



Press Release

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National Heritage Board & Visual Factory Pte Ltd announce the Launch of MUSEUMS R US, a 3D Cybermuseum Competition on Creating Virtual Galleries

SINGAPORE (1 October 2009) – NHB and Visual Factory Pte Ltd today announced the launch of the first nationwide competition to create thematic virtual galleries populated with 2D / 3D images. Captioned “MUSEUMS R US”, the competition is open to Singapore Polytechnics and Arts Schools. The virtual galleries will be implemented on a new innovative platform called CyberMuseum developed by Visual Factory Pte Ltd with funding from the National Research Foundation and administered by the multi-agency Interactive Digital Media R&D Programme Office hosted by Media Development Authority. NHB also invested in the project.

CyberMuseum aims to promote the use of interactive digital media in museums and heritage institutions. The primary goal is to allow museum designers, curators, students and the public to create exhibitions and experiment with virtual museum spaces. These virtual museums will be supported by rich digital media assets such as audio/video, text, animations, movies and other 3D data objects. Users will have an immersive, virtual-world experience of navigating through a museum and “handling” its 3D digital artworks and artifacts.

The objectives of the Competition are :

- a. To promote CyberMuseum as “an entertaining and engaging platform for schools and tech-savvy youths to learn more about Singapore’s arts, culture and heritage in Web 2.0 environment”
- b. To encourage innovative ideas from students in designing interior spaces for showcasing 3D artifacts and 2D artworks

Museums R Us

- c. To encourage individual effort and/or collaborative teamwork for developing 3D artefacts which may be created digitally or be digitized from physical objects
- d. To encourage creative use of CyberMuseum tools for curating exhibitions and showcasing digital art works

The Competition will run from 31 Oct 2009 to 31 January 2010. To date, five Polytechnics as well as NAFA, Lasalle and Raffles Design Institute have indicated interest to participate. NHB will be releasing 1000 images from its museums' art collections for participants to use. In addition, NHB and Visual Factory have arranged for curatorial and technical workshops to equip students with the requisite conceptual and technical skills to successfully execute the virtual galleries.

Visit www.cybermuseum.sg for more information

CURATE, PUBLISH & EXHIBIT!

About the National Heritage Board

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging collaborative partnerships with both private and people sector counterparts. NHB leverages on state-of-the-art technology and refreshing new approaches to make heritage more dynamic, alive and exciting for different audiences. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).

www.nhb.gov.sg

Museums  Australia

About Visual Factory Pte Ltd

VISUAL FACTORY is an interactive digital media (IDM) startup company founded in Singapore and started its operation in early 2008. Visual Factory has developed its own base technology - MagicStitch™, which is a complete 3D immersive social network platform. This new and innovative technology allows fast deployment of virtual communities in a complete 3D environment. It supports multi-platform, variety of data formats, location based services, interactions and payment services. Currently, Visual Factory specialises in Virtual Museums and Virtual Exhibitions.

In a recent interview with Straits Times, Mr Ilan Ofek, CEO of Visual Factory said:

“Cybermuseum is an innovative system which helps breach the gap between technology and art. With Visual Factory’s technologies, anyone can do it; it is simple, intuitive and straight forward. The system is a made in Singapore product and we have chosen Singapore as the first country in the world to launch it. We are very delighted to engage the polytechnics and art schools in this jointly organised nationwide 3D Cybermuseum competition with NHB. The enthusiasm and encouraging feedback from the tech savvy youth will indeed ***Change the way you interact and get 3D immersed***’

www.visualfactory.com.sg

About the Interactive & Digital Media (IDM) Sector

The development of the IDM sector requires the collaboration of a diverse range of public sector agencies, educational institutions, industry players and other stakeholders. To achieve this, the National Research Foundation has allocated \$500 million over the next five years from 2006 to fund the development of a strategic IDM research programme and the set-up of a multi-agency IDM R&D Programme Office within the Media Development Authority of Singapore to oversee R&D initiatives in the IDM space. This multi-agency team coordinates a cross-disciplinary effort to deepen Singapore’s research capacity in IDM.

www.idm.sg

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