



**NEWS RELEASE**  
*Immediate Release*



*Featuring more than 100 artists and personalities  
Over 50 free and ticketed events  
Across 12 Asian countries*

28 November to 6 December 2008  
Empress Place – Singapore River Celebrates!  
SINGAPORE  
[www.asiaontheedge.com](http://www.asiaontheedge.com)

**Singapore, 7 October 2008** – The Arts House and PICO are proud to present the inaugural **Asia On The Edge 2008**, a new multi-disciplinary biennial festival that showcases Asia's leading and upcoming thought leaders, innovators and artists. This nine-day festival is the first-of-its-kind in the region that reveals the Asian identity through the eyes and voice of Asians. In this light, it combines intellect, lifestyle, culture and the arts into an exciting one-stop platform to share a diversity of Asian experiences and visions with the world.

The theme for the first festival is '**Origins**', which seeks to explore and examine what it means to be Asian in the 21st century vis-à-vis its historical and cultural landscape, and its constant evolution in this increasingly globalised society.

**Asia on the Edge 2008** will be held at The Arts House and the surrounding Empress Place precinct from **28 November to 6 December 2008**. This festival comprises a stimulating line up of events such as forums, talks, performances, exhibitions and gastronomic celebrations, as well as a host of exciting activities that are available after sundown, where self-professed night owls can party to their own special beat and lose a little sleep on a Night Out! in Singapore.

*\*Please refer to the accompanying document 'Programme of Asia on the Edge' for more information.*

Key personalities, trend spotters and leading experts across disciplines of academia, literature, culinary, and performing and visual arts have been lined up to anchor the free and ticketed programmes, promising the audience nine days of thought-provoking topics, engaging culture and lifestyle activities, and performing and installation art works that will trace the evolution of the Asian identity set against a global landscape. They include:

- **Prasenjit Duara** (India) – Director of Research in Humanities and Social Sciences at the National University of Singapore and Emeritus professor of History and East Asian Languages and Civilisations at the University of Chicago.
- **Mechai Viravaidya** (Thailand) – Social entrepreneur and Founder / Chairman of the Population and Community Development Association.
- **Mian Mian** (China) – one of the first to openly address China's underworld of drugs and misfits
- **Catherine Lim** (Singapore) – leading writer on issues such as Chinese culture, feminism and the clash of East and West.
- **Zita Law** (Hong Kong) – very popular author of romance-fiction.
- **Jereme Leung** (Hong Kong/China) – Founding Chef, Whampoa Club in Shanghai
- **Ayako Suwa** (Japan) – Food artist
- **Goh Boon Teck** (Singapore) – leading creative force of Asian theatre
- **Kota Yamazaki** (Japan) – contemporary Japanese choreographer and dancer
- **Kumari Nahappan** (Singapore) – award winning artist with more than 30 solo and group exhibitions to her name.

**The public is invited to visit [www.asiaontheedge.com](http://www.asiaontheedge.com) for the  
free and ticketed programming details.**

Said Mr Colin Goh, General Manager of The Arts House: "Together with the co-organiser PICO, as well as our partners like the Asian Civilisations Museum, The Arts House will work in tandem with the Singapore Tourism Board's River Revitalisation Plan in order to bring the Singapore River and the Empress Place precinct regional and international recognition. Through the multi-faceted programmes of **Asia On The Edge 2008** featuring Asia's leading and influential thought leaders, innovators, and artists, we hope to establish a distinct Asian voice within a balanced global society and build this Asian-centric area as a significant point of interaction and dialogue."

The Asian juggernaut is evolving at a phenomenal rate as Asia assimilates, develops and contributes to the global economy while constantly building a collective voice and identity. Asian pride has never been more evident than today, where the movers and shakers of Asia are capturing the attention of the world.

Added Ms Jean Chia, Executive Director, Pico Art International Pte Ltd: "PICO is proud to collaborate with The Arts House on the genesis of a festival that celebrates and shares the

Asian spirit as well as its multi-faceted cultures and ways of life. We are delighted to be involved in this event that takes pride in Asia's heritage, beliefs, tradition and values, and we are honoured to be able to contribute to the welfare of children in Singapore and helping them to develop to their full potential through the Charity Gala Reception as well."

**Asia on the Edge 2008** is initiated by The Arts House and co-organised by PICO. Held in The Festival is supported by the Singapore Tourism Board, National Arts Council, and Lee Foundation.

###

**The Arts House at the Old Parliament**

Occupying the 181-year old building which was the former Parliament House and Singapore's first Court House, The Arts House was officially opened in March 2004 as the only gazetted government building designated as a multidisciplinary arts centre. The Arts House has since been offering its visitors a broad spectrum of activities ranging from contemporary arts & entertainment events to lifestyle options, and at the same time playing an active role in the development of the Singapore arts & creative scene with its strong intent in supporting and promoting Singapore artists and their artworks through its various initiatives and platforms in Singapore as well as internationally. The Arts House is managed by The Old Parliament House Limited, a not-for-profit full-service arts management company limited by guarantee. For further information, please visit [www.theartshouse.com.sg](http://www.theartshouse.com.sg)

**PICO**

Pico Art International is a Singapore-based multinational corporation, specialising in global event marketing. Founded in 1970, the company has over 30 offices worldwide. Listed on the Hong Kong Stock Exchange, it has expanded its core business and competencies, evolving from exhibition design and fabrication to value-added event marketing on an international scale. For more information, please visit [www.pico.com](http://www.pico.com)

**About Night Out!**

Sundown and Singapore awakens to showcase its vibrant personality with a myriad of lifestyle activities including world-class shows and musicals, dusk-till-dawn dance parties, live concerts, and parties at countless nightspots. Orchard Road, Singapore River, Bras Basah and Marina Bay are just some of the spots to chill out to midnight and beyond. With the bustling Singapore River offering waterside alfresco dining experiences together with some of the hottest nightspots at Clarke Quay, and Orchard Road and the street markets of Bugis Village offering late-night shopping escapades, those in search of a Uniquely Singapore evening experience need not look any further.

**Fact sheet – Asia on the Edge 2008**

<b>Where</b>	The Arts House, 1 Old Parliament Lane, Singapore 179429 and the Empress Place precinct
<b>Hotline</b>	(65) 6332 6919 (10am to 8pm, Mon to Friday; 11am to 8pm, Sat; closed Sun)
<b>Fax</b>	(65) 6339 9695
<b>Email</b>	<a href="mailto:tickets@toph.com.sg">tickets@toph.com.sg</a>
<b>Website</b>	<a href="http://www.asiaontheedge.com">www.asiaontheedge.com</a>

*\*Note to editor: The public should refer to the website for confirmation and updates on programmes -ends-*

###

**For media queries, please contact:**

Noelle Tan  
Director  
**Sixth Sense Communications & PR Consultancy**  
Tel: 65 6423 1096  
Mobile: 65 9873 9631  
Email: [noelle@sixthsense.com.sg](mailto:noelle@sixthsense.com.sg)

See Ling Ling  
Asst Director, Arts & Communications  
**The Arts House**  
Tel: 65 6332 6903  
Mobile: 65 9771 0320  
Email: [See\\_lingling@toph.com.sg](mailto:See_lingling@toph.com.sg)