



**FOR IMMEDIATE RELEASE**

## **SINGAPORE TO HOST WORLD'S FIRST EUROPEAN CULTURAL SEASON**

***Showcasing a rich array of unique and diverse  
presentations from Europe***

**Singapore, Monday, 5 May 2008** – The European Union missions in Singapore today announced the establishment of **Encore! The European Season in Singapore**. Spanning a period of eight months – May to December 2008 – **Encore!** will showcase a variety of arts and cultural presentations from Europe, all of which celebrate the diversity and vibrancy of the European Union.

**Encore! The European Season in Singapore** has been established to raise the profile and identity of the European events, productions and artists presented in Singapore.

Essentially a marketing platform with a funding of SGD 1.3 million, **Encore!** aims to complement the marketing efforts of the respective presenters and to raise awareness of and interest in European events and artists in Singapore. **Encore!** envisages reaching out to a broader segment of the community in Singapore and developing new audiences. It hopes that this in turn would translate into better appreciation of European culture.

With the establishment of **Encore!**, it is hoped that presenters would also be encouraged to bring in more productions, events and artists from Europe, which would contribute towards enriching the arts and cultural scene in Singapore.

HE Pierre Buhler, the Ambassador of France to Singapore said,

*“The EU missions in Singapore are proud and excited to launch **Encore! The European Season in Singapore**. It is the first European Cultural Season ever organized anywhere in the world. We believe it is a timely initiative that falls perfectly within the EU embassies’ mandate to strengthen the bonds and the understanding between Singapore and their individual countries. Culture and the arts are ideal tools for this, insofar as they are a way to reach out, beyond governments and institutions, to the people. And there is certainly no more compelling and effective way to do so than to showcase here what Europe has to offer, in all its diversity and richness. To this end, we are grateful for the generosity, support and co-operation of many parties, including the presenters in Singapore, sponsors, and the government organizations of Singapore.”*

The events in **Encore! The European Season in Singapore** encompass many different genres of European arts and culture, including music (classical and popular / commercial), dance, theatre, film, visual arts, literature, fashion, cuisine, spectacles and street theatre.

All the European Union missions in Singapore, the European Union Commission, the four European Cultural Institutions – Goethe Institute, Italian Cultural Institute, British Council and the Alliance Française - and the European Chamber of Commerce have come together to establish **Encore!**

Three major foundations – Shaw Foundation, Tan Chin Tuan Foundation and Lee Foundation – provided the impetus to get the ball rolling. **Encore! The European Season in Singapore** has also received support from major corporations like Keppel Group, a Platinum Partner; MediaCorp; Singapore Press Holdings; Far East Organisation; and Mount Faber Leisure Group. European corporations operating in Singapore like Alstom; BNP Paribas; JC Decaux; Laurent Perrier; and Natixis have also been instrumental in terms of their financial support.

International arts management and marketing company, IMG Artists, has been appointed to manage and implement **Encore!**

**Encore! The European Season in Singapore** officially begins on 6 May, opening appropriately enough with the 18<sup>th</sup> European Union Film Festival, an event which involves the countries in the European Union. This is followed by a host of events ranging from music to spectacles, dance, visual arts, film screenings, interactive theatre, and theatrical performances, hosted in an equally diverse range of venues from the prestigious Esplanade Theatres on the Bay to the intimate community libraries.

For more information about the events in **Encore! The European Season in Singapore**, visit [www.europeanseason.com](http://www.europeanseason.com)

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## THE SPONSORS

Encore! The European Season in Singapore is grateful for the support of the following parties :



### FOUNDING PARTNERS

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金基氏李  
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