



21 November 2022

Somerfest 2022: More than 400 youths take over Somerset Belt to lead creative and innovative projects

Empowering Possibilities With Youths

*SCAPE, Somerset Youth Park, and Somerset Skate Park, including the green spaces that link the three locations together under the Somerset Belt precinct will be hosting over 100 youth-led activities from 25 November to 18 December 2022 as part of Somerfest 2022.

2 The precinct will be occupied with retail pop-ups, curated stage sets and studio zones, and the public would be able to enjoy an eclectic range of activities from traditional drumming to immersive art installations and parkour classes. These activities are the culmination of close to 25 successfully pitched **Realise Your Somerset Projects (RYSP) Season 2** projects this year, where \$3,000 to \$50,000 were awarded to initiatives in the creative arts, retail, mental wellbeing, urban sports, sustainability & environment, and technology. The RYSP is one of the platforms by the Somerset Belt that empowers youths to create possibilities through experimenting with creative and impactful ideas with other likeminded youth and partners. *Refer to ANNEX A for a listing of RYSP Season 2 projects that will be featured at Somerfest*

3 Somerset Youth Park will similarly undergo its own transformation into an innovators' sandbox zone. Colourful containers housing 100 entrepreneurs from the creative, retail and food and beverage industries will showcase their innovations and hold networking, panel, and mentoring sessions over two weekends. Aspiring entrepreneurs or those interested in running their own start-ups, can tap on the sandbox to access resources – funding, grants, and internships – or network and gain insights from peers. *Refer to ANNEX B for more details about Sandbox Somerfest*

4 Somerfest 2022 is a taster to a series of activations that celebrate youth culture and expression scheduled for 2023. Youths can expect a plethora of experiences, ranging from creative arts, urban sports, entrepreneurship and community events, led and managed by youths.

5 We welcome reporters to attend the launch of Somerfest 2022 on 25 November 2022, participate in a guided tour of selected activities and interview youths participating in the event.

6 Details of the launch programme can be found in the table appended below. For more information or to RSVP for the launch, please confirm your attendance by 24 November 2022, 3pm, with the following representatives:

Victor Tan
Senior Manager
National Youth Council
Contact : 9857 0957
Email : Victor_Tan@nyc.gov.sg

Caterina Poh
Manager
National Youth Council
Contact : 9776 7027
Email : Caterina_Poh@nyc.gov.sg

Launch programme for media on 25th November 2022 (Friday)

Time: 3pm – 4pm

Venue: Somerset Youth Park

Media Programme for 25 th November 2022	Details
<ul style="list-style-type: none"> Strangers Touch (at the Red Bus) 	<p>Stranger('s) Touch aims to bring the stranger closer to domestic spaces by delving deeper into the everyday surfaces, looking beyond the usual suspects of touch and tactility. Through a unique immersive experience with a range of tactile products that challenge or provoke touch in our daily spaces, members of the public can use this experience to bring back forgotten surfaces that tow the line of being uncanny and alluring.</p>
<ul style="list-style-type: none"> Self-Compassion Lab 	<p>The Self-Compassion Lab is an experiential platform targeted at youth creatives or youths who engage in creative practices, to build their capacity for self-awareness, leading to self-advocacy in work conditions. This project aims to equip youth creatives to do their best work by first recognising what they need in their work culture and environment to allow for that.</p> <p>By journeying closely with 10 creative youths during this project to create the experiential installation, Artwave Studio hopes to attract 3,000 youths come by the installation, each of whom will contribute to a final data mapping of the state of young creative workers in Singapore.</p>
<ul style="list-style-type: none"> Colour Palette 	<p>Colour Palette brings to the table 'Somerset Scoop' – a delicious trio of ice-cream flavours unique to the Somerset Belt.</p> <p>It aims to bring youths together to kickstart conversations around 'happy food'. At Somerfest, youths get to participate in a social media challenge for a free scoop of 'Somerset Scoop' ice-cream and join in activities centered around youth mental wellness.</p>
<ul style="list-style-type: none"> Gotong Royong + Somerset Film Snaps 	<p><u>Gotong Royong</u></p> <p>The phrase of 'Gotong Royong' refers to the spirit of volunteerism where people come together and work together for the benefits of the others in the community.</p> <p>It aims to encourage bonding regardless of race and cultural backgrounds. In the spirit of rekindling and reigniting the passion of togetherness, Gotong Royong</p>

	<p>integrates aspects of Malay culture with new technology to make it more engaging and interesting with dance challenges, traditional games and the arts.</p> <p><u>Somerset Film Snaps</u></p> <p>Somerset Film Snaps aim to promote, educate and share film photography to the wider general public through a photo showcase.</p> <p>Besides the showcase, participants can also look forward to a plethora of film photography activities - including a camera and print market, photography walks, workshops and much more.</p>
<ul style="list-style-type: none"> • Where the Magic Happens 	<p>Where The Magic Happens, Singapore's very first magic themed festival, is a 3-day magic themed festival designed to promote the art of magic through co-creation with different art forms, like theatrical performances, visual arts installations, spatial design, music, etc.</p> <p>The festival aims to transform the Somerset Youth Park into a magical wonderland with fun filled magic inspired activities (think Disneyland meets Harry Potter's Diagon Alley). The goal is to build an enchanting respite where the public can unwind away from the hustle and bustle of city life, and budding magicians can congregate, jam, and form meaningful connections.</p>
<ul style="list-style-type: none"> • Parkour at the Belt 	<p>With competitions, performances, workshops, and challenges for all fitness levels, Parkour at the Belt aims to be an accessible and safe space for youths to discover and explore parkour with a dynamic and wholesome community.</p> <p>It will be a focal point for parkour activities in Singapore by tapping on the rich heritage of parkour in our country and uniting parkour practitioners in a common space.</p> <p>With activities for everyone, participants can discover a fresh perspective of Singapore, and learn how to engage in high intensity sports like parkour with safety in mind.</p>

Realise Your Somerset Project Season 2 – Featured Projects

S/No.	Project	Details
1.	Art of Strength (AOS) Carnival	<p>Art of Strength (AOS) is Singapore’s inaugural Art X Fitness carnival that celebrates the arts and resistance training by encouraging youths and the wider public to head outdoors, pick up green exercise and appreciate art in multidisciplinary forms.</p> <p>The AOS Carnival is a choose-your-own-path, adventure-themed event that is meant to develop youths aged 18 to 35, alongside the wider public.</p> <p>Participants will be encouraged to take on different roles upon registration for the event to ensure high interactivity: as an explorer visiting the art and fitness market, gladiator participating in fitness challenges, or a treasure hunter participating in a Somerset-wide treasure hunt for NFTs.</p>
2.	Coffee Talks	<p>Coffee Talks is a 2-month pop-up therapeutic experience where your baristas are therapists too. It is a safe place where anyone is free to express their thoughts, emotions, or anything they have in mind with therapists over a cup of coffee.</p>
3.	Colour Palette	<p>Colour Palette brings to the table ‘Somerset Scoop’ – a delicious trio of ice-cream flavours unique to the Somerset Belt.</p> <p>It aims to bring youths together to kickstart conversations around ‘happy food’. At Somerfest, youths get to participate in a social media challenge for a free scoop of ‘Somerset Scoop’ ice-cream and join in activities centered around youth mental wellness.</p>
4.	Gotong Royong	<p>The phrase of 'Gotong Royong' refers to the spirit of volunteerism where people come together and work together for the benefits of the others in the community.</p> <p>It aims to encourage bonding regardless of race and cultural backgrounds. In the spirit of rekindling</p>

		and reigniting the passion of togetherness, Gotong Royong integrates aspects of Malay culture with new technology to make it more engaging and interesting with dance challenges, traditional games and the arts.
5.	Green Arena 2.0	A second-time Realise Your Somerset Project recipient, Green Arena is a community-driven initiative to bring people physically together through new experiences. Through the process of making rhythm with repurposed materials, participants get to have fun, explore their creative talents and form new memories and connections within the spaces of Somerset Belt.
6.	guddies Music Festival	guddies music festival will feature Singapore's top independent acts from several indie labels. The festival also serves to raise awareness about men's mental health. This festival is also designed to bring everyone together in the same space and create a safe space for people to reach out if they need help.
7.	Let's En-Joy	Let's En-Joy aims to encourage sustainable shopping, which helps to prevent the development of negative feelings such as regret and self-loath among shoppers after impulse-shopping or over-consumption. It also helps to reduce "shopping waste", where we can play a part in environment conservation by not wasting products and environment resources.
8.	Light Park	Light Park is developed by a collaborative team of students from NUS Division of Industrial Design and NTU Art, Design and Media. It will be an exhibition of interactive lights aimed to bring life back to Somerset Youth Park and the Red Bus. It encourages youths to head over to explore the area and use it as an outdoor interactive photo studio.
9.	LOL – We are all Pieces of Gum	LOL – We are all Pieces of Gum is an immersive and digital art installation that combines different art forms (visual art, sound art, literary art, and sculpture) to create a philosophical narrative about the pitfalls and temptations of Mania – the obsessive love for a separate person.
10.	Merlion Project	Featuring local founders of Singapore brands, the Merlion Project gives youths the opportunity

		<p>to meet with entrepreneurs of local brands to find out more about their entrepreneurial journey, in a small setting of 10 – 12 audience per room.</p> <p>At the session, youths can get to hear first-hand stories from these entrepreneurs who overcame struggles and challenges and find out how they managed to pivot in difficult situations and the lessons they've learnt on their journey.</p>
11.	Parkour @ The Belt	<p>With competitions, performances, workshops, and challenges for all fitness levels, Parkour at the Belt aims to be an accessible and safe space for youths to discover and explore parkour with a dynamic and wholesome community.</p> <p>It will be a focal point for parkour activities in Singapore by tapping on the rich heritage of parkour in our country and uniting parkour practitioners in a common space.</p> <p>With activities for everyone, participants can discover a fresh perspective of Singapore, and learn how to engage in high intensity sports like parkour with safety in mind.</p>
12.	Play Away	<p>The Play Away: WITGRITFIT Career Design Nationwide Challenge is the first of its kind in Singapore. It will be a week-long gaming event in December focused on career design that will be held virtually along with physical elements at the Somerset Belt.</p>
13.	Reactive Botany	<p>Reactive Botany is a series of do-it-yourself interactive flower-making workshops that allows youths to create their own "reactive botany". The completed creations will be displayed at spaces around the Somerset Belt.</p>
14.	REVALations	<p>Through an immersive exhibition of a senior's 2-room flat, REVALations is a platform for youth to understand and be aware that there are seniors who are living alone in Singapore. During the exhibition, participants can gather in the 2-room flat to share their thoughts and feelings with one another. At the end of the exhibition, participants will be given brochures on befriending or volunteering activities with seniors, in hopes of increasing volunteerism with seniors amongst youths.</p>

15.	Self-Compassion Lab	The Self-Compassion Lab is an experiential platform targeted at youth creatives or youths who engage in creative practices, to build their capacity for self-awareness, leading to self-advocacy in work conditions.
16.	Somerset Film Snaps	<p>Somerset Film Snaps aim to promote, educate and share film photography to the wider general public through a photo showcase.</p> <p>Besides the showcase, participants can also look forward to a plethora of film photography activities - including a camera and print market, photography walks, workshops and much more.</p>
17.	Stranger('s) Touch	Stranger('s) Touch aims to bring the stranger closer to domestic spaces by delving deeper into the everyday surfaces, looking beyond the usual suspects of touch and tactility. Through a unique immersive experience with a range of tactile products that challenge or provoke touch in our daily spaces, members of the public can use this experience to bring back forgotten surfaces that tow the line of being uncanny and alluring.
18.	Sunsettled	<p>Sunsettled brings NewWALK, where outfits are given a new lease of life by youth designers. These outfits revolve around the “sustainability” factor and are open for public voting.</p> <p>The SecondMARKET is a booth that supports eco-friendly practices where a variety of outfits are given a “second life”, all in the name of ‘renewability and reusability’ through fashion.</p>
19.	The Catalyst’s Adventurers Guild (TCAG)	The Catalyst’s Adventurers Guild (TCAG) uses board games and Dungeons & Dragons as a platform to promote mental wellness and build a supportive and inclusive youth community and begin to build the foundation of a close-knitted mental health community. It aims to bring different stakeholders into the wider mental health ecosystem and promote mental wellness together and facilitate conversations about mental health through board games.
20.	Tunes of Somerset Belt	Participating in the Realise Your Somerset Project for the second time, Tunes of Somerset Belt brings back a musical concert performed by

		Brahmastra, multi-ethnic instrumentalists and singers from the Singapore's Indie Scene. The concert will feature life stories of five individuals who have contributed to the Somerset Belt.
21.	Vertical Lines	Vertical Lines is a metaphorical invincible prison cell set in the minds of the youths, an entrapment, an enclosed space, not knowing how to get out, if they ever get out. This platform provides an opportunity for youth to take part in performing arts within a professional setting and see for themselves what happens in the process of putting up a performance. The drama features six individual short stories reflecting these invisible vertical lines.
22.	Where the Magic Happens	Where The Magic Happens, Singapore's very first magic themed festival, is a 3-day magic themed festival designed to promote the art of magic through co-creation with different art forms, like theatrical performances, visual arts installations, spatial design, music, etc. The festival aims to transform the Somerset Youth Park into a magical wonderland with fun filled magic inspired activities (think Disneyland meets Harry Potter's Diagon Alley). The goal is to build an enchanting respite where the public can unwind away from the hustle and bustle of city life, and budding magicians can congregate, jam, and form meaningful connections.

Sandbox Somerfest

Sandbox Somerset is jointly organised by Invade, in partnership with the Somerset Belt Office under the National Youth Council (NYC). It provides a platform for youths looking to start their own businesses to network with successful peers, gain business insights, get mentorship opportunities and pitch for funding.

The inaugural event is part of Somerfest and will feature 100 Somerset youth founders spanning across the creative, retail, and F&B industries. It will bring together founders through a curated programme including panel discussions and showcases to hone their skills, share their stories and leverage on spaces within the Somerset Belt as a launchpad for their ideas.

Sandbox Somerset will be held on 25 to 27 November and 2 to 4 December 2022, from 2pm to 9pm, as part of Somerfest. The event is open to the public over the two weekends. Aspiring youth can sign up for the various programmes at <https://www.sandboxsomerset.com/>