

UNLEASH YOUR PASSIONISTA



If money was no object, time was unlimited, and all life's responsibilities melted away, where does your passion truly lie?

Imagine a city that ignites something that you never knew existed within you. A city where you are empowered to do what you love. A city that moves you from what you can do to what you can be.

If you enjoy discovering new places, get lost wandering in Singapore, where half of the island is covered with lush greenery, and be humbled by 160-foot-tall Supertrees, the most visibly striking icons of the Singaporean spirit of sustainability. If you crave different tastes

in new atmospheres and ways, sample our lip-smacking dishes by time-tested hawker heroes and innovative chefs, and get to know our vibrant heritage through the diverse tastes. If you seek what's in vogue and one-of-a-kind, head to our ethnic enclaves for memorabilia of different cultural origins and influences.

Through this specially-curated passion tote bag, learn about the stories behind creative individuals and their journeys to discovering what they are passionate about. Each piece depicts how their passion was made possible in Singapore, and we invite you to wonder, then wander, how you too can live out your own passion in our city of possibilities.

WHAT'S IN THE BAG

1 SINGAPORE JOURNEY CANDLE FROM TO BE CALM



4 ONE OF THE NOVELS BY SINGAPORE AUTHORS:

SINGAPORE NOIR BY CHERYL LU-LIEN TAN



2 SINGAPURA SPICE FROM GRYPHON TEA



CRAZY RICH ASIANS BY KEVIN KWAN

3 PERANAKAN COASTERS FROM THE FOREST FACTORY



MINISTRY OF MORAL PANIC BY AMANDA LEE KOE





Immerse in the Sweet Scents of Singapore

Breathe in and be swept away to an island far across the sea—a place so abundantly green and alive it’s been called a Garden City.

“Everyone who lives in Singapore has the wonderful pleasure of the fragrance of Frangipanis that are dotted all across this beautiful country and seem to be endlessly in bloom,” says To Be Calm CEO and Creative Director Cherylynne Clews.

Believing that fragrance is deeply personal and people have a “fragrance memory” of places and events based on scents, Cherylynne captured the harmonizing aromas of floral Frangipani (plumeria) and energizing ginger in the Singapore Journey candle to transport people to Singapore.

Clews had almost 30 years as a corporate high-flyer. With a demanding job that involved frequent travels and navigating different time zones, her passion with fragrances helped her to relax, focus and achieve an optimal state of mind.



“There was definitely not one single moment that made me take the brave step of leaving my role and starting my own business,” recalls Clews. “Having lived in Singapore for more than 12 years, I’ve observed the country’s remarkable ability to innovate and create spectacular buildings, tourist attractions, a well-evolving arts scene, and emerging technologies.” This spirit of reinvention and creative energy eventually moved Clews to follow her heart and launch To Be Calm.

tobecalmgroup.com
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WE ASK: Who is your favorite Singaporean artist at the moment?

“I was delighted to find the talented Linying: so easy to listen to, very calm, beautiful vocals, and great songwriting. For some fun, I am enjoying “YaYa” by TheLionCityBoy and Benjamin Kheng.”

Cherylynne Clews, Creative Director – Owner, To Be Calm

Music captures the essence of a destination’s culture. Explore the diversity of Singaporean contemporary music featuring the country’s top artists through the Singapore Radio Station on Pandora.

WWW.PANDORA.COM/SINGAPORE

Get New Ideas Brewing

You say that you’re a foodie, but how far have you gone to prove it?

Tian Wee Lim, founder and Executive Director of Gryphon Tea, is such a huge fan of Asian cuisine that he was determined to use teas as the medium for capturing his favorite food memories.

“It’s about associating teas with memories and experiences. With Singapore being a hotspot for a steady mix of Asian and Western cultures, it means my curious palate always has something new to try,” Lim shares, recounting Singapore’s dynamic and multi-cultural heritage blending Chinese, Malay, Indian, and Eurasian traditions. “And because tea is in my blood, I can’t help but go ‘will this go well with this or that tea?’ or ‘will this dish taste good as a tea?’”

This was no mean feat, considering he was



dealing with ingredients such as curry leaves, essential in Singapore staples like cereal butter prawns and many Indian and Malay dishes, but not typically used in beverages. Lim however stayed true to his vision and conviction, and eventually defied conventions to create Singapore Spice, which combined his passion for creating new taste experiences and his love for Singapore food.

gryphontea.com
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WE ASK: What’s unique about Singaporean culture?

“We speak English, but think Asian. We’ve got the best of both worlds. As a young nation maturing, we want to be worldlier and to actively participate in global political discussions. At the same time, we are still very deeply rooted in our Asian values. So this places us at a very interesting standpoint where we are constantly, in fact, straddling between two worlds.”

Tian Wee Lim, Founder and Executive Director, Gryphon Tea Company

Find Inspiration in a Cultural Melting Pot

These stunning wooden coasters feature prints inspired by the Peranakan community and its ornate architecture. Says The Forest Factory co-founder and chief designer, Bryan Chen. “Walking down the streets of Joo Chiat and Katong neighborhoods, you will see vibrant colors and motifs from different cultures all harmoniously coexisting side by side.”



Singapore has long been the crossroads of cultures, and when foreign traders discovered this land of opportunity centuries ago, they shaped the diverse future of the area. The term “Peranakan” means “locally born” in Malay, and refers to the descendants of those traders who married Southeast Asian women. Because of their varied heritage (Chinese and Malay with Portuguese, Dutch, and Indonesian influences), Singapore’s Peranakan residents have special food, art, and traditions like nowhere else.



Bryan sums it up best: “Our culture is ‘rojak,’ which means ‘an eclectic mix’ in Malay. Singapore is truly a cultural melting pot; nothing really seems out of place in Singapore.”

Everyday life in Singapore is rich with possibilities, inspiring The Forest Factory to translate the beauty of Singaporean heritage and culture into designs that can be enjoyed across the globe.

theforestfactory.net
@the_forest_factory

WE ASK: What are your favorite haunts for food?

“That is a tough question because we have so many places to go for good food! Most of the time, we just go to our nearest hawker center for authentic Singaporean cuisine. Some of our favorites are Chomp Chomp Food Centre, Maxwell Food Centre, Old Airport Road Food Centre, and Changi Village. Other times, we visit fusion food cafes like The Coastal Settlement and Sinpopo for Western-style cuisine with distinct Singapore flavors.”

Bryan Chen, Co-founder/Chief Designer, The Forest Factory



Discover Singapore’s other ethnic quarters



◀ Chinatown

Straddling the line between old and new is the buzzing enclave of Chinatown. The heritage-rich neighbourhood has fascinating cultural sites, bargain shopping, delicious hawker fare (including the world’s first Michelin starred street food vendor!) and hip watering holes.

Little India ▶

This vibrant neighborhood is a slice of India with spice shops, jewelry stores and sari boutiques. Once housing a racecourse, cattle herders and brick kilns, olden day trades now sit next to trendy boutique hotels and hip watering holes. Explorers, delight in wandering the back alleys and spotting the extravagant murals showcasing Singapore’s colorful past.

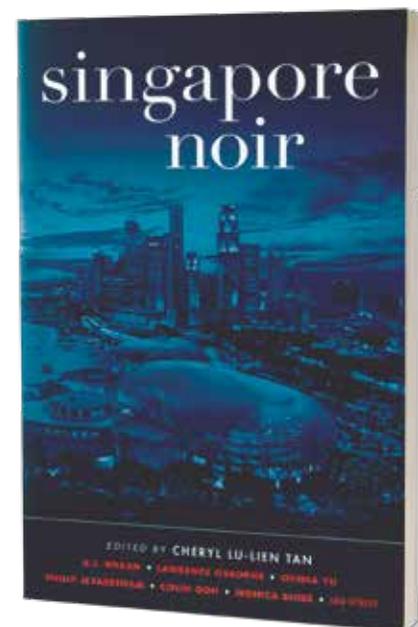
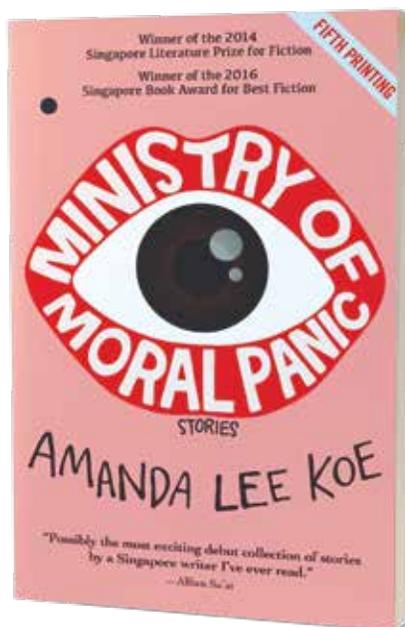
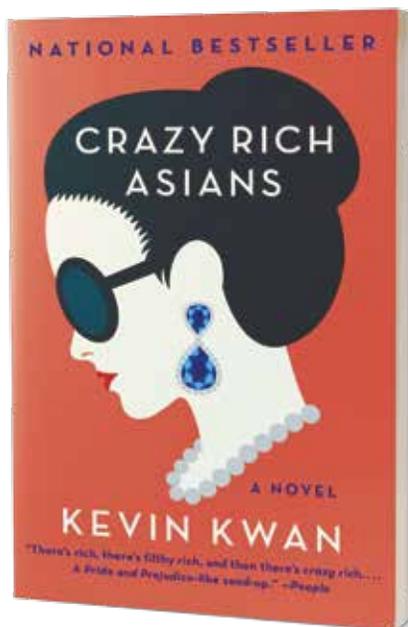


Kampong Glam ▲

A thriving neighborhood with the majestic Sultan Mosque and hole-in-the-wall cafes, Kampong Glam was once an ethnic enclave for the Muslim community. Shopaholics, do not miss the colorful Haji Lane featuring quirky boutiques with local designs. Or pick out traditional kebaya dresses from Arab Street and Bussorah Street.

Get Lost in a Great Book

If you can't actually *be* there, here's the next best thing. These page-turners from Singaporean writers and editors will paint you a picture with their fresh perspectives on Asian culture. From humorous tales (Kevin Kwan), to complex narratives (Amanda Lee Koe), to dark, poignant stories (Cheryl Lu-Lien Tan), these celebrated titles will allow you to explore Singapore through the eyes of those who know it best.



Kevin Kwan's larger-than-life novel depicts a culture of K opulence exclusive to the very rich in Singapore. Its outrageous tales of where and how the wealthy live their lives are uproarious and addictive. Kwan gives an insider's look at the clash between Asia's old money and new money, between Overseas Chinese and Mainland Chinese, and what it means to be young, in love, and gloriously rich. Crazy Rich Asians is currently being adapted into a feature film by Warner Brothers. It will be the first romantic comedy by a major Hollywood studio to feature an Asian hero and heroine.



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WE ASK: How has Singapore inspired your creative work?

"The entire island is the source of inspiration for 'Crazy Rich Asians'. The incredible foodie scene, the diversity of cultures, the past colliding with the present—all of that is I hope captured and infused throughout my novel."

Kevin Kwan, Crazy Rich Asians

Heartfelt and sexy, the stories of Amanda Lee Koe encompass a skewed world fraught with prestige anxiety, moral relativism, sexual frankness, and the improbable necessity of human connection. She hopes her writings are both informational and transporting.



amandaleekoe.com
 @amandaleekoe

WE ASK: What do you hope your readers learn or experience?

"I'd like for the dirt between the lines of my stories to allow more layers of interfacing with Singapore, other than the ones we already have in our heads. Living in an era of fake news and clickbait headlines, literature remains one of the purer ways to connect with something both concrete and ephemeral at your own pace: with a place you've never been to; a feeling you've forgotten; yourself."

Amanda Lee Koe, Ministry of Moral Panic

In this intriguing collection, Singapore is exposed by scintillating stories from the very best of the city's authors, many of whom are publishing in the United States for the first time. For editor Cheryl Lu-Lien Tan, Singapore Noir is a way for outsiders to understand what really goes on in the shadows.



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WE ASK: What is most surprising about the Singapore creative scene?

"I always find it surprising when people in the U.S. have the impression that Singapore is very by-the-book and hence, not very creative - the exact opposite is true! It's an island filled with poets, writers, actors, dancers - also, each of our ethnic groups, Chinese, Indian, Malay, has such a rich history of artistic expression and I feel there's always so much to explore and expose yourself to."

Cheryl Lu-Lien Tan, Singapore Noir



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