



Press and Publicity Advisory  
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## **BRAND NEW SUSTAINABLE LIVING COMMUNITY PROJECT OF i LIGHT MARINA BAY 2017**

Singapore's sustainable living movement will see a new advocate this March at Asia's leading sustainable light art festival, i Light Marina Bay 2017.

Arts and creative non-profit enterprise The RICE Company Ltd (TRCL) will be launching a brand new community engagement project, *eco·me*, that serves as a catalyst towards encouraging sustainable living through arts and lifestyle activities. The project is co-organised with TRCL's subsidiary, Global Cultural Alliance (GCA).

### **Empowering individuals to embrace sustainable living**

Entitled *The Fantastical World of eco·me*, the inaugural edition of *eco·me* will be held over two weekends from 3 to 5 and 9 to 12 March, as part of i Light Marina Bay 2017 organised by the Urban Redevelopment Authority.

*The Fantastical World of eco·me* will see The Promontory @ Marina Bay transformed into an experiential hub that engages visitors through various programmes and practices aimed at inspiring and inculcating a mindset shift towards sustainable living.

Elaborates Mr Tan Tee Tong, Director of TRCL: "We hope that *eco·me* can provide an emotive avenue to invoke deeper thinking and to act as a bridge for more to appreciate and engage with sustainable living in a fun, creative and imaginative way. This is a common goal with the i Light Marina Bay festival and we hope to add to the sustainability message with our participation. Hence, we have curated the programmes at *eco·me* to enable the community to partake in practices and projects towards sustainable lifestyle."

### **Promoting sustainable living through the arts and lifestyle activities**

Highlights of *The Fantastical World of eco·me* include:

- An **urban farming showcase** featuring well-known green advocates in Singapore as well as a composting activity that aims towards encouraging the public to use organic waste such as bread and coffee for a home edible

garden.

- **Recycling** and **up-cycling** workshops to re-purpose everyday waste products ranging from bottle caps, napkins, keychains to disused furniture into functional or decorative items. Upcycling advocates will also showcase their creative upcycled works to the public.
- **Arts Performances** which share the sustainability-themed messages through immersive dance and music that incorporate instruments from recycled materials.
- **Build-Up** of *The Fantastical World of eco·me* will see students and community institutions engaged in setting up the space with 300 pallets and the making of one of the *i light Marina Bay 2017* art installations. Entitled Ocean Pavilion, the installation is created with 20,000 recycled plastic water bottles.
- A manual-powered **Playground** of amusement rides that harness kinetic energy to generate lighting. These rides are provided by Uncle Ringo and include a merry-go-round, gyroscope and swing.

“We strive to work with our partners to elevate public consciousness towards the way we live and interact with the environment and to empower individuals to take action over their consumption and waste patterns,” adds Mr Tan. “We would like more people to see themselves as citizens of a sustainable tomorrow, and to embark on a personal sustainable journey towards a tomorrow without waste.”

*eco.me is co-organised by The RICE Company Ltd and Global Cultural Alliances Ltd as part of i Light Marina Bay 2017. OCBC Bank is a major sponsor and the programme partner is the Singapore Makers Association.*

*\*All information stated in this advisory is correct at time of printing. Programmes are subjected to change and will be updated continuously up to the event.*

**For more information, please contact:**

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## Event Information

Event	:	<b>The Fantastical World of eco•me</b>
Organised by	:	The RICE Company Ltd and Global Cultural Alliance
Date	:	First Weekend: 3, 4 & 5 Mar (Fri to Sun) Second Week: 9, 10, 11 & 12 Mar (Thu to Sun)
Time	:	6.00pm to 10.30pm
Venue	:	The Promontory @ Marina Bay
Admission	:	Free admission

### About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. Its core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

TRCL currently manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), three creative spaces (The Little Arts Academy, 10 Square at Orchard Central and The Pavilion at Far East Square) and two subsidiaries (Global Culture Alliance and Millet Holdings).

More information is available at [www.therice.sg](http://www.therice.sg).

### About Global Cultural Alliance

Global Cultural Alliance (GCA) is a Singapore-based not-for-profit creative enterprise that acts as a cultural catalyst between arts, culture and businesses. We create arts and culture-related platforms that enhances exchanges and dialogues between communities within and across countries. GCA is a wholly-owned subsidiary of The RICE Company Limited.