Rethinking Technology, Innovation, and the Arts

Rosa Daniel
CEO, National Arts Council Singapore

One of the key pillars in our first SG Arts Plan 2018 – 2022 was to harness technology to improve art-making and outreach, and to equip our artists with new skills

Staying Connected with Audiences and Remaining Resilient during the Pandemic

OUR SG
ARTS
Excellence that Inspires Our People and Connects Our Communities
PLAN
2018–2022

NATIONAL ARTS COUNCIL SINGAPORE
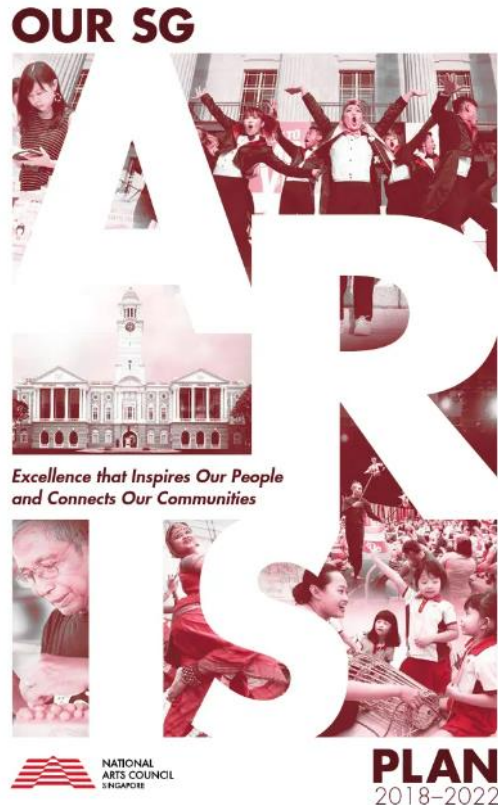
2,300+ digitalisation projects
supported through the Digitalisation Fund, Digital Presentation Grant for the Arts, Capability Development Scheme of the Arts, Self-Employed Person Grant, and Organisation Transformation Grant

2 critical grants – Digital Production Grant & Organisation Transformation Grant were introduced as part of the SGD 75mil Arts and Culture Resilience Package

OUR SG ARTS PLAN (2023-2027)

A Connected Society
Community Anchored by Shared Arts & Culture

A Distinctive City
Vibrant Spaces Inspired by and for the Arts

A Creative Economy
Hub Powered by Artistic Talent, Excellence & Innovation

Supported by Technology & Innovation, Data & Insights & Partnerships

Through all our efforts, maintaining <u>artistic excellence</u> and growing <u>engaged audiences</u> remain key to our strategies.

RETHINKING ARTISTIC EXCELLENCE

- **Artists are increasingly using technology for artistic collaboration and as a medium to develop new and immersive arts experiences**

- **Enabling the arts industry to use their IP for growth, supported by the SG IP Strategy 2030**

Dim Sum Warriors

- Graphic novels adapted into a stage musical (toured over 25 cities in China)

- Developed into an educational app and tool for children to enjoy learning Chinese language

Pluritopia Cloud Studios

- Singapore and Korean artists and technologists built virtual studios in the cloud

- Virtual studios dedicated to remote online dialogue, collaboration and experimentation

RETHINKING ARTISTIC EXCELLENCE

Arts organisations are increasingly investing in digital training of their staff

SRIWANA's in-house digital production training

- Training in post-production editing and equipment operation
- Renewed programme offerings that now offer digital and hybrid options

SELF EMPLOYED PERSONS GRANT (SEPG)

800

SEPS BENEFITTED FROM THE GRANT AND CREATED MORE THAN

5,000

WORK AND TRAINING OPPORTUNITIES

ORGANISATION TRANSFORMATION GRANT (OTG)

OVER

100

TRANSFORMATION PROJECTS WERE SUPPORTED BY OTG AND INVOLVED MORE THAN

190

ORGANISATIONS ACROSS THE ARTS AND CULTURE SECTOR

Arts organisations have adopted technological solutions to improve their business operations and revenue

Singapore Book Council's central database repository and data visualization system

- Improved data integration
- Better understanding of audience profile and segmentation
- Data-driven insights that inform their business decisions
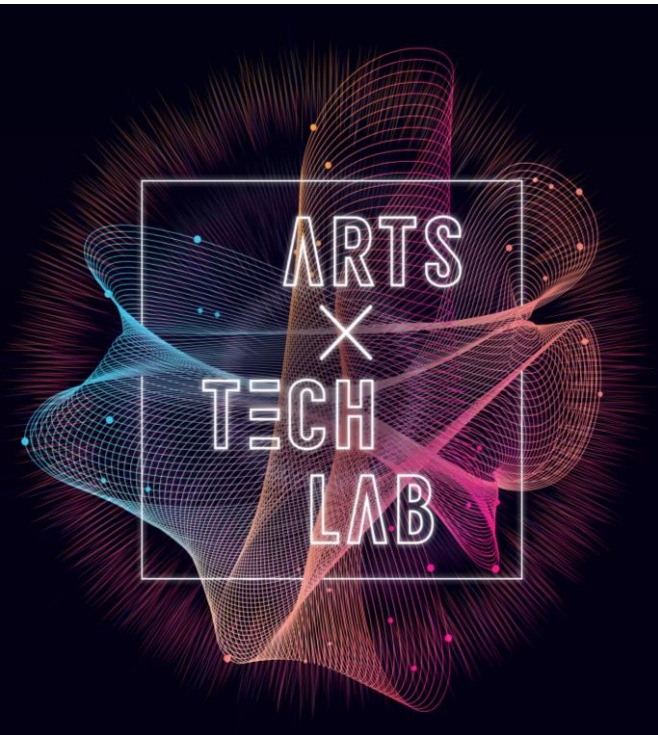
Building Strong Partnerships in the Wider Creative, Technology and Business Sectors
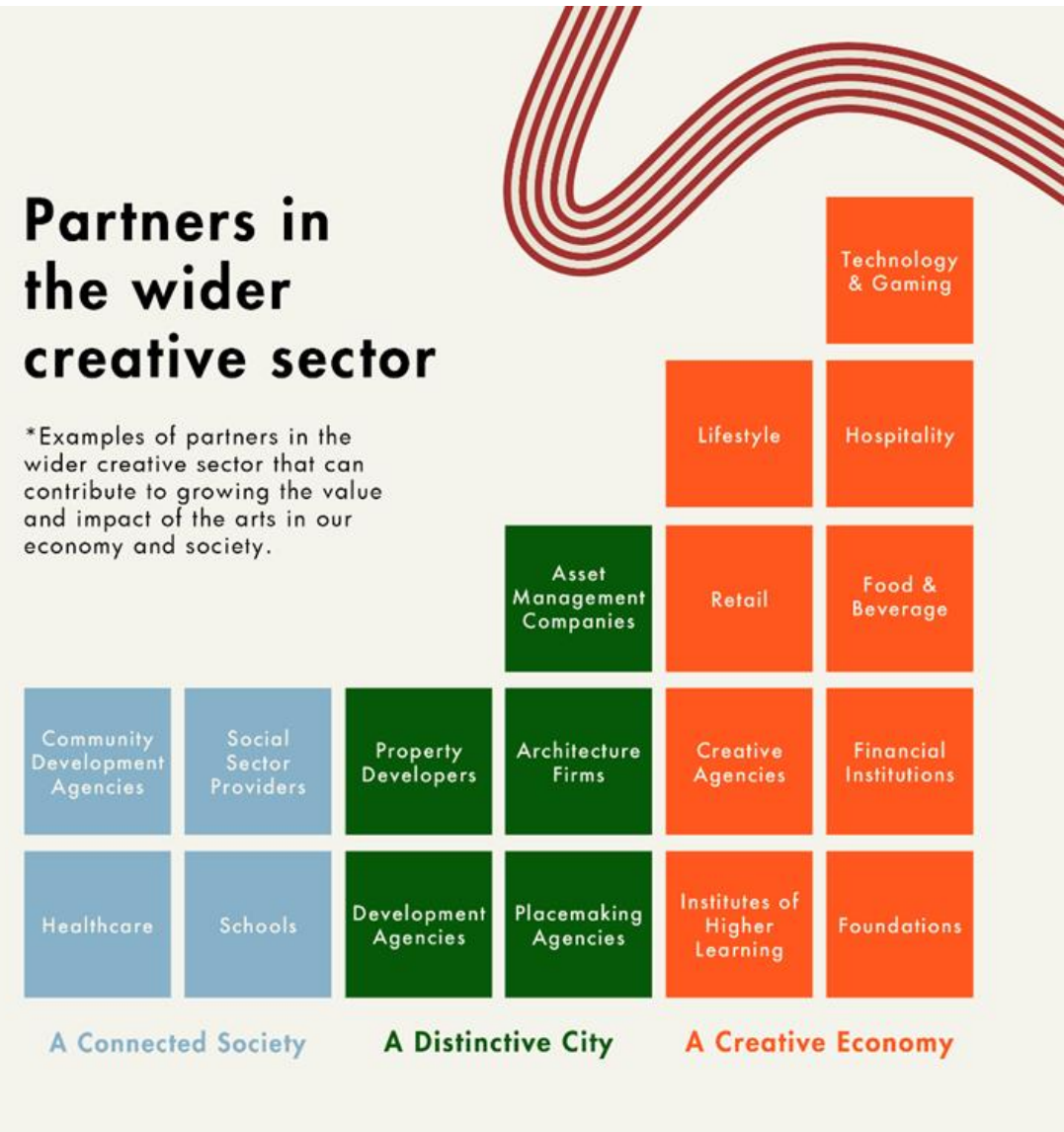

Arts x Tech Lab project: Real-time 360 VR Livestreaming

Arts x Tech Lab project: Reimagining historical narratives through poetry, illustration, immersive sound, mixed reality

Partners in the wider creative sector

*Examples of partners in the wider creative sector that can contribute to growing the value and impact of the arts in our economy and society.

Technology & Gaming

Lifestyle | Hospitality

Asset Management Companies | Retail | Food & Beverage

Community Development Agencies | Social Sector Providers | Property Developers | Architecture Firms | Creative Agencies | Financial Institutions

Healthcare | Schools | Development Agencies | Placemaking Agencies | Institutes of Higher Learning | Foundations

A Connected Society | A Distinctive City | A Creative Economy

6

Digital engagement and digital consumption has gone up

More opportunities for presentation of artistic creations and reaching new audiences

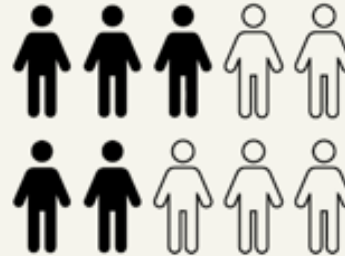7 in 10 visited arts websites or apps — 70% in 2021

8 in 10 engaged in arts digitally — 80% in 2021

5 in 10 Singapore digital arts audiences have paid for online arts content and would pay the same or more for content specifically created for online consumption — 50% in 2021

8 in 10 digital arts consumers surveyed agreed that they would continue online consumption after the pandemic — 80% in 2021

RETHINKING AUDIENCE ENGAGEMENT

Digital (and hybrid) programming has become a norm at major arts festivals

- [Singapore Art Week Digital](#)
- Singapore International Festival of the Arts – [SIFA On Demand](#)
- [Singapore Writers Festival](#)

Possibilities abound in virtual worlds with Non-Fungible Tokens (NFTs), blockchain technology and the metaverse
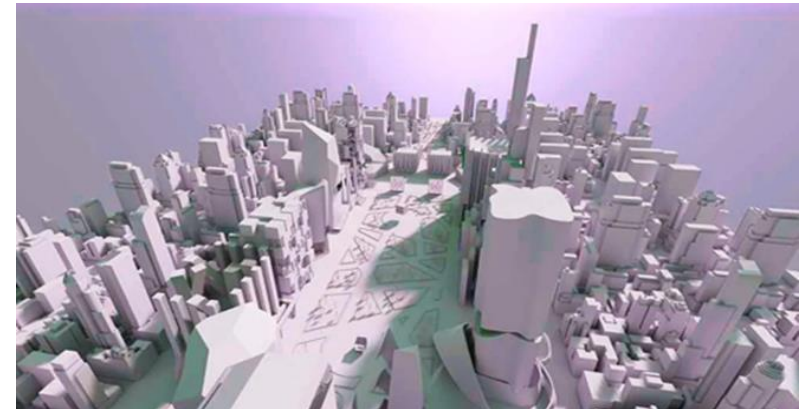
Top to Bottom: NFT Museum District launched by Punk 6529; Electric Daisy Carnival 2021 in Roblox

RETHINKING AUDIENCE ENGAGEMENT

Cultural Concierge is a digital platform that enables efficient discovery of arts and culture events. It will also collect arts and culture audience insights, to better understand, engage and grow audiences.

Key features include:
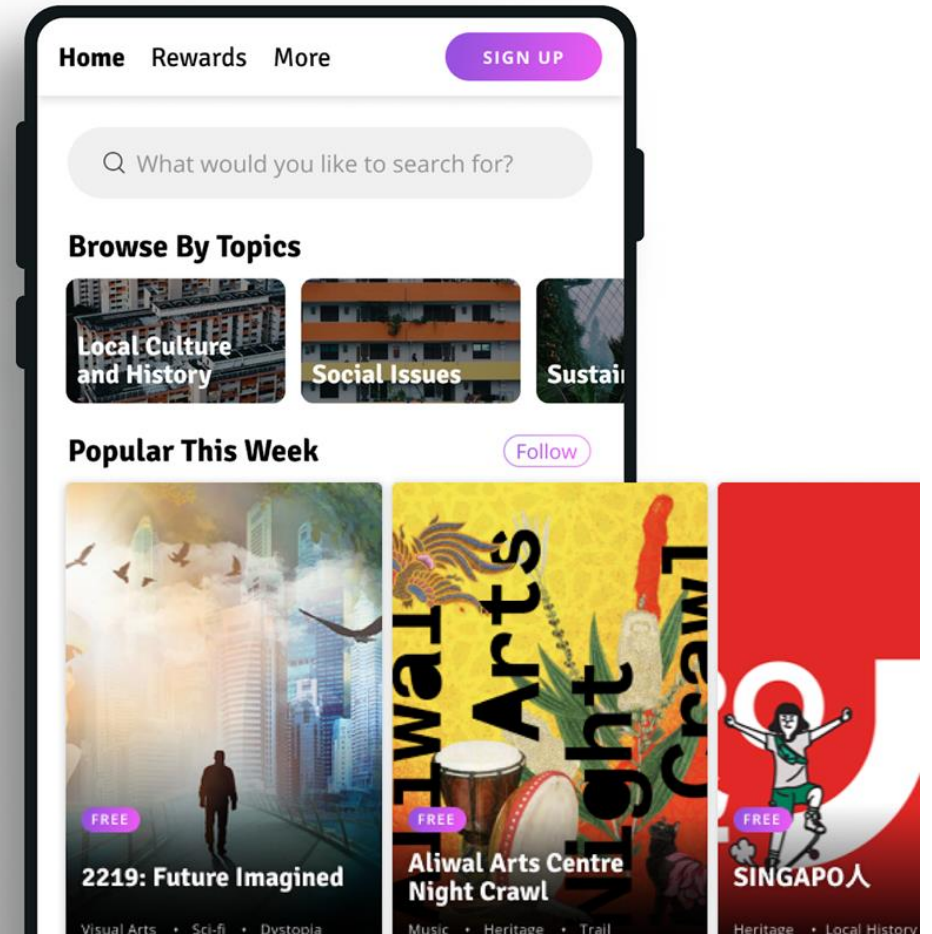
Arts & Culture events list	Plan with others & purchase tickets	Personalised event recommendations
Scores & reviews system	**Rewards and incentives program**	**Arts and culture database**

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Rethinking Audience Engagement

Rethinking Artistic Excellence