



FACTSHEET

The Singapore Memory Project (SMP) is a whole-of-nation movement which aims to capture and document precious moments and memories related to Singapore; recollections not merely from individual Singaporeans, but also organisations, associations, companies and groups.

2 The SMP currently involves 120 partners (academic, research and library institutions, heritage agencies, public agencies, private entities and community organisations) and 130 Memory Corps – volunteers who serve various roles, such as helping individuals with difficulties documenting their memories; connecting the SMP to people with memories of key Singapore events, personalities and places; and enrolling more volunteers to join the SMP cause. Since its August 2011 launch, the SMP has pledged and collected 700,000 contributions. This project, driven by the Ministry of Communications and Information and led by the National Library Board.

3 SMP's online public engagement platform, iremember, encourages Singaporeans to share their unforgettable stories of people, places and events through a convenient and accessible avenue. The memories will enable future generations of Singaporeans to understand the collective journey of our nation and the many facets of the Singapore that we call home.

4 Currently, members of the public can submit their memories for the project by:

- a) Sharing memories at the SingaporeMemory.SG web portal (www.singaporememory.sg).
- b) Downloading the free SG Memory iOS application from the iTunes app store.

Permanent Memory Account through SingaporeMemory.SG Web Portal

5 The web portal allows every Singaporean to own a memory account to deposit their memories and stories. Memories can be deposited in the form of texts, audio files, video files or images. Selected memories will be further developed into creative audio-visual presentations by specialists and presented on the same portal.

6 The web portal will help in community bonding by connecting contributors with shared memories and similar experiences. This will help to draw Singaporeans from all walks of life closer and foster greater social cohesion.

Memory As It Happens with SG Memory iOS Application

7 The iOS application is a convenient platform for families and the young to record and instantly deposit their stories in the form of photographs and text.

iremember Outreach Events

8 SMP is reaching out to more Singaporeans through outreach events at the heartlands. These events provide a convenient and accessible platform for Singaporeans from all walks of life to contribute their memories to the SMP, especially for the older residents who have a wealth of memories to share. To date, memory collection drives have been held at housing estates such as Bukit Merahm Kolam Ayer, Punggol, Toa Payoh and Yuhua.

*NLB Corporate Comms representative:
Ashanti Devi : 9749 9305*

*NLB spokespersons:
CE/ NLB : Ms Elaine NG
SMP Director: Mr Gene Tan*