showcase Festival Amidst the **Pandemic** Mr David Siow Co-Founder, ASEAN Music Showcase Festival Bassist, M1LDL1FE (Singapore)

Read the interview transcript

Singapore – France Malraux Seminar 2018 Panel 4 – Festivals: Reinventions or **Innovations?** Festivals are popular around the world and accessible to everyone regardless of background. Through Festivals: Reinventions or Innovations?, learn why we organise festivals and how festivals can

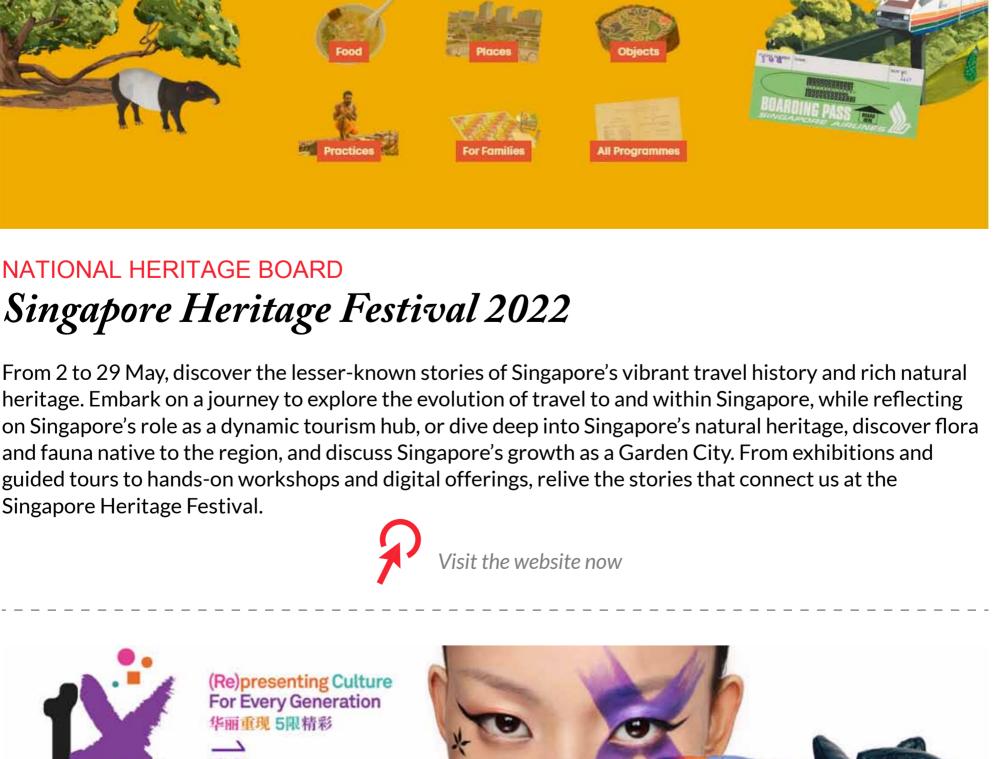
disruptions caused by the COVID-19 pandemic, **Futureproofing Festivals** what challenges and opportunities await the future of festivals? Hear from eminent speakers who share For The New Normal their insights and views on how the pandemic has impacted festivals and how festivals can be creatively transformed in the new normal. **EVENTS & HAPPENINGS**

Festivals are part of our cultural fabric. With

SIFA ON DEMAND



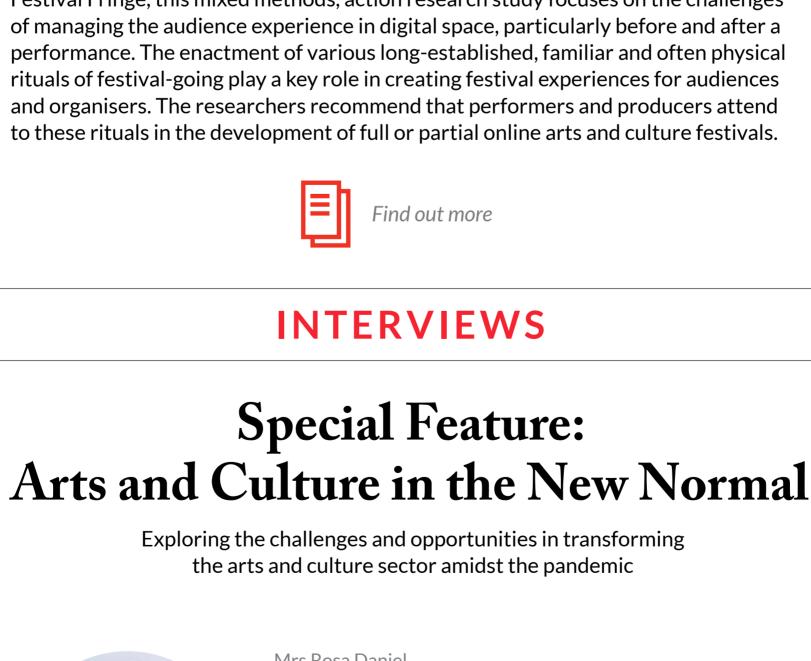
on Singapore's role as a dynamic tourism hub, or dive deep into Singapore's natural heritage, discover flora and fauna native to the region, and discuss Singapore's growth as a Garden City. From exhibitions and guided tours to hands-on workshops and digital offerings, relive the stories that connect us at the Singapore Heritage Festival. Visit the website now



Study

in Times of Physical Distancing By Elisenda Estanyol

Study A Hefty Dose of Lemons: The Importance of Rituals for Audiences and Performers at the Online Edinburgh Festival Fringe 2020 By Benedetta Piccio, Ingi Helgason, Chris Elsden



Read the interview transcript Re-inventing the Singapore International

Ms Natalie Hennedige

Future proofing Our Arts and Cultural Festivals Mr David Chew Deputy Director, Festivals & Precinct Development, National Heritage Board Festival Director, Singapore Heritage Festival

Festival Director David Chew tells us why future proofing our

"Pandemics, world movements,

technological and digital shifts, shape

and alter the way we experience the world

we live in today. The pandemic merely

accelerated the pace of

this need to adapt."

long-established arts and cultural festivals is necessary and

what he has learnt from organising digital editions of the

Singapore Heritage Festival.

Musician and festival organiser David Siow talks about his memorable experiences organising the ASEAN Music Showcase Festival with his ASEAN collaborators amidst the pandemic. "The ASEAN Music Showcase Festival (AMS) was started by like-minded

individuals in the region who came

together to decide to do something for the

then-stagnant/COVID-hit music industry.

The consensus was that we could present a

digital showcase festival (AMS was the first

in the world) and build a platform for which

ASEAN talent could be put on a pedestal."

Read the interview transcript

RESOURCES

SEMINAR

'IN CONVERSATION

WITH' SERIES

In Conversation With

SIFA Wave 2 released

project SALOME

Singapore International Festival of Arts 2022

SIFA returns under a new thematic arc and Festival Director, Natalie Hennedige, from 20 May to 5 June 2022. The Anatomy of Performance - Ritual is an invitation to consider and unpack the inner workings of

2022's three physical and virtual programme tracks - Creation, Life Profusion, and SIFA X - at sifa.sg.

performances to communicate potent narratives in the universal language of art. Learn more and join SIFA

Visit the website now

VIEW PROGRAMMES

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innovate to remain relevant to their customers and stakeholders in the 21st century. Jointly organised by the French Ministry of Culture, Culture Academy Singapore and the Embassy of France-Institut Français Singapore, this panel was organised as part of the second edition of the Singapore-France Malraux Seminar held on 12 March 2018. Watch this now



Singapore Pavilion at the 59th International Art

Singapore Pavilion at the 59th International Art Exhibition of La Biennale Di Venezia 2022 marks Singapore's 10th participation in the International Art Exhibition of La Biennale di Venezia (Venice

on the possible future of knowledge. Curated by Professor Ute Meta Bauer, the Singapore Pavilion

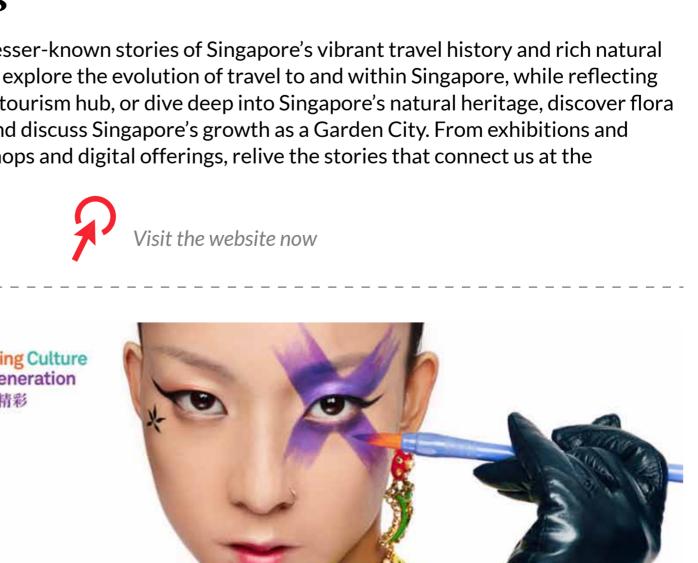
Biennale). This milestone presentation will see Singapore's first ever all-female artist-curator team and

first solo presentation by a female artist. Pulp III: A Short Biography Of The Banished Book marks the midpoint of artist Shubigi Rao's 10-year project *Pulp*, a deep-dive into the history of book destruction and its impact

> Come May, discover the lesser-known stories of Singapore's vibrant travel history and rich natural heritage. Pack your bags and go on a journey to explore the evolution of travel to and within Singapore, while reflecting on Singapore's role as a dynamic tourism hub; or dive deep into Singapore's natural heritage, discover flora and fauna native to the region and discuss Singapore's growth as a "Garden City"

> From exhibitions and guided tours to hands-on workshops and a variety of digital offerings, join us for more than 100 heritage programmes presented together with our festival partners.

Exhibition of La Biennale Di Venezia







Culture

Academy

SINGAPORE Heritage

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features about 100 paintings and calligraphic works from the collections of Chinese clans in Singapore. Subscribe to Culture Bytes Brought to you by

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SCCC Cultural Extravaganza Cultural Extravaganza is an annual festival that represents and re-presents Chinese Singaporean culture. It offers an exciting line-up of programmes by the best of Singapore's Chinese arts and cultural groups. In conjunction with SCCC's 5th anniversary, this year's Cultural Extravaganza will present the xinyao musical Shadow Moon, a site-specific production Windward Side of the Mountains, and a special exhibition that