

[MEDIA RELEASE]

Inaugural Launch of Selegie Artlane - a Visual Art Marketplace for the Community
28th September 2019 (4pm – 10pm)

Co-create art. Live demonstrations. Exchange innovative ideas.



*As part of the Photographic Society of Singapore's (PSS) initiative to further engage the arts and photographic community, PSS is proud to launch the inaugural edition of **Selegie Artlane**! Selegie Artlane is a vibrant, casual and spontaneous platform for emerging local artists and photographers to exhibit and connect with the larger public, while embracing opportunities for co-creation and dialogue.*

Situated in the open field behind the Selegie Arts Centre (SAC), this community Artlane aims to provide valuable opportunities for emerging artists and photographers to showcase and sell their works at affordable prices to members of the public. This inaugural event will launch on **Sat 28 September 2019 (4pm to 10pm)**, and is the first of a series of recurring events of this nature.

The open call for participating vendors in July and August received great response from fellow photography enthusiasts and artists coming from diverse disciplines such as painting, traditional papercraft and photography, but to name a few, and an independent curation panel was formed to advise on the works represented at the fair.

Singapore Pools Chief Executive Officer Lam Chee Weng added: "Singapore Pools is delighted to support The Photographic Society of Singapore (PSS) on this innovative journey to promote appreciation for the arts and photography. Arts is a great way of bringing people together through shared experiences and stories. As a supporter of Singapore's arts scene, we celebrate today's launch with PSS and urge everyone from all walks of life to come and immerse yourself in this experience."

We are pleased to have received the support from various arts and community organisations, including The Housing Development Board (HDB), LASALLE College of the Arts, Mediacorp, Morgan Lewis Stamford LLC, National Arts Council (NAC), Nanyang Academy of Arts (NAFA), People's Association (PA), RSVP Singapore, School of the Arts (SOTA), Singapore Land Authority (SLA), Singapore Pools, Singapore Press Holdings (SPH) and Youth Corps.

This Artlane intends to provide an enjoyable outdoor experience that is lively, vibrant, casual and spontaneous. It will be open for participating artists to showcase and sell their artworks and for the general public to browse freely, interact, and buy these art pieces directly from the artists. Works of all media such as photographs, sketches, watercolour painting, papercraft etc, will be displayed and marketed during this event. All artworks are priced below \$1000 in order to keep the pieces affordable for members of the general public and to fit the setting of our street community fair.

We will also be kickstarting a series of sharing sessions by the participating artists to introduce their medium and approaches to their work to encourage more people to appreciate, understand and explore opportunities for co-creation. Through this, we hope to build stronger connections in the art and photography communities, as well as share the stories and experiences of the participating artists with the wider public.

About PSS:

The Photographic Society of Singapore (PSS) was founded in 1950. Its rich history of 69 years is closely related to the development of photography from film to digital in Singapore and around the world. Its objective is to promote the practice and appreciation of photography.

As a non-profit organisation, PSS regularly conducts photography courses, and organises competitions and activities to provide opportunities for Singapore photographers to share and showcase their works both locally and internationally.

To further advance its objective into the future, PSS has come up with various new initiatives to further engage the community. These initiatives have been supported by the National Arts Council (NAC). The proposed Selegie Artlane for the Community is one of these key initiatives.

Exhibiting Partners:

The participating artists in this inaugural event includes members from various photography and arts societies, including The Photographic Society of Singapore (PSS) , Nature Photographic Society of Singapore (NPSS), SAFRA Photographic Club, Singapore Watercolor Society (SWS), as well as individuals from the visual art community.

Key Details:

Event Name:	Selegie Artlane
Date and time:	September 28th, 4pm to 10pm
Guest of Honour:	Ms Denise Phua, Mayor of Central CDC
Venue:	Open field along Prinsep Street behind Selegie Arts Centre (opposite Peace Centre)
Entry Details:	Free admission to all
Contact Person:	Judith Lee: Judith.lee@pss1950.org Selegieartlane@pss1950.org