

For Immediate Release

Posting Boxes Turn into Eye-catching Works of Art

- *Artists of the top 40 designs to commence painting over two weekends*
 - *Public to vote for favourite designs from 5 April to 10 May 2010*

Singapore, 19 March 2010 – Over two weekends starting 20 March 2010, 40 individuals and teams will have a chance to display their artistic talent and express their ideas of sports and love for the city through their paintings. Armed with paint and brushes, they will be livening up the surrounding environment as they turn ordinary posting boxes into canvas for sports-themed street art.

These 40 art designs were selected from a total of 670 entries received for STAMP 02, a posting box art competition organised by Singapore Post Limited (SingPost) and FARM, a local art society. STAMP 02 is a celebration of art, sports and Singapore's hosting of the first Youth Olympic Games. Themed "Sports and the City", it aims to inspire creative talents and highlight the sporting landscape in Singapore.

Mr Tay Kok Cheng, Vice President (Mail Operations & Service Quality) of SingPost and a judge for STAMP 02 said: "We have an extensive network of over 800 posting boxes and these ubiquitous objects are very much an integral part of our daily life. Come rain or shine, they are always there to serve the public. Through STAMP 02, we hope to bring about a greater public interest in our posting boxes as the community comes to appreciate the art pieces painted on them."

Top 40 Designs Selected by Judges

All entries were hand-drawn to assimilate the actual process of painting a posting box. The top 40 designs were selected by a panel of judges comprising representatives from SingPost and FARM. The judging was based on how well the designs depicted the spirit of Singapore 2010 Youth Olympic Games (Singapore 2010) and/or reflected the characteristics of the immediate environment of the selected posting boxes.

The judges were impressed by the high standards in originality, creativity and concepts of the works submitted. Some participants had creatively used elements close to the heart of Singapore residents such the housing flats and the love for food in their designs to strike a chord with the local community, while others have innovatively used animals and sports activities to illustrate youth and energy.

Mr Torrance Goh, Director of FARM, said: "The entries this time round have shown greater variety and are generally of a higher quality. We are now extremely excited to see them translated and painted onto the real posting boxes! We are quite sure they would add a dash of colours and vibrancy to our landscape and the whole Youth Olympic Games!"

Of these 40 designs, 26 have been selected from the Open category (tertiary students, professional artists and members of the public) and 14, the Student category (primary and secondary school students).

Painting Activities Commence on 20 March 2010

The top 40 designs will be painted on selected posting boxes located in the vicinity of Singapore 2010 sports venues – 10 in the Central Business District, 16 in the Central region, 7 in the East region, 4 in the North region and 3 in the North East region.

Located where people live, work or play, these posting boxes will bring art and design closer to the local community and the global sports fraternity while heightening the importance of leading an active life.

There will be no disruption to service during the painting days on 20, 21, 27 and 28 March 2010; the public can still post their mail as usual as the posting apertures will remain open.

Public Voting Begins on 5 April 2010

Members of the public can vote for their favourite designs at www.stamp02.sg from 5 April to 10 May 2010. Voters stand a chance to win attractive prizes if their favourite posting box receives the highest number of votes.

Public voting will make up 50% of the final results while the remaining 50% will be determined by the panel of judges based on the following:

- How well the designs are translated onto the posting boxes
- How the participants are able to creatively capitalise on the materials provided
- The participants' ability to work within the time limit stipulated
- Artistic merit and painting techniques
- How innovatively the participants express themselves in creating the finished work, drawing attention and "interaction" with passers-by in terms of visual engagement.

Top 10 Designs to be Unveiled on 22 May 2010

The top 10 winning designs will be unveiled on 22 May 2010. There will be one overall winner from each category and eight merit winners who may be from either the Student or Open category. The overall winner in each category will win S\$5,000 cash and a 2D1N Suite Stay at Fairmont Singapore. The other eight merit winners will be awarded S\$500 cash and a 2D1N Room Stay at Fairmont Singapore.

For more details on STAMP 02, please visit www.stamp02.sg.

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About Singapore Post Limited
(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide service for nine consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and *vPOST*, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

For more information about SingPost, please visit www.singpost.com.

About FARM

FARM is many things at once – It is a society, an arts and design community portal, a curatorial team and a creative practice. Since 2005, FARM has built a strong network of creatives through their online portal and through various collaborations on community and architectural projects. They organise quarterly sessions of ROJAK which is their effort to bring local creatives closer to the community, presenting to them the intricacies of the local creative industry. In 2007, FARM established an architectural design arm, collaborating with artists and designers to create novel spaces.

For more information about FARM, please visit www.FARM.sg.

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