



Media Release

SMU ARTS FESTIVAL 2017: A shared endeavour by university students to create a vibrant art and culture scene

Singapore, 23 August 2017 (Wednesday) – Come September, the Singapore Management University (SMU) will be holding its annual celebration of creativity and the arts, involving over 20 student clubs from SMU's [Arts & Cultural Fraternity](#).

The [SMU Arts Festival](#) takes place from 8 to 17 September 2017 across different venues in the civic district and will feature 35 music, dance and theatre performances; visual arts showcases and workshops. Launched in 2015, the festival is a ground-up approach where students provided creative inputs on the entire festival programming including its marketing, sponsorship, ticketing, operations and production. It is also one that allows the university to foster deeper connections with the public and wider arts community in Singapore through partnerships and showcases.

Heading this year's student organisation committee of 29 members, Chairperson Tessa Lim, a second-year business student at SMU said, "Majority of the committee members are from the university's art clubs. We came together due to our innate curiosity for the arts and a dedication to push our university arts festival to greater heights. I believe that with a student-led secretariat, we would be able to provide fresh insights and create a festival targeted towards the youths and beyond."

Into its third consecutive year, the festival revolves around the theme of *Pages*. "We wanted a theme that students could relate to with their education journey. The theme branched into four ideas - education, literature and stories, paper as a medium, and the causes we fight for. These helped to shape our festival programming," said Sarah Goh, a second-year social sciences student and the festival's Programmes Director.

2017 saw many new developments in the campus' landscape including the newly renovated Campus Green, the opening of the School of Law building and the rebranded lyf@SMU. The theme of *Pages* seeks to highlight this turning chapter in SMU's history. To celebrate these milestones, many of the festival programmes will be held on campus this year and except for nine ticketed performances and four workshops, most are free and open to the public. The festival hopes to attract at least 6,000 this year.

In addition to performances, SMU Arts Festival's Festival Village would be occurring on two separate weekends – 8, 9 and 15, 16 September. Both weekends will see [food vendors](#) such as Three Buns by Potato Head Singapore, 1925 Brewery, Kebab'Yano and more serving mouth-watering delights while one enjoys nightly performances. The first weekend will also showcase 12 local artisans and their hand-crafted merchandise through the festival's first ever makers' market of sorts, [STORIES](#).

The festival opens on 8 September where the highlight is a collaboration between [Six.5 Urban Dance Company](#) and SMU. Titled *Elements@SMU*, this performance uses urban dance,

music and sets to showcase the elements of Air, Earth and Water against the university's Campus Green. This site-specific dance performance will feature dancers weaving the use of trampolines, sand and water into their piece. The performance will include 15 students from [SMU Eurhythmix](#), the university's hip-hop dance club. To get an idea of what the performance would be like, watch this: <https://www.youtube.com/watch?v=H0ZqI5Quilk>

Shawn Sim, a second-year business student and the Vice President of *SMU Eurhythmix* who will be part of the performance, said, "Being able to work alongside professional dancers and instructors from Six.5 Urban Dance Company have really opened my eyes as it is the first time such a collaboration is happening, for SMU and for *SMU Eurhythmix*. I have learnt so much and have been challenged through the process, as a dancer and a person. I'm certain that *Elements @SMU* would be a visual treat for all!"

The SMU Arts Festival Programme Highlights can be found in the Annex. More information on the SMU Arts Festival and the full list of programmes can be found at: <http://www.smuartsfestival.com> and the festival guide can be found [here](#). Tickets can be purchased through SMU Office of Student Life. Email artsfestival@smu.edu.sg to enquire. FB: <https://www.facebook.com/SMUARTSFEST/>

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 10,000 undergraduate and postgraduate students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the-art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

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SMU Arts Festival Programme Highlights

Date	Group	Time	Venue	Event Title	Category	Ticket Price (SGD\$)
9/3/2017 (Sun)	SMU VOIX	3.30pm – 5.30pm	The Singapore Airlines Theatre, LASALLE College of the Arts	Do You A Cappella 2017: The Notebook	Music	22
		7.30pm – 9.30pm				
9/5/2017 (Mon)	SMU Ivory Keys	7.30pm – 9.30pm	Esplanade Recital Studio	Synopsis: A Journey Across 4 Eras	Music	20
9/8/2017 (Fri)	SMU Arts Festival	3.30pm – 10.30pm	Festival Village @ SMU Campus Green	STORIES	Workshop and Others	FREE
	Six.5 Urban Dance Company	7.30pm - 8.30pm	Festival Village @ SMU Campus Green	Elements@SMU	Dance	FREE
9/9/2017 (Sat)	SMU StageIT	2pm – 4pm	SMU Arts and Culture Centre	The Optic Trilogy	Theatre	15 (Advisory: 16 years & above)
	SMU Arts Festival	3.30pm – 10.30pm	Festival Village @ SMU Campus Green	STORiES	Workshop and Others	FREE
	SMU Samba Masala	7.15pm - 7.30pm	Festival Stage @ SMU Campus Green	PA(PERcussion)	Music	FREE
	Six.5 Urban Dance Company	7.30pm - 8.30pm	Festival Village @ SMU Campus Green	Elements@SMU	Dance	FREE
	SMU StageIT	8pm – 10pm	SMU Arts and Culture Centre	The Optic Trilogy	Theatre	15 (Advisory: 16 years & above)
	SMU Music Interactive Club	7.30pm - 9.30pm	Esplanade Annexe Studio	SoundTrek 2017	Music	15

	and SMU SoundFoundry					
16/09/2017 (Sat)	SMU Symphonia and SMU Chinese Orchestra	4.30pm – 5.30pm	Festival Stage @ SMU Campus Green	Progression: Notes to Nodes	Music	FREE
	Sambiesta	6.30pm – 7.30pm	Festival Stage @ SMU Campus Green	SambieXta	Music	FREE
	SMU Eurhythmix	8pm – 8.45pm	Festival Stage @ SMU Campus Green	RE:Mix	Dance	FREE
	SMU INDANCITY	8pm – 9.30pm (doors open 7.30pm)	Drama Centre Theatre, National Library Building Level 3	BEYOND 2017: “ALL ART IS QUITE USELESS”?	Dance	28 (Stall) 28 (Circle 1) 25 (Circle 2)
	Sambiesta	9.15pm – 10.30pm	Festival Stage @ SMU Campus Green	SambieXta	Music	FREE
17/09/2017 (Sun)	SMU Ardiente	2pm - 3.30pm	Lee Foundation Theatre, Nanyang Academy of Fine Arts	Un Paso 2017: Twisted Fairy Tales	Dance	22
	SMU Ardiente	7.30pm - 8.30pm	Lee Foundation Theatre, Nanyang Academy of Fine Arts	Un Paso 2017: Twisted Fairy Tales	Dance	22
Throughout Festival Period (08/09/2017 – 17/09/2017)						
Group	Venue		Event Title		Category	
SMU Arts Festival	Around SMU Campus		reinstatement		Visual Arts	
SMU Arts Festival	Lee Kong Chian School of Business, Atrium		EXPOSÉ		Visual Arts	
SMUSAIC	SMU Li Ka Shing Library Level 1		Sunset Trades: The Last Chapter?		Visual Arts	