



For Immediate Release

24 January 2011

NEW CATERPILLAR SCULPTURE AT CITY SQUARE MALL'S URBAN PARK

A joint initiative by City Developments Limited and the National Arts Council to provide the local arts community with a unique space to display event posters.

City Developments Limited (CDL) and the National Arts Council (NAC) have commissioned a specially-designed public artwork titled *Caterpillar* that functions as a dedicated community space for local arts groups to promote their events. *Caterpillar* has been installed at City Green, the urban park beside CDL-owned City Square Mall.

As part of a collaborative effort to promote greater engagement in the arts in Singapore, particularly amongst the community-at-large, the sculpture symbolises the vibrant art scene in Singapore that needs the community's support for it to continue to thrive and transform dynamically.

Designed by local multi-disciplinary visual artist Ms Tay Bee Aye, the sculpture is 15-metre long by 2.3-metre high and carries a message of environmental consciousness and responsibility. The sculpture provides 30 poster spaces of A1 and A2 sizes at no charge for arts groups to showcase their upcoming events.

"As both an artwork and a publicity platform, *Caterpillar* by Tay Bee Aye not only enlivens the public space but also creates awareness of arts events and activities. We are pleased that City Developments Limited has stepped forward to support this platform to raise the profile of the arts. For the arts community, this is a means of growing new audiences and opportunities for support. We hope arts groups would fully make use of the poster board to publicise their programmes and events. The NAC looks forward to further collaborative efforts with stakeholders and partners to nurture the arts and make it an integral part in the lives of Singaporeans," said Ms Koh Pek Hoon, NAC's Deputy Director of Corporate Communications & Marketing Services.

"CDL has been fostering creativity in the sculptural art form through initiatives such as the CDL Singapore Sculpture Award which provides our local artists with the opportunity to have their works commissioned. Synergistic with CDL's long-standing commitment in supporting the development of sculptural art in Singapore, we are pleased to partner with NAC and jointly present and house this *Caterpillar* sculpture, which is a unique posterboard through which local arts groups can reach out to visitors at City Green, the urban park which adjoins City Square Mall. Apart from the *Caterpillar* sculpture, City Green is also home to another environmental-themed public artwork commissioned by CDL, *The Wind, Her Rain And A Cloud Meet A Tree In The Monsoon Season*, by sculptor Mr Yeo Chee Kiong – the winning work of the 2nd CDL Singapore Sculpture Award in 2005," said Ms Esther An, CDL's Head of Corporate Social Responsibility (CSR).

Submission of Publicity Materials for Display in *Caterpillar*

Applicants interested in displaying their posters may submit a form to apply for a poster space. Application details and form can be obtained from the NAC corporate website at www.nac.gov.sg.

Please refer to the accompanying Annexes for details on sculpture.

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*Issued by Red Dawn Communications
On behalf of City Square Mall*

About the National Arts Council (Singapore)

The National Arts Council (NAC) was established in September 1991 to spearhead the development of the arts in Singapore. To realise its vision of developing Singapore into a distinctive global city for the arts, NAC provides total support to nurture artistic talent, promotes the practice and appreciation of the arts among Singaporeans, builds up capabilities and resources, facilitates internationalisation and advocates the value of the arts. Through its holistic range of programmes and initiatives to develop the entire arts value chain, the Council champions the growth of a vibrant arts sector where the arts is accessible to all, and the community of artists, arts groups and arts businesses can innovate, excel and achieve sustainability in the long term. www.nac.gov.sg

About City Developments Limited

As Singapore's property pioneer, CDL is a listed international property and hotel conglomerate with an impressive track record of over 22,000 luxurious and quality homes to its name.

Amongst its collection of architectural landmarks are The Residences at W Singapore Sentosa Cove, One Shenton, The Sail @ Marina Bay, The Oceanfront @ Sentosa Cove and St. Regis Residences, Singapore.

Beyond re-defining lifestyles through its iconic developments, CDL envisions bringing culture to the lives of all. For more than a decade, CDL has contributed significantly to Singapore's arts scene. Amongst its various initiatives is the biennial CDL Singapore Sculpture Award, designed to nurture artistic talent and foster greater appreciation for the sculptural art form, as well as to enrich Singapore's cultural landscape through the commissioning of the winning work for public display.

Since the inaugural CDL Singapore Sculpture Award in 2003, CDL has commissioned and installed two winning artworks, "Reed Sculpture" and "The Wind, Her Rain, And A Cloud Meet With A Tree In The Monsoon Season" at Robertson Quay and City Green (the urban park adjoining City Square Mall) respectively.

For more information on CDL's art initiatives, visit www.cdl.com.sg/csr

About City Square Mall

City Square Mall is located at the junction of Serangoon and Kitchener Roads and is directly connected to Farrer Park MRT station. Owned by City Developments Limited, City Square Mall is Singapore's first eco-mall and is one of the largest malls in Singapore with 700,000 sq ft of gross retail space. The mall has 200 tenants that cater to the lifestyle needs of everyone in the family and offers the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is a family-friendly mall recognised by the Businesses for Families Council and is Singapore's first shopping mall to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore

For more information on City Square Mall, please visit www.citysquaremall.com.sg

ANNEX 1: LOCATION OF CITY SQUARE MALL

CITY GREEN

Singapore's first eco-mall, City Square Mall, is designed with the integration of an adjacent 49,000 square foot state-owned urban park called City Green. Filled with numerous wonderful surprises, City Green is designed to provide a learning experience about ecology and the natural environment.

i) Aerial Photo of City Green and City Square Mall



ANNEX 2: FACT SHEET ON *CATERPILLAR*

CATERPILLAR By Tay Bee Aye Stainless Steel, 2009



The sculpture, entitled *Caterpillar*, carries the message of environmental consciousness and responsibility. Designed to look like a caterpillar, the sculpture serves as a publicity platform to promote arts and cultural activities and doubles up as an art-piece in a community setting.

There is a total of 30 poster boxes to display A1 and A2 size posters that are spread along the billboard which is 15-metre long and 2.3-metre high.

TAY BEE AYE, 52

A Singaporean multidisciplinary visual artist and recipient of 1998/1999 Georgette Chen Art Scholarship, Tay Bee Aye graduated with a Diploma in Visual Art (Painting) from LaSalle-SIA College of the Arts.

During her artistic practice, her works won two Honorable Mentions at Philip Morris Singapore Art Award in 2002 and 1999, and a Commendation Award at the Singapore Power Ltd Art Competition in 1998.

Bee Aye is very active in the local arts scene and has participated in many arts activities and festivals. In 1999 and 2001, she took part in the Nokia Singapore Art, and in 2004 Singapore Arts Festival, she presented *Tracking Time* at Clifford Pier. She was also involved in community-centric projects such as the *Hope Blooms here* in 2008 in collaboration with Singapore General Hospital's patients and Northlight Secondary School students, and *Feed Me*, a large-scale installation at The Padang to spread the message of care and respect for the environment.

Her signature creations of soft sculptures and installation works have been exhibited in various locations islandwide including Suntec City, Singapore Management University and the Esplanade.

Her most recent work *The Imaginary Story Land* at the National Museum transformed the museum space into a delightful play area for children to build their own visual landscapes using soft sculptures and shapes on a giant flannel storyboard.

Bee Aye is currently a full time practicing artist.