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**New Director for Media and Marketing Appointed for the National
Art Gallery, Singapore and the Visual Arts Cluster**

Singapore, 1 August 2013 – The National Art Gallery, Singapore (the Gallery) is pleased to announce the appointment of Mr Woon Tai Ho as Director (Media & Marketing). He will concurrently take the lead in the marketing communications efforts for the Visual Arts Cluster. Tai Ho will assume his new post on 12 August 2013.

In his new role, Tai Ho will lead the Marketing Communications team in planning, developing and implementing of an integrated media and marketing strategy to promote the brand identity and presence of The National Art Gallery, Singapore as well as the Singapore Art Museum and the Singapore Tyler Print Institute in Singapore and internationally.

Tai Ho has an established track record in media and communications, and has produced several award-winning documentaries and current affairs series in his former role as director and producer before moving up the management rank as CEO of MediaCorp News. He is also well connected and knowledgeable in the international arts scene, and is an arts writer and published author.

“For most of my career, I have been involved in media. I have an equally strong passion in the visual arts,” says Tai Ho. “I see this as a strong opportunity to fuse both my passions.” Tai Ho, who is also a media coach, sees this as an exhilarating time to promote Singaporean art. “These are exciting times for the arts in Singapore. The birth of the National Art Gallery will anchor Singapore as the center of Southeast Asian art. We also have a rich art bank with works that can and should travel regionally and internationally. I am happy to be part of this newly-formed cluster with some of the best professionals in the field.”

Ms Chong Siak Ching, Chief Executive Officer of the Gallery, said, “Tai Ho is no stranger to the media and arts scene. Undoubtedly, his wealth of media experience and strong

networks will be an incredible asset to the team. We look forward to benefitting from his strong expertise to put the Visual Arts Cluster institutions on the global art map”.

About the National Art Gallery, Singapore

The National Art Gallery, Singapore is a new visual arts institution which will contribute towards positioning Singapore as a regional and international hub for visual arts. It manages a large public collection of visual arts from Southeast Asia and Singapore from the 19th century to the present day. The Gallery focuses on displaying, promoting and researching these artworks, relating them to the wider Asian and international contexts, and hosting international art exhibitions.

Situated in the heart of the Civic District, the City Hall and adjacent former Supreme Court building - two important heritage buildings symbolic of Singapore’s nationhood - will be transformed into this exciting new visual arts venue. Slated to officially open in 2015, the Gallery will be a leading civic and cultural destination established for the enrichment, enjoyment and engagement of Singapore residents and visitors from all over the world. Information on the National Art Gallery is available at www.nationalartgallery.sg.

Media Enquiries

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