



## CHAPTER 1

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# CELEBRATING SG50 WITH UNIQUELY SINGAPOREAN CONTENT

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2015 marked Singapore's Golden Jubilee and MDA played its part to celebrate the nation's 50th birthday. From turning back time by resurrecting old movies to developing new, uniquely Singapore games, MDA supported a spectrum of projects that reminded Singaporeans of our heritage and showcased our media professionals' talents.

# LIGHTS, CAMERA, ACTION!

## SPOTLIGHTING THE PAST

The love for cinema never dies. In celebration of SG50, MDA helped to restore, digitise and subtitle five films from the 1950s to the 1970s to give audiences a glimpse into Singapore's rich cinema history on the big screen.

This initiative, known as *Spotlight On Singapore Cinema*, was led by MDA in collaboration with the National Archives of Singapore, Asian Film Archive and National Museum of Singapore Cinémathèque.

By giving these classic films a new lease of life, MDA wanted to preserve a valuable piece of Singapore's cinematic heritage and allow Singaporeans to re-live the past through sights and sounds, some of which are now lost forever.

The films were screened at the Capitol Theatre in August 2015 and were met with an enthusiastic response from Singaporeans. This prompted extended screenings at public libraries and community centres.

Featured films in *Spotlight On Singapore Cinema*. Watch a recap of the event [here](#).

- *Chuchu Datok Merah* (1963), a Malay-language period drama
- *The Lion City* (1960), a Chinese-language film
- *Patah Hati* (1952), an early P Ramlee drama
- *Taming of the Princess* (1958), a Hokkien opera
- *Ninaithale Inikkum* (1979), a Tamil romantic drama

"I was deeply moved as I watched the restored *The Lion City*. It is the first Mandarin film produced in Singapore after World War II. I played the role of Molly. This MDA project recognises the hard work of the actors, directors and film crew, and gives the movies a new lease of life."



**CHEN MENG**  
Veteran film actress



2,363

Viewers watched the opening screenings at Capitol Theatre from 20 to 23 August 2015



2,670

Viewers watched the extended screenings at public libraries and community centres in January 2016



620,224

Viewers watched the related documentary, *Lost: Cinema*, on 19 August 2015 across various television channels

## NURTURING FIRST TIME FILMMAKERS

Besides looking back at Singapore's rich cinematic past, MDA also empowered the nation's current creative talents to write their own SG50 stories through the First Time Filmmakers Singapore (FTFM) initiative.

FTFM provided a unique opportunity for the filmmakers to showcase their talent and gain international exposure. In partnership with Discovery Networks, MDA commissioned the chosen filmmakers to produce 30-minute documentaries on the theme "The Singapore Story" for SG50. They also received professional training and development from Discovery Channel's award-winning producers.

Their documentaries debuted at an outdoor screening on 11 July 2015, followed by region-wide broadcasts on Discovery Channel from 16 July 2015.

### The Documentaries:

- *Man Vs Birds* by Kylie Tan and Priscilla Goh
- *Heartland* by Mark Chua and Mark Kwan
- *Growing Roots* by Yong Shu Ling and Lisa Teh
- *Wild Cards* by Gwendolin Mah
- *Birth of a Marine Park* by Victor Tang

**"This has been a good opportunity to tell stories which Singaporeans might not be familiar with, or stories which are often neglected."**



**MARK CHUA**  
Director for *Heartland*



## GOING WILD IN THE URBAN JUNGLE

Singapore is more than an urban jungle – wildlife teems where you least expect them. This was a little-known fact that Channel NewsAsia sought to showcase in the documentary, *Wild City*, where the spotlight shifts from the nation's man-made wonders to its rich biodiversity.

*Wild City* is produced by local production house Beach House Pictures and supported by MDA through the Public Service Broadcast funding. Narrated by natural history legend Sir David Attenborough, the two-part series introduced viewers to unlikely city dwellers such as civets and otters that have also called Singapore their home.

**"There were many firsts for Singapore in the production of *Wild City*. From the involvement of David Attenborough as narrator, to the never-before-experienced challenges of making a blue chip natural history film in the country. The film is now being distributed overseas to great results – a unique and amazing achievement for BHP, MDA and all Singaporeans."**



**DONOVAN CHAN**  
Executive Producer,  
Beach House Pictures



## LOVE LETTERS TO SINGAPORE

In this age of social media and instant gratification, letter writing is an activity that borders on antiquity. This is why for Singapore's Golden Jubilee, MDA asked seven local directors this poignant question: If you could write a love letter to Singapore, what would it say?

The result is *7 Letters*, an anthology of seven short films on identity, belonging, truth, love and loss by seven stellar Singapore filmmakers – Boo Jun Feng, Eric Khoo, Jack Neo, Kelvin Tong, K Rajagopal, Royston Tan and Tan Pin Pin.

Supported by MDA and the Singapore Film Commission, *7 Letters* premiered at Capitol Theatre in July 2015 to a sold-out audience. Supply could not keep up with demand; tickets for the three-day premiere screenings were snapped up in under two hours.

*7 Letters* received widespread acclaim from film critics and audiences alike. An additional four weeks were added to its screening schedule at Golden Village cinemas island-wide and a limited edition DVD set was also released. Proceeds from all the screenings and sales were donated to the seven charities of the directors' choice.

**"7 Letters has been an awesome and unforgettable experience, a true marriage of trust and craftsmanship – between the filmmakers, partners and MDA."**



**ROYSTON TAN**  
Lead Director for *7 Letters*

# GAME ON, SINGAPORE!

## GOING LOCAL WITH SG50 GAMES

Entertaining players with uniquely Singaporean quirks. Unearthing fascinating historical facts and highlighting iconic Singaporean personalities. These were the key objectives of the five games, which MDA supported last year to commemorate SG50.

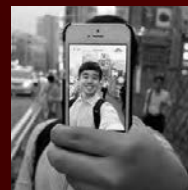
The games were shortlisted from over 40 proposals in 2014 and launched online on 1 July 2015 at [www.mda.gov.sg/sg50games](http://www.mda.gov.sg/sg50games), as well as on the Apple App Store and Google Play Store.

While their gameplay was different, all of them shared the commonality of featuring uniquely Singaporean traits like trying to escape the watchful eyes of the parking attendants and grappling with never-ending orders for delectable satay. Their popularity even spurred local YouTubers Wah! Banana to develop a video on "[Types of Mobile Gamers](#)", featuring the SG50 games. It garnered more than half a million views.

### SG50 Games supported by MDA:

- *Building the Lion* by Swag Soft
- *KAN-CHEONG! Kopitiam Saga* by Mojocat
- *My Singapore City* by Ixora Studios
- *Rickshaw Rush* by Mojo Forest
- *Satay Club* by Afzainizam Zahari

**“The main thing is to bring laughter to people; to laugh at our own culture. At the kopitiam, taxi drivers or other drivers rush to put parking coupons on their cars whenever the summon auntie appears. That is our own distinctive culture, so why not put it in a game and make it fun?”**



### JOEL CHUA

Co-founder, Mojocat  
Developer of KAN-CHEONG!  
Kopitiam Saga



MORE THAN

 **40**

proposals  
received

MORE THAN

 **229,000**

downloads for the  
five SG50 games

MORE THAN

 **500,000**

views on Wah! Banana  
YouTube feature

# BUNDLING UP FOR CHARITY

In November 2015, MDA facilitated a charity tie-up between local game developers, Community Chest and US-based online platform Humble Bundle.

Nine Singapore-based developers agreed to sell their titles as a bundle to form the first made-in-Singapore bundle to be featured on Humble Bundle. The bundle, which includes both mobile and PC games, is worth more than S\$100, with some games having won international recognition.

Part of the proceeds was donated to Community Chest. Coupled with the government's dollar-for-dollar matching under the Care & Share @ SG50 movement, a total of US\$24,000 was raised for charity.

Through this tie-up, gamers here and overseas got to discover quality titles and hidden gems made in Singapore while giving back to society.

## Humble Bundle titles:

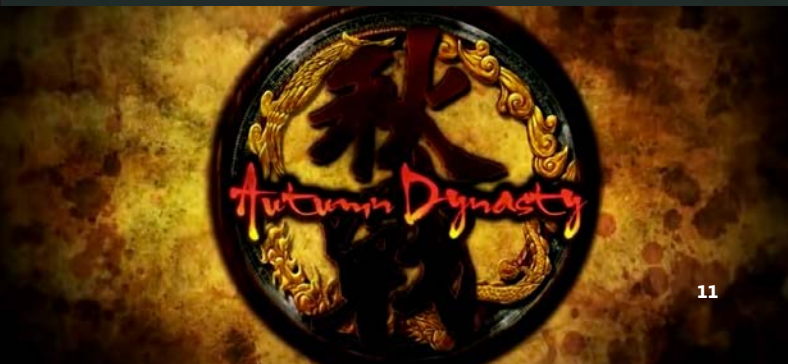
- *Holy Potatoes! A Weapon Shop?!* by Daylight Studios
- *Tom Clancy's Ghost Recon Phantoms* by Ubisoft
- *Ravenmark: Scourge Of Estellion* by Witching Hour Studios
- *Cubetractor* by Ludochip
- *Dusty Revenge: Co-Op Edition* by PD Design Studio
- *Autumn Dynasty* by Touch Dimensions
- *Mooncake Shop* by Afzainizam Zahari
- *Rocketbirds: Hardboiled Chicken* by Ratloop Asia
- *Devil's Dare* by Secret Base

**“It felt great being part of the SG50 ‘Made in Singapore’ Humble Bundle. MDA helped us in exhibiting our game worldwide, which opened many opportunities for us including global exposure and media coverage.”**



## DON SIM

Chief Executive Officer,  
Daylight Studios  
Developer for *Holy Potatoes!  
A Weapon Shop?!*



# READ ON, SINGAPORE!

## RECORDING THE NATION'S DIVERSE ACHIEVEMENTS

In 50 short years, Singapore has turned many of its aspirations into reality. As part of SG50, the World Scientific Publishing Company commissioned a multi-volume book series to document stories on important aspects of our country's development. MDA supported the funding of 25 books in the series, titled *Singapore's 50 Years of Nation Building*.

The series captures the voices of pioneers, experts, scholars and politicians on topics like urban planning, real estate, environment, defence, healthcare, transportation and women. Three Chinese books on literature and culture were also published. The titles are available on hard cover, soft cover, e-books, and mobile formats.

Prominent titles in the series are showcased below.

**"Learning how Singapore has overcome land constraints by exporting its real estate expertise was an eye-opener. For example, Singapore's Raffles City integrated development has been taken to China by a local developer – there are now eight Raffles City developments in China!"**



**SHREYA GOPI**

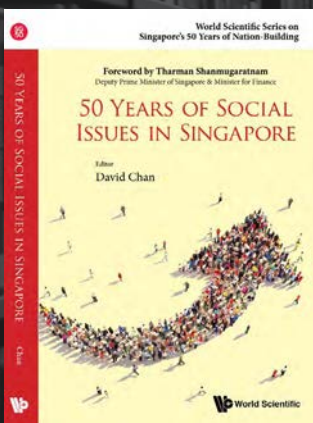
Editor of *Singapore's Real Estate: 50 Years of Transformation*

**"Producing 50 Years of Technical Education in Singapore was quite an experience. Much has been disclosed in the course of producing and publishing the book, including the history, constant concerns and interest of the government to develop an economically viable populace, and the challenges faced and conquered in the early days of local education."**

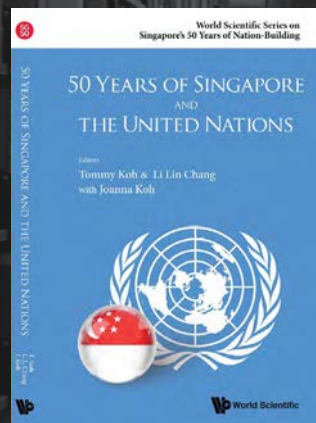


**LERH-FENG LOW**

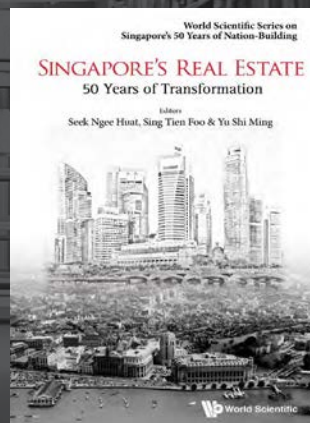
Editor of *50 Years of Technical Education in Singapore*



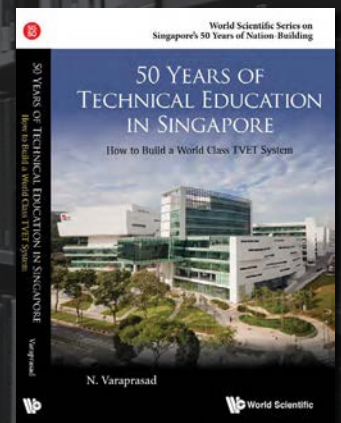
50 YEARS OF SOCIAL  
ISSUES IN SINGAPORE



50 YEARS OF SINGAPORE  
AND THE UNITED NATIONS



SINGAPORE'S REAL ESTATE: 50  
YEARS OF TRANSFORMATION



50 YEARS OF TECHNICAL  
EDUCATION IN SINGAPORE