



Vitamin P: Culture 360

The Asia-Europe Cultural Portal
as a Vital Supplement for Healthy Cultural Growth

Forum Session at the M1 Singapore Fringe Festival 2006

Sunday, 5th March 2006, 2-3.30 pm
Singapore History Museum Bright Box

FOR IMMEDIATE RELEASE

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Press Release

22 February 2006

The Asia-Europe Foundation will facilitate the public forum “*Vitamin P: Culture360 - The Asia-Europe Cultural Portal as a Vital Supplement for Healthy Cultural Growth*” at the Singapore History Museum Bright Box on 5 March 2006 as part of the M1 Singapore Fringe Festival 2006 (M1SFF06), organised by The Necessary Stage.

This forum will feature expert views of Ho Chi Minh City-based curator and visual artist **Sue Hajdu** (Hungary), Netherlands-based curator **Binna Choi** (Korea) and renowned Singaporean visual artist **Heman Chong**, who will discuss the impact that **Culture360** -- the proposed multidisciplinary Asia-Europe cultural Web-portal -- will have on their work.

Culture360 is envisioned as a unique tool to connect thousands of cultural practitioners in Asia and Europe, facilitate bi-regional cooperation in the arts, and promote the practical exchange of ideas, information and people in the Asia-Europe Meeting (ASEM) countries.

The idea of building such a portal was mooted at the **1st ASEM Conference on Culture and Civilisations** in Beijing in December 2003 and has since garnered great support from policymakers, academics, cultural managers and artists alike. Subsequent ideas for the portal's development, gathered through consultation and research during a six-month long feasibility study, were fully endorsed at the 2nd ASEM Culture Ministers' Meeting in Paris, France in June 2005.

ASEF, as the only permanent body of the ASEM process dedicated to Intellectual, People-to-People and Cultural Exchange amongst its thirty-eight member countries, has been tasked to spearhead and coordinate the development of this vital information, communication and collaboration tool.

This free forum is one of several that will be held as part of the *Fringe Speak* segment of the M1SFF06 that will be centred on the theme *Art and Healing*. The festival will begin on 22 February 2006 and end on 5 March 2006.

This forum is closely linked to another ASEF project, "The Multi-faceted Curator", a workshop on curatorial practices in Asia and Europe, which will be held in Jakarta and Bandung on 6-11 March 2006. The event is co-organised by ASEF and Goethe Institut-Jakarta, and will feature two of the three forum speakers.

Please visit <http://www.asef.org> and get in touch with us for more information on Culture360. For more information on the M1SFF06 and the Vitamin P forum, kindly visit <http://www.singaporefringe.com>. For a greater insight into *The Multi-faceted Curator*, please visit <http://www.goethe.de/curators>.

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