



PRESS RELEASE



NATIONAL HERITAGE BOARD

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Sharing the Expertise and Experience in Showcasing Cultural Heritage among Museums across Asia and Europe

MUSEUM HOPPING

The Asia-Europe Marketplace for Sharing Cultural Heritage
Asian Civilisations Museum, Empress Place, Singapore
5 March 2004, 6 pm

The Asia-Europe Foundation (Japan Trust Fund), in co-operation with the National Heritage Board and British Museum, is hosting a corporate and media development event for ASEMUS Asia-Europe Museum Network entitled *Museum Hopping* at the premises of the Asian Civilisations Museum on 5 March 2004.

Museum Hopping will provide a special opportunity for the audiences to preview the highlights of the ASEMUS activities and interact with museum specialists in Asia and Europe. The basement of ACM, Empress Place will be transformed into a bustling marketplace, with presentations of the eight projects, all jointly worked on by institutions across the two regions. The exhibition space will feature ASEMUS activities on Museum Education and Public Programme, Peranakan Research Project, Records of the Hidden Base of Borobodur, Exchanging Cultural Information on Islands West Sumatra, Unearthing Philippine Pasts in European Museums, Exchange of Techniques to Preserve Shared Heritage, Travelling Exhibition and Virtual Exhibition.

The **official opening** of the marketplace will take place on 5 March, 6 pm and will be graced by **Dr. Lee Boon Yang, Minister for Information, Communication and the Arts of Singapore**. The secretary general of the International Council of Museum, Paris, Mr. Manus Brinkman, will be the guest-of-honour from Europe.

Over 30 well-known and highly respected museum professionals from 14 countries will be coming to Singapore to attend this event. Since its establishment in the autumn of 2000 in Stockholm, with the support of ASEF, ASEMUS continues to address the issues of asymmetry in museum collections. It has since grown into a network of more than 70 leading museum institutions from both continents joining hands to facilitate the sharing of collections and joint heritage. Through this

event, ASEMUS reaffirms its aim in creating alliances beyond the confines of the museum world in an attempt to establish partnerships with private and public bodies that will enable museums institutions to play a greater role in today's society.

PEACE BY PIECE

A public forum on Peace and Development
Asian Civilisations Museum, Singapore
6 March 2004, 2 - 4 pm

As a part of the aim of ASEMUS to extend its network to the general public, an open discussion on the role of museums in peace and development entitled **Peace by Piece** will take place on Saturday, 6 March, 2.00pm at ACM's Ngee Ann Auditorium. With a panel of four leading museum experts from Europe and Asia leading the forum: Dr. Brian Durrans, Deputy Keeper of Ethnographic Collection at the British Museum; Mr. Jan Van Alphen, Director of the Ethnographic Museum of Antwerp, Belgium; Dr. Kenji Yoshida, Professor and Curator at the National Museum of Ethnology in Osaka, Japan and Ms. Corazon Alvina, Director of the Philippine National Museum, Manila, this occasion will provide a lively debate to those interested. This event is open to anyone who is keen to challenge critical minds and participate in a debate on the significant roles of museums in peace and development. Admission is free.

About the Asia-Europe Foundation

The Asia-Europe Foundation (ASEF) is a bi-regional organisation based in Singapore, established in February 1997, that seeks to promote better mutual understanding between the peoples of Asia and Europe through greater intellectual, cultural and people-to-people exchanges between the two regions.

About the National Heritage Board

The National Heritage Board (NHB) spearheads the appreciation and development of the cultural, artistic and national heritage of Singapore. It is a statutory board formed on 1 August 1993 under the Ministry of Information, Communications and the Arts. NHB plays an important role in preserving, presenting and promoting the appreciation and development of Singapore's national and cultural heritage, including the visual arts history and cultures of Asia.

About the Asian Civilisations Museum

The Asian Civilisations Museum's mission is to explore and present the cultures and civilisations of Asia, so as to promote awareness and appreciation of the ancestral cultures of Singaporeans and their links to Southeast Asia and the World. The Asian Civilisations Museum operates from two premises - its first museum began its operations at Armenian Street in 1997 while its new flagship opened at the historic Empress Place Building on 2 March 2003.

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