



FOR IMMEDIATE RELEASE

Lau Pa Sat celebrates 130 years of heritage through collaborations with local artists

- Lau Pa Sat launches 130th-anniversary celebrations by commissioning artworks from renowned local artists Yip Yew Chong and Ah Guo (阿果)

Singapore, April 15 2024 - To kick off its 130th anniversary celebrations, Lau Pa Sat unveiled collaborations with renowned Singaporean artists today. These included a 10-metre-long heritage mural by visual artist Yip Yew Chong. In addition, there will be a launch of merchandise adorned with captivating watercolor illustrations in collaboration with local illustrator Ah Guo. The works showcase Lau Pa Sat's rich history, and its evolution as a cherished monument in Singapore over the years.

The unveiling was timed with World Art Day in recognition of the important role that local artists play in preserving Singapore's heritage and culture. Managed by Kopitiam, Lau Pa Sat has captivated both locals and tourists alike with its wide range of local culinary delights and unique experiences.

Lau Pa Sat also launched a new 130th anniversary logo that pays homage to its rich history in Singapore's hawker scene, blending imagery of hawker culture with its iconic architecture, including its Victorian cast iron columns, ornate leaves, and octagonal layout. The anniversary logo can be seen around Lau Pa Sat, on staff uniforms and anniversary merchandise.



Lau Pa Sat aims to provide its customers with unique experiences that fuse all things local, art, and music, with hawker centre dining. Beyond its culinary offerings, Lau Pa Sat serves as a platform to uplift local businesses and the local arts community by showcasing their works. Within its premises, Food Folks features up to 100 local brands, including the popular Fossa Chocolate. Lau Pa Sat's collaborations with local artists and musicians underscore its commitment to cultural enrichment and meaningful community engagement.



“We believe in the power of art to bring to life stories and memories. We collaborated with Yip Yew Chong and Ah Guo to express Lau Pa Sat’s history and vibrancy through the years in their artwork. We hope that this will spark the community to gather and have conversations around our heritage, food culture and shared experiences in the space,” shared Pauline Png, Director of Customer Innovation and Marketing, Food Services.

Yip Yew Chong’s heritage mural showcases his unique approach of taking viewers on a visual journey through time, with depictions of Lau Pa Sat’s past as the first Telok Ayer Market that opened in 1824, transitioning into the bustling lunchtime destination it became in the 90s. This innovative narrative technique showcases Yip’s mastery in capturing the nuances of the past, and establishes a profound connection with his audience, fostering a shared exploration of culture through art.

Customers can also take home a piece of the artwork in the form of limited edition collectibles including a twin postcard collection and EZ-link card collection. Available exclusively at Food Folks, patrons and art enthusiasts alike can bring home a tangible piece of Lau Pa Sat’s rich history as cherished mementos celebrating its 130th Anniversary.

The merchandise in collaboration with Ah Guo is made up of a three-part art series available as merchandise. The first artwork of the series showcases a bustling dawn scene of Lau Pa Sat in its early days as a bustling market by the sea, with fishermen fishing in the nearby waters and selling their catch of the day at Lau Pa Sat, alongside early-day street hawkers such as our quintessential Satay seller, amongst other hawkers of traditional heritage dishes. Ah Guo creates a visual journey through the corridors of his memories, inviting the audience to rediscover the essence of bygone days. The merchandise include pouches and stationeries for customers to choose from, allowing them to bring a piece of Lau Pa Sat home, with style and functionality.

To celebrate Lau Pa Sat’s 130th Anniversary, customers can look forward to a series of events for this year-long celebration including a free Augmented Reality Heritage Trail where customers can take a tour through the times and immerse themselves in the heritage of Lau Pa Sat. Lau Pa Sat invites media representatives and the public to join the revelry of its 130th-anniversary celebration, promising an artistic spectacle that transcends time and culture.

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About FairPrice Group

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, NTUC Foodfare, Kopitiam, and NTUC Link, with the purpose of making life better for all and to fulfil a vision of being a leader in everything food. FairPrice Group looks to optimise the resources of all four entities and leverage their respective strengths to put customers first, provide better value for all and to make everything about food easy.

With an extensive network of close to 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise meals, food take-aways, and a rewards programme that delivers personalised and delightful experiences.

About Lau Pa Sat

Established in 1894, Lau Pa Sat is Singapore's most iconic hawker market, and a must-visit food & retail destination for locals and visitors alike with a rich 130-year history. Home to 80 over F&B stalls that collectively regale gourmands with local, Asian, western, and Middle Eastern cuisines. It is also home to Singapore's largest open-air Satay Street - the one and only destination in Singapore to truly immerse yourself in the most authentic street hawker experience, as you order and savor delectable grilled skewers under the stars. To keep up with the times, it has embraced digitalization, allowing patrons to browse the menus of its 80-over stalls, order and pay for their food, all within the FairPrice Group app.

About Food Folks

Food Folks @ Lau Pa Sat is Singapore's first locally-focused "**Everything Food**" concept that blends food retail products and F&B establishments within a gazetted monument. The **purpose-driven retail concept** features more than 70% local food brands including exclusive home-grown, '**Made with Passion**' brands found only in Singapore, providing a launch pad to help local food retail and F&B brands grow and establish their brand presence.

The **award-winning retail destination** has up to 100 local & international brands with 2,000 products to excite & delight shoppers in one food space so people can eat their favorite hawker food and shop unique food brands to their heart's content. A whimsical artistic expression about food by **Tan Zi Xi (MessyMsxi)** can also be found on a mural inside Food Folks, completed in 2020 when Food Folks was launched.

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Appendix

Yip Yew Chong Collaboration



Image Credit: 'From Shoreline to Skyline' by Yip Yew Chong, image courtesy of Lau Pa Sat

Title: "From Shoreline to Skyline"

Artist: Yip Yew Chong

Dimensions: 10m wide x 3m tall

Location: Lau Pa Sat, 18 Raffles Quay, Singapore 048582, facing Boon Tat Street (Satay Street)

About Yip Yew Chong

Yip Yew Chong is a Singaporean visual artist who practices murals, canvas paintings, sketches and installations. Yew Chong draws inspiration from his observations of everyday life to tell visual stories of people and places. He started painting murals in 2015 as a hobby while pursuing his career as an accountant. In response to the recognition he received, he became a full-time artist in 2018. He has since painted over 80 murals in Singapore and the region, and held three solo exhibitions. In 2024, he will embark on his most ambitious project - a few-hundred-metre long canvas painting that will depict the places around the world he has experienced.

Ah Guo 阿果 Collaboration



Image Credit: '晨光老巴剎 Dawn of Lau Pa Sat' by Ah Guo, image courtesy of Lau Pa Sat

Title: '晨光老巴剎 Dawn of Lau Pa Sat'

Artist: Ah Guo

Dimensions: 41cm wide x 31cm tall

About Ah Guo

Ah Guo, a prolific painter who has held several exhibitions showcasing his digital and water-colour illustrations in recent years, graduated with a BA(Hons) in Chinese Studies from National University of Singapore with a MA in Children's Book Illustration from Cambridge School of Art, Anglia Ruskin University, UK in 2011.

He has been actively involved in the promotion and creation of picture-books in Singapore. Presently, he is pursuing his passion in illustration full-time, writing and picture-books. To date, he has published close to 20 books in Singapore, of which the majority are Chinese picture-books for young readers.



Lau Pa Sat’s Evolution Over Time

At the Northern end of Telok Ayer Bay, boats crowd around an octagonal-shaped pitch-roofed market. Some are unloading fish while others ferry people to and from the market. Further east, a grander octagonal-shaped market with a clock tower sits on the reclaimed bay, replacing the former seaside market. It teems with people bargaining over vegetables, fish, meat and poultry. The mixed smell and bustle soon give way to a brunch crowd. While some office workers queued to buy their lunches, their colleagues ‘choped’ seats with tissue packs. An uncle lays a table full of familiar food and invites you to enjoy your brunch! The sky soon darkens, but the scene is as bright as day - lit up by lights from the towering skyline, the hundreds of food stalls inside the market and on the street. At this time, the food stalls and customers have also become more diverse. Local cuisine like chilli crab, satay and po piah are whipped up alongside regional cuisines. Both locals and tourists alike tuck in till the moon falls.

This continuous whimsical scene is a story-telling mural painted by Singaporean artist Yip Yew Chong. It visually depicts the evolution of Lau Pat Sat, from being a fish market in Singapore by the sea established in 1824, to being a food court in its present location. The scenes morphed seamlessly across the two centuries, from day to night, bringing the viewer on a journey through time. In his usual panoramic, yet intricate style, he painted life-sized details of food and characters, enticing the viewer to interact with them. To add more fun and twists, Yip added playful out-of-place elements such as the chicken ‘choping’ the seat nonchalant to the pigeon’s stare; the run-away crab, the coolie Jacquermart striking the bells of the clock tower; naughty children “fishing” chicken wings; and his signature grumpy cat eating satay. Have fun spotting them all!

Chinese Translations of Terms

FairPrice Group	平价集团
Lau Pa Sat	老巴刹