



SELLING DREAMS

Early Advertising in Singapore

From now till 24 February 2019
Level 10, Gallery
National Library Building

PROGRAMMES

Event Details

6 Oct, 17 &
24 Nov 2018
Session 1:
2.30pm – 3.30pm
Session 2:
3.30pm – 4.30pm
(2 sessions per day)
Level 10,
Learning Space

Limited to 60 pax
per session.
Suitable for children
from 7 to 12 years old.



Synopsis

Workshop | Chasing Dreams: Shopping in Old Singapore

Calling all parents with children aged 7 to 12!

Come and explore what life was like in Singapore from the colonial era to the 1960s. Join us for this interactive programme set against the backdrop of Singapore's early shopping scene.

Families will engage in hands-on activities to help their children understand the power of advertisements and the strategies used to promote products and services. Facilitated by librarians, these fun and interactive sessions are opportunities for families to come together to solve puzzles as well as share experiences of what life in Singapore used to be like.

2018年10月19日
晚上7时至8时30分
The Pod, 16楼



摄影: Sunny Tadjudin

讲座 | 幸福青春梦: 1880年代至1960年代新加坡华文报纸广告中的爱与性

本讲座陪同听众翻阅1880年代到1960年代的新加坡华文报纸, 从文图学(Text and Image Studies)的角度, 概观和分析早期华文广告中所传达的性爱经济和幸福追求。

衣若芬, 台湾大学中国文学博士, 现任教于新加坡南洋理工大学, 新加坡《联合早报》专栏作家, 「文图学」创始人, 「文图学会」荣誉主席。

本讲座与文图学会联合主办。

Event Details

24 Nov 2018
2.00pm – 3.00pm
Level 5,
Possibility Room



James Keng Lim

Synopsis

Talk | A.I. – The Future of Advertising (But it's not what you think)

As with much of the world, the future of advertising lies in A. I., but not the Artificial Intelligence you are probably thinking of. With the dawn of the fourth industrial revolution, came the advent of A.I. – Added Information.

The key to staying ahead of the curve is to think like a Renaissance polymath. After all, knowledge is power. Come join us and find out how you can be the future of the industry.

A multi-award winning creative and strategic communications leader, **James Keng Lim's** career has spanned 20 years. He has experience in network and independent advertising, as well as digital and PR agencies – including running his own integrated communications agency – across cities such as Singapore, Kuala Lumpur, Shanghai, Dubai and Amsterdam.

19 Jan 2019
2.00pm – 3.00pm
Level 5,
Possibility Room



Peter Soh

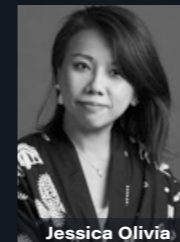
Talk | The Journey of a Mad Man

Join Peter Soh as he shares how he went from humble traffic assistant to regional chief creative officer and judge of local and international award shows – all without any formal training.

Peter Soh founded the World Chinese Creative Awards, or "Long Xi", with a few good men – Jimmy Lam, David Sun and Tomaz Mok. Today, it is the only Chinese award that is recognised by the western world. A well-respected figure in the advertising circle of Greater China, Peter also sits on the Worldwide Creative Board.

Event Details

23 Feb 2019
2.00pm – 3.00pm
Level 5,
Possibility Room



Jessica Olivia

Synopsis

Talk | Decoding Advertisements: The Semiotics of Print Advertisements

Product advertisements, in essence, are created to offer consumers choices. They persuade us to give ourselves a chance to transform ourselves – and our lives – for the better, through the simple act of choosing to purchase something. The addiction to buying and consumption leads to consumerism as a means to obtain a better life by way of capitalism.

But what lay beneath consumerism in the early settlement of Singapore? In this dialogue, Olivia will share about the significance of the images and text behind the design of print advertisements from early Singapore.

Jessica Olivia earned her Master of Arts (Design) in 2007 and has 10 years of industry experience as an art director at various advertising agencies. In the course of her creative career, Olivia has translated strategic thinking into big ideas. She is a firm believer of using good design fundamentals in her teaching delivery and many of her students have gone on to become successful designers. She is currently teaching at LASALLE College of the Arts.

The information in this brochure is not exhaustive.

For more information on our current and new programmes, please visit www.nlb.gov.sg/exhibitions/. Admission to programmes is free and open to all unless otherwise stated. Seats are limited on a first-come first-served basis. Please register at www.nlb.gov.sg/golibrary

All programmes will be held at the National Library Building (100 Victoria Street, Singapore 188064), unless otherwise stated.

GETTING TO THE NATIONAL LIBRARY

BY BUS

Cosmic Insurance Building
Bus stop (01029)
7, 32, 51, 61, 63, 80, 145,
175, 197, 851

Bras Basah Complex
Bus stop (01019)
2, 12, 33, 130, 133, 960, NR7

St Joseph's Church
Bus stop (01013)
130, 133, 145, 197, 851,
960, NR7

Hotel Grand Pacific
Bus stop (01012)
72, 7, 12, 32, 33, 51, 61,
63, 80, 175, NR7

BY TRAIN

10-minute walk from:
St Joseph's Church
Bugis MRT Station
Bras Basah MRT Station
City Hall MRT Station

BY TAXI

Pick-up and drop-off points along Middle Road and Victoria Street

BY CAR

Parking is available at the National Library Building. Operating hours: Monday to Sunday, 7.00am to 11.30pm



ADDRESS

National Library Building
100 Victoria Street
Singapore 188064

OPERATING HOURS

Monday to Sunday
10.00am – 9.00pm
(except public holidays)

The information stated in this brochure is correct at the time of printing. The National Library, Singapore reserves the right to make changes to the programmes without prior notice.



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From now till 24 February 2019
Level 10, Gallery
National Library Building



ABOUT THE EXHIBITION

Advertisements are fascinating cultural documents that both shape and reflect people's desires and ideals. This exhibition features advertising material from the 1830s to 1960s in the National Library collection, and explores the hopes, dreams, aspirations and insecurities of society over the years.

Modelled after a department store, the exhibition highlights advertisements promoting a myriad of products, services and brands that once saturated Singapore's busy consumer market. Through this colourful showcase of the National Library's publications, magazines, newspapers and ephemera, you will gain a deeper understanding of advertising and its impact on society, while learning more about Singapore's past.

Join us as we uncover the nation's early years through advertisements from the National Library's rich collection.

The National Library Board (NLB) is exhibiting advertisements featured in library materials published before 1970, in an 'as is' state. The NLB intends no offence against any individual; entity; nationality; race; religion; culture; profession; and gender. The NLB disclaims all liability for the contents of these advertisements, in this public education exhibition.

EXHIBITION HIGHLIGHTS



Tiger Balm Malaya Merdeka Album 1957

This advertisement for Tiger Balm appears on the back cover of the souvenir magazine *Malaya Merdeka Album*. Its copy, in line with the magazine's theme, reads 'Merdeka! Bringing Malaya independence and freedom! Tiger balm Eng Aun Tong's five major medications eliminate numerous diseases, bringing people health and happiness!'



Cold Storage The Straits Times Annual 1970

Cold Storage was established in Singapore in 1903 in response to the local demand for frozen and fresh food products from Australia and other overseas exporters. It soon expanded to incorporate a dairy farm, a bakery, a creamery, and delivery services.



Bata The Straits Times Annual 1958

Originating from Zlín, Czechoslovakia (now Czech Republic), Bata was probably the most-advertised shoe brand in Malaya. Now a household name in Singapore and Malaysia, Bata then marketed its shoes as affordable fashion footwear for the masses.



Medical Office Poster c. 1930s

The Medical Office was a pharmacy established in 1866 by German nationals living in Singapore, and was later acquired by Singapore's first group of local Chinese pharmacists. This poster was designed in the Shanghai 'picture calendar' style which was highly popular in China and among overseas Chinese communities from the 1920s-40s.



Fashion Magazine No. 375, April 1961

This magazine in Jawi had the tagline 'The First Malay Fashion Weekly Magazine in Malaya' and was very popular in the 1950s and 1960s. It ran many fashion-related ads as well as fashion illustrations that inform us of what was in vogue in both men and women's fashion. In the early 1960s issues of the magazine, improvised *sarong kebaya* were frequently featured.



Red Lion by F&N The Straits Times Annual 1961

One of F&N's signature drinks, Red Lion was heavily advertised across multiple publications. This advertisement was part of a larger campaign that featured models from Malaya drinking Red Lion orange drink against paradisiacal Malayan backdrops.



Indian Movie Poster Theraiyoli No. 7, February 1969

Indian movies were imported into Malaya in the 1920s and had a large following among plantation workers. Their appeal extended beyond the Indian community – many movies were subtitled in other languages such as English and Malay. This is an advertisement of a romance drama in Tamil.



Een Reis Naar Oost-Azie (A trip to East Asia) Brochure in Dutch by Norddeutscher Lloyd c. 1930s

The Norddeutscher Lloyd (North German Lloyd) shipping company offered their first East Asia cruise service in 1886. This brochure advertising their luxury cruise liner's East Asia service is exquisitely printed with illustrations of exotic scenes. It also features photos of sumptuous interiors of the cruise liners.

GUIDED TOURS

Join our curator- or docent-led tours and discover the rich treasures and fascinating stories of Singapore's published heritage through the medium of advertising.

CURATOR'S TOURS

2018 | 18 Oct, 15 Nov, 20 Dec
2019 | 17 Jan, 21 Feb

Time: 7.00pm – 8.00pm
Meeting point: Level 10, Gallery entrance



Guided tour by curator, Mr Chung Sang Hong

Tours will be conducted in English.
Free admission. Register at www.nlb.gov.sg/golibrary

PUBLIC TOURS (ENGLISH)

2018 | 1, 2, 15, 16, 29 & 30 Sep, 6, 7, 20 & 21 Oct, 3, 4, 17 & 18 Nov, 1, 2 & 15 Dec

2019 | 5, 6, 19 & 20 Jan, 16 & 17 Feb

Time: 4.00pm – 5.00pm
Meeting point: Level 10, Gallery entrance

Led by docents. Free admission, first-come first-served basis.

周末导览 (华语讲解)

2018年 | 9月8/9/22/23日, 10月13/14/27/28日, 11月10/11/24/25日, 12月8/9/22日

2019年 | 1月12/13/26/27日, 2月23/24日

时间: 下午4时至5时
集合地点: 于国家图书馆大厦10楼展厅门口

由义务导览员带领。入场免费, 人数有限, 先到先得。

SCHOOL TOURS

Set in a shopping scene in the early 20th century, students and teachers will experience a taste of life in Singapore from the colonial era to the 1960s. Singapore's social history and businesses, in particular, will be featured through a selection of advertisements from newspapers and other publications. Worksheets for students will also be provided.



Students at a guided tour of the exhibition

Interested schools can email visitnl@nlb.gov.sg for more details. Book early to secure a tour slot!

THE ART OF PERSUASION

From now till 24 Feb 2019
Level 1, Lobby

How do advertisers hook an audience? 'The Art of Persuasion' looks at different advertising methods and strategies used in ads drawn from the library's vast collection of print publications from the 1830s to 1960s. Head down to the National Library's 'advertising studio' in the lobby and check out ads featuring comics and cartoons, witty copy, bold imagery and illustrations as well as early advertising attempts to appeal to local audiences.

A mini exhibition of the same name will be travelling to the following Public Libraries:

Venue	Date
Woodlands Regional Library	27 Aug – 21 Oct 2018
Clementi Public Library	22 Oct – 16 Dec 2018
Sengkang Public Library	17 Dec 2018 – 10 Feb 2019