

MEDIA ADVISORY

New Year's Eve At The Asian Civilisations Museum Heats Up With Music, Laughter And Fire



[28 December 2009, SINGAPORE] A night of non-stop fun awaits at the Asian Civilisations Museum this New Year's Eve. Co-organised with radio station 91.3 FM, the museum's annual year-end party, *91.3 Countdown @ ACM 2010* takes place on 31 December 2009 from 5pm to 1am. Visitors will be treated to a host of exciting performances including 'live' music by local chart-toppers Jack and Rai, Singapore's premiere fire-eating magician Bosco and hot Samba beats by the cool percussionists of Beatswork. A highlight of the evening is a chance to make history – a joint effort to set a record for Singapore's loudest laughter.

Together with participants at the event, the museum will attempt to set a record for the loudest laugh in Singapore. This feat will take place at 11.40pm at the museum and will be led by popular 91.3 FM radio personalities Jeremy Ratnam, JJ and Boy Thunder. The trio will also be leading the 'live' countdown show which will feature the top musical hits of 2009. Visitors can picnic at the ACM Green, the lawn just outside the museum, where they can also catch the spectacular fireworks displays at Marina Bay at midnight.

Admission to all the museum's galleries will be free from 5pm to 1am. This includes admission to the museum's current special exhibition *Land of the Morning: The Philippines and its People*, which ends its run on 10 January 2010. The exhibition is one



of the most comprehensive exhibitions of Filipino material culture that has ever been organised outside the Philippines. Featuring rare and important exhibits from museums and private collections in the Philippines, the exhibition looks at the cultural identity of the Filipino people, an eclectic blend of diverse local cultures and Spanish, Chinese, Islamic and Southeast Asian influences.

In the spirit of the festive season, visitors can also enjoy sponsored freebies, which will be distributed from 8pm onwards. These include premium ice-cream by Udders, cocktails by Bacardi, Coke and mini chicken pies by The Royals, while stocks last. To redeem these items, visitors need only pick up a coupon from the museum's galleries. Goodie bags by 91.3 FM will also be distributed from 8pm for redemption by the first 500 visitors.

91.3 Countdown @ ACM 2010 takes place on 31 December 2009 from 5pm to 1am. Admission to the museum is free from 5pm to 1am. For more information, log on to www.acm.org.sg or call 6332 3284 or 6332 7798.

For more information or images, please contact:

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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 first began its operations at Armenian Street in 1997, which closed at end-2005, and re-opened on 25 April 2008 as the Peranakan Museum. The ACM's flagship at the historic Empress Place Building opened on 2 March 2003.

Address

1 Empress Place, Singapore 179555

Museum Front Desk: (65) 6332 7798

Public Programmes: (65) 6332 3284

Opening Hours

Mondays: 1pm – 7pm

Tuesdays – Sundays: 9am – 7pm (to 9pm on Fridays)

ANNEX

Special Exhibition

LAND OF THE MORNING: THE PHILIPPINES AND ITS PEOPLE

16 October 2009 – 10 January 2010

Special Exhibitions Gallery, Asian Civilisations Museum



Images courtesy of Dr. Eleuterio M. Pascual, Singapore Art Museum and Tony and Cecile Gutierrez.

Made up of 7,107 islands, the Philippines is known for its stunning natural beauty and its people - warm, resilient and synonymous with the People Power movement. ***Land of the Morning: The Philippines and its People*** explores the identity of the Filipino people, created by the blending of indigenous local cultures and foreign influences. More than 300 years of Spanish colonial rule is most visible in the religion, language, architecture, art and food of the Philippines. Today, the Philippines has the largest Catholic population in Asia. Muslim communities in the south, indigenous highland communities and the influence of Chinese migrants add to the picture of cultural diversity that is the Philippines.

This special exhibition at the Asian Civilisations Museum features more than 290 rare and important artefacts – pre-Hispanic gold, Catholic icons, ethnographic artefacts and contemporary Philippine art – from museums and private collections in the Philippines, some of which will be on public display for the very first time.

This exhibition is organised in collaboration with the Ayala Museum, Philippines

91.3 Countdown Party @ ACM 2010
Thursday, 31 Dec 2009, Programme from 8pm – midnight
Free admission from 5pm-1am

TIME	ACM Green Outside the Museum	ACM Lobby	Shaw Foundation Foyer Level 2
8.00pm - 8.30pm	Salsa Rhythms Beatswork	8.00pm - 10.00pm Face-painting Balloon Sculpting	
8.30pm - 8.45pm	Station Games with 91.3FM		
8.45pm - 9.00pm			Colourful Spanish Flamenco Dances Rose Borrromeo Dance Co.
9.00pm - 9.30pm	Station Games with 91.3FM		
9.30pm - 10.00pm			Live performances of top hits Jack and Rai
10.00pm - 10.30pm	Amazing fire-eater and magic Bosco		
10.30pm - 11.00pm	Station Games with 91.3FM		
11.00pm - 11.30pm			Vibrant Dances Apsara Asia
11.30pm - 12.00am	Countdown to 2010! Be part of the Laugh Out Loud RECORD-breaking attempt Watch 3D light show on ACM's Facade		

* Collect your free ice-cream ,chicken pie coupons and Bacardi/Coke drink sticker at the *Land of the Morning: Philippines and its People* Special Exhibition Gallery (Level 2)
Whilst stocks last. Terms and conditions apply.

