



**MEDIA RELEASE**  
*Immediate Release*



*Returning after a successful inaugural launch in 2008, this festival will showcase even edgier programmes and the best of Asia's creative talents in four exciting days*

24 to 27 September 2009  
The Arts House, Empress Place Precinct and Cavenagh Bridge  
[www.asiaontheedge.com](http://www.asiaontheedge.com) (with effect from 19 August 2009)

**Singapore, 19 August 2009** – Brace yourself for four days in September. Fast cars at the 2009 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX and the complete lifestyle experiences offered at the Singapore GP Season will not be the only things that will keep you on the edge of your seats as the latest in intimate apparel design from Beijing, new faces in the Shanghai modelling scene and leading talents from Asia come together for four days in the visually-stunning **Asia On The Edge 2009**, organised by The Arts House and PICO.

Themed **Evolution**, *Asia On The Edge* returns for its second year with a focus on design, fashion and lifestyle. There are three key exciting events that promise an exhilarating festival for audiences: **EVOLUTION**, an outdoor installation and performance on Cavenagh Bridge; **WATERWAYS**, a craft, design and performance showcase; and **JING**, a specially devised production that sees the gathering of creative talents from all of Asia to create an evocative fashion-theatre-gastronomy performance.

Says Mr Colin Goh, General Manager of The Arts House: "The inaugural *Asia On The Edge* (AOTE) in 2008 drew an audience of over 20,000 and this year it is an honour for us that AOTE will be a key highlight of the Singapore GP Season. By bringing the best of Asia to Singapore and showcasing a microcosm of Asia's rich cultural heritage, the festival is well-placed to highlight the Asian focus of the Singapore GP Season, helping to set it apart from other race seasons around the world."

"*Asia On The Edge* gave Asian arts a new perspective at its debut last year and provided audiences with a variety of new sensory experiences. This year, it is one of the highlights of the Singapore GP Season. With a stronger programme line-up, *Asia On The Edge* is set to thrill audiences again, not only adding a unique Asian touch to the Season and the Singapore FORMULA ONE race experience but also setting the Singapore GP Season experience apart from that of other race cities," says Ms Lynette Pang, Director of Entertainment Sports & Arts, Singapore Tourism Board.

Based on the notion of an Asia that is rapidly changing in today's 21st century that is quick to adapt to new influences and how she takes pride in her rich and diverse heritage as she charts her path forward this new epoch that we live in, the outdoor spectacle at Cavenagh Bridge this year is a gigantic outdoor installation that evokes the intricate mechanism of a clock-cum-performance created by well-known Singapore director Goh Boon Teck inspired by the recording devices of time from around the world. The work will also feature celebrities from the Singapore theatre scene such as Mark Richmond, Tan Kheng Hua, Beatrice Chia-Richmond and Lim Yu Beng.

New to the festival is the world-premiere of *JING*, a festival commission which is a fashion-in-theatre production that features highlights from China's leading intimate apparel design house Aimer Group, presented by new faces in the Shanghainese modelling scene and devised by theatre talents from Singapore, artistic director Jeremiah Choy and creative producer and music director Jiu Jian. Inspired by the work of the great French philosopher Michel Foucault and using lingerie as a metaphor, this multi-disciplinary work will be staged using the entire second floor of The Arts House and it will fuse fashion, theatre, music and gastronomy with leading chefs from Asia and aims to open the mind of audiences to different modes of thinking and enquiry, to re-think the everyday, to re-look at the various disciplines of fashion, music, philosophy and gastronomy and how the inter-play between them can challenge our preconceptions about them.

A colourful crafts fair which will also see craftsmen and artisans at work from Sri Lanka will line the outdoors of The Arts House and the Singapore River Promenade of the Empress Place precinct in *Waterways*.

Elaborates Phan Ming Yen, Assistant General Manager of The Arts House and Executive Producer of Asia on the Edge 2009: "*Asia On The Edge 2009* looks at the idea of evolution in all senses of the word and as well as at the images, experiences and possibilities that the word evokes, whether metaphorically or symbolically. This year we also aim to focus at disciplines and forms within the arts, humanities and creative industries that the inaugural *Asia On The Edge* had not featured in 2008: in this instance, the area of fashion, design and arts and craft.

In a way, this year's festival can be seen as a metaphor for the many issues and phenomenon that can be witnessed throughout all levels of society, industry and activity in Asia. *Jing* which stems from philosophy and lingerie can be seen as Asia's re-interpretation, re-invention or even re-contextualisation of the West: its philosophy and its fashion concept. *Waterways* is symbolic of tradition in the face of change. *Evolution* itself will remind us of the times that are changing."

The inaugural *Asia On The Edge* in 2008 welcomed over 20,000 people attending the free and ticketed events. For 2009, ***Asia On The Edge*** will be held from **24 to 27 September 2009** in conjunction with the Singapore GP Season 2009 and its outdoor and indoor performances promise a colourful and dazzling evening for all.

**The public is invited to visit [www.asiaontheedge.com](http://www.asiaontheedge.com) from 19 August 2009 for the free and ticketed programming details.**

*Please refer to accompanying document Asia On The Edge 2009 Programme Highlights for more information on events.*

***Asia On The Edge*** is initiated and organised by The Arts House, co-organised with PICO and supported by the Singapore Tourism Board. It is a key highlight of the Singapore GP Season this year.

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**Asia on the Edge**

This multi-disciplinary festival aims to share Asia's cultures, voices and visions for a peaceful and balanced world. Held annually in Singapore, its missions are to showcase Asia's thought leaders, innovators and artists; deepen cultural, social and economic engagement within Asia and the world; and promote awareness and understanding

of the Asian identity to an international audience. The Arts House is the main presenter and there are plans to bring this festival overseas in the coming years.

#### **The Arts House at the Old Parliament**

Occupying the 182-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)

#### **Singapore GP Season**

The Singapore GP Season returns from 18 to 27 September 2009 to complement the 2009 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX – the world's only FORMULA ONE night race. With quality entertainment offerings such as intoxicating parties, exhilarating race-themed events, enriching arts and cultural experiences and glorious shopping and dining promotions, the Season will offer many great experiences for everyone, add buzz and excitement to the city during the race period and entrench Singapore's standing as Asia's events and entertainment capital. With the city coming even more alive this September, it will be a truly fantastic month to visit Singapore. For the latest Singapore GP Season information, please refer to [www.visitsingapore.com/sgpseason](http://www.visitsingapore.com/sgpseason)

#### **Fact sheet – Asia on the Edge 2009**

<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> (with effect from 19 August 2009)

*\*Note to editor: The public should refer to the website for confirmation and updates on programmes. All programmes subject to change.*

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