



Bite-sized lessons
with big impact
from SLA's Brown
Bag sessions

Stories of grit, growth and
resilience—featuring the dreamers,
disruptors, believers, risk-takers,
visionaries, movers, fighters and
challengers from Singapore.

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THE
IDEA

As Singapore marks its 60th year of independence, we honour the generations who have built this nation through unity, ingenuity, and resilience. SG60 is not just a celebration of how far we've come—it's also a call to action: to continue building a more inclusive, innovative, and sustainable Singapore together.

It is in this spirit that we at the Singapore Land Authority (SLA) embrace the challenge of turning constraints into possibilities. While Singapore may be bounded by limited land, our capacity for innovation and transformation knows no bounds.

As our world becomes increasingly unpredictable and challenges grow ever more complex, it is crucial—now more than ever—that we pause to reconsider how we think, work, act, and engage with our stakeholders.

The Brown Bag sessions were a series of lunchtime conversations initiated to exemplify how curiosity and collaboration can spark meaningful dialogue and inspire new ideas.

In 2021, as the effects of the pandemic continued to reverberate through the lives of individuals and across organisations and governments, we found ourselves asking, "How can we gain a real sense of what is happening on the ground? How do we stay attuned to emerging trends? How can we be inspired to generate new ideas in optimising spaces, beyond purely economic uses?"

One way, we believed, was by bringing together individuals from diverse backgrounds, industries, and areas of expertise to share their stories, thought processes, experiences, and lessons. And this was how SLA's Brown Bag sessions began.

In July 2021, we held our inaugural session with Mr Wee Teng Wen from the Lo & Behold Group. Since then, we have had the privilege of hosting over 20 speakers, primarily from the private sector, who shared their stories of resilience, entrepreneurship, and sustainability.

From sports to finance to logistics to fashion to hospitality and entertainment, these conversations have been a wellspring of learning for all of us at SLA. And this book, *Think Unlimited*, extends that spirit outward—to our fellow Singaporeans today, and for generations to come.

At SLA, we are committed to shaping and stewarding Singapore's land and geospatial resources not just with technical excellence, but with imagination and purpose. We aim to engage, co-create, and evolve alongside the people we serve by tapping into the collective talents of our community and embracing a mindset of possibility—realising a vision of space that is not just physical, but filled with potential.

As we reflect on our shared journey and look toward the future, we hope this compilation of stories will serve as a beacon of hope and inspiration for us all to always *Think Unlimited*.

This publication is a collaborative effort between SLA and our distinguished speakers, all of whom generously contributed their time and effort on a pro bono basis.

All speakers featured in this publication were from the private sector when their respective sessions took place between 2021 and 2024.

The content reflects their Brown Bag session, and each

story features them photographed against a State property that best resonates with their professional domain or personal narrative. The ■ **State properties** managed by SLA in this publication are highlighted in colour and with a square.

We extend our warmest gratitude to all the speakers who have participated in these conversations, embraced this project, and shared their wisdom.





ABOUT SLA

The Singapore Land Authority (SLA) is a statutory board under the Ministry of Law. Formed on 1 June 2001, our mission is to ensure effective use of land resources and data for the economic and social development of Singapore.

Our vision Limited Land • Unlimited Space is a creative paradox that aptly highlights our nation's constraints and SLA's commitment in addressing them. The word 'Space' is multi-dimensional, encompassing realms from the physical to the digital. 'Unlimited' represents the extent of our commitment in our quest for solutions and innovations that will contribute to the economic and social development of Singapore.

State Land and Properties

SLA manages about 11,000 hectares of State land and about 2,600 State properties, which are used for residential, commercial, social and community purposes. Through the careful planning and execution of interim uses for State properties under our management, SLA is able to maximise the use of vacant State land and properties in creative and innovative ways to support our nation's evolving economic and social needs.

Geospatial

SLA drives the use and development of geospatial information and technology by fostering a national collaborative environment that encourages innovation, knowledge sharing and value creation among public agencies, private enterprises and the community.

Regulatory

SLA is the national land registration and land survey authority and is responsible for maintaining accurate and reliable land ownership and land boundary systems.



Dasmond is photographed in a restored two-storey heritage building at ■ **Smith Street** in Chinatown. A stretch of 13 units of State-managed shophouses and covered pedestrian walkway along Smith Street has been rejuvenated with curated lifestyle concepts including local favourites and international brands, with placemaking and community activities that preserve and celebrate local Chinese culture.

Lights, Camera, Action:

Dasmond Koh

on making waves on air, to leading the next wave of Singapore's Mandarin media

If you're familiar with Singapore's Mandarin entertainment scene—as the voice of YES 933 radio (from 1996 to 2002) to the host of variety shows and gala events on Channel 8 and Channel U—you'd undoubtedly recognise him. Whether on-air or on-screen, Dasmond Koh has been a fixture in showbiz for over two decades. From accompanying listeners on late-night radio shows in the '90s and acting in Channel 8 dramas to hosting everything from travelogues and variety shows to major live events like the Chingay Parade, National Day Parade, and Star Awards, it's no exaggeration to say Dasmond lives and breathes entertainment. Most notably, he has co-hosted Singapore's longest running game show *The Sheng Siong Show*, alongside Kym Ng for 17 years and counting. With over 10 wins at the Star Awards' Most Popular Male Artist, Dasmond's star power and enduring popularity among Singaporeans speak for itself.

But behind the voice and the face, Dasmond also helms NoonTalk Media—one of Singapore's leading Mandarin entertainment companies that focuses on Mandarin media productions.

FROM BEING IN THE LIMELIGHT TO WORKING BEHIND THE SCENES

Having spent his entire career at Mediacorp, the impetus to venture out came to Dasmond when he was at the 20-year mark of his career. Not only was he getting too comfortable and needed a new challenge but he wanted to find a way to make the local media industry more vibrant.

"Ever since I was in Mediacorp and started my career in entertainment, I always felt that our entertainment scene lacked vibrancy. So I've always wanted to be a part of it and do whatever I can do let this industry shine in Singapore."



Dasmond with news host Ng Siew Leng, serving as the 2005 National Day Parade commentators together.



Behind the scenes at *The Sheng Siong Show* with co-host Kym Ng.

RIGHT

NoonTalk Media was involved in the successful execution of Chingay from 2021 to 2023. After undertaking multimedia production for the inaugural digital Chingay—Light of Hope—in 2021, NoonTalk was subsequently appointed for Chingay 2022's Ignite Our Dreams at the HSBC Rain Vortex in Jewel Changi Airport, and Chingay 2023's Embrace Tomorrow at the F1 Pit Building.



At an interview with Beyond from Hong Kong at the YES 933 studio.



A momentous day for Dasmond and his team as his company, NoonTalk Media, was listed on the SGX in 2022.



In 2011, he founded NoonTalk Media. NoonTalk Media has since been involved in everything from artiste management and events to studio venue and equipment to film, television and video production.

While the nature of the work was not unfamiliar to him, the responsibilities and pressure to perform were heightened. After all, in the past, he was only taking care of himself, describing life as “easy-going and free”. Now, he has to ensure his employees’ rice bowls are secured.

“When I crossed over into entrepreneurship, it didn’t feel like an entirely different world. Rather, it felt like my responsibilities were amplified—and subjected to much greater scrutiny.”

Over the years, NoonTalk Media has been involved in large-scale events and projects with public sector agencies and companies such as the People’s Association, National Arts Council, Marina Bay Sands, and Changi Airport Group. This includes providing production services for marquee shows like ChildAid 2021 and multimedia production services for those organised by the People’s Association like Chingay 2021, 2022 and 2023. These projects contributed to the company’s revenue growth, and in 2022, Dasmond and his team made an impromptu decision to go public with an Initial Public Offering (IPO). At that point, NoonTalk Media had posted revenue that more than doubled, from \$3 million in 2020 to \$6.4 million in 2022. On 22 November 2022, the company was listed on the SGX.

“It felt like a dream come true—for me, my colleagues, and our entire team. In that moment, I remembered how it all began: a simple idea, then the hard work we put in when the opportunity came. When the announcement came, it was like a weight lifted from our hearts. From our humble start as a small media agency, this victory overwhelmed me with gratitude for every person who believed in us. Unforgettable.”

With no shortage of ambition, Dasmond set himself a three-to-five-year roadmap to take the company beyond Singapore, tapping into other markets. He says that because of our fluency in English and Chinese, NoonTalk is able to bridge the language divide between certain countries, and collaborate with the China market and Thai production team with ease, or with Korean artists wanting to break into the Mandarin market. This bilingualism is something Dasmond doesn’t take for granted.

“I am proud to be a Singaporean, especially from my era when bilingualism was very important. When I went on to secondary school,

I took English as my first language, and Chinese as my second. So that was my foundation. But when I got into the Mandarin media industry, the daily engagement was all in Chinese, so you start to forget about English and use it less. Chinese is very important to me—understanding it, and being able to converse in it. We see the international stage as our platform, a playground for us.”

Looking back, Dasmond also reflects on how his background in marketing has been valuable in helping him in his career, no matter what he does.

“I studied business at Temasek Polytechnic and I majored in marketing and retailing. So whatever I do, I always see it as marketing and selling myself, even when I was a DJ. Although it was a DJ job, I was thinking about how to sell myself. So when it comes to entrepreneurship, I also approach it the same way.”

HUMBLE BEGINNINGS AND AN UNEXPECTED START

Growing up in a modest family, Dasmond was eager to start working as soon as he could. When he was still studying, he dabbled in all kinds of part-time gigs—from working at 7-Eleven and being a salesman at Metro Department Store to teaching tuition. During his National Service (NS), he set his sights on becoming an air steward, as the idea of travelling the world was an attractive prospect. However, just before completing his NS, he received a life-changing call. The caller was responding to his application to be a radio DJ on YES 933.

The catch? He had never applied. Dasmond realised later that an army buddy, recognising his potential, had secretly submitted his name after seeing a Mandarin DJ recruitment drive. With little to lose, he decided to give it a shot. The process went well, and within six months, he became a full-fledged DJ at the radio station. This was 1995.

“I never thought of being in the media or being an artiste. It was by chance and luck, and something I’m very thankful for. My aspiration then was simply to make money. When you come from a not so well-to-do background, your focus is on making a better living, for yourself and your family. That’s something that motivated me quite a bit.”

He also adds how sometimes, the best things are unplanned and left to fate.

“A lot of times, when you plan so hard and want something so badly, it will never happen. But someone else will stuff some chocolates into your box. So, he (my friend) called in and volunteered me. I went down for the interview, and lucky enough after one round, I got in. That’s how I started my career, 有点天意 (it’s fated).”



Dasmond during his army days in Brunei.



Dasmond presenting in class as a marketing student at Temasek Polytechnic.

LEFT
Dasmond with Hong Kong celebrities at a YES 933 outdoor hosting event.

RIGHT

NoonTalk Media actively engages schools through learning journeys aimed at building students' confidence in using Chinese, while introducing them to the Mandarin entertainment and media industry. Pictured here are artistes Zong Zijie and Kimberly Chia with students from Evergreen Secondary School.



Behind the scenes of *The Star Bride* with Xu Bin and Chantalle Ng.



Looking back, Dasmond says he was lucky to have had seniors and peers who taught and guided him when he was fresh in the industry, and that these early foundations and lessons played a big part in shaping who he is today.

"Stepping into my first full-time job was a whole different ball game, especially because it was in the entertainment industry. Knowing that whatever I said would be going out to thousands, even millions of listeners, was a huge responsibility. It taught me really early on how important it is to think before you speak, to be mindful of your words, and to take ownership of what you say. A lot of who I am today started from the foundation that was built during that very first job."

One of the job's greatest perks, Dasmond recalls, was meeting artistes—both local and international actors and singers. But beyond the glamour, what truly moved him were those late-night conversations where he heard their personal stories and struggles.

"I was fortunate to meet legends like Jackie Chan, Andy Lau, Jacky Cheung, Faye Wong, and Beyond, as well as rising stars like Nicholas Tse, Wang Leehom, and F4. Each had their unique story and charm. Hosting late-night radio shows gave me precious hours with them—both on and off air. Hearing about their upbringings, their relentless pursuit of their dreams, and how they seized every opportunity (even some personal revelations) truly opened my eyes."

DISCOVERING AND MENTORING YOUNG TALENT

Since the days of hosting multiple seasons of *Campus SuperStar*, a Singaporean reality television singing competition that began in January 2006, Dasmond has honed the skill of discovering new, young talent, even before they blossom. For instance, Xu Bin, a contestant from the second season, was mentored by Dasmond after the show and eventually found success not in singing but in acting under his company. In fact, Dasmond says that one of the main reasons he started his company was to help some of these talents fulfil their acting dreams. The chemistry and relationship between the two is evidently a light-hearted one, filled with banter and harmless jabs.

"Xu Bin said he thought he was a good singer. Please... when you sing inside the bathroom, it's enclosed, so the echo helps. Then, you know, the water, 哈哈唔听不清楚 (can't hear clearly). So you thought, 'Wow, I'm a damn good singer.' But you have to walk out and sing. You see got people *chup* (bother) you or not..."

Today, Xu Bin has received several acting accolades, consistently

nominated for the Star Awards' Top 10 Most Popular Male Artistes, Favourite Male Character and Best Supporting Actor categories, winning the Top 10 Favourite Male Artistes award five times. He also made his international silver screen debut in 2022 with the Thai horror film *The Antique Shop*, collaborating with talents from Singapore, Thailand, Indonesia and Korea. In 2024, he continued to make waves with high-profile projects like the film *My Star Bride* and the thriller drama *Kill Sera Sera*.

As a boss and mentor to junior artistes, Dasmond takes his role seriously, enacting strict rules like forbidding them to drink alcohol, wearing flip-flops in public and getting into relationships. Like a protective father, he does this to safeguard their personal and professional well-being and image.

"Artistes who are with me, I never allow them to go out and drink. Reason being, I don't know if they get drunk, what will happen, and if there will be people who will take care of them. But if it's within a controlled environment, like our own homes, I'm fine—you all can drink, you can *peng* (collapse), and you can do whatever. Because I also believe that they need to go through certain experiences."

NoonTalk Media actively pursues and fosters regional collaborations with production houses as well as artistes and talents. This allows it to expand its market reach. Between November 2023 and March 2024, the company signed six new talents from Thailand. Among them, *Panitsara Yang* (Emma) has garnered attention in Singapore with appearances in prime-time local dramas and events. Collectively, these Thai artistes have also gradually built their presence, participating in the short-form project *霸占我的胃* (Chope The Table), and engaging in brand events across Singapore and Bangkok.

Apart from filling out his artistes' schedules and scoring them endorsement deals, he also takes initiatives that go above and beyond simply managing them, such as releasing songs by the artistes and producing a regular variety web-series that they star in. This is all part of his strategy to ensure continuous exposure for them even during the times they are not in a currently airing television show. This, he says, helps enhance their social media clout.

EVOLVING MEDIA LANDSCAPE

While traditional television remains significant, Dasmond is well aware of the growing preference for alternative forms of media and fully embraces

it. That's why the company dabbles in everything, producing everything from web-series and social media content, to short videos on streaming platforms and interactive live-streaming events to concert tours. In 2023, it produced and oversaw the creative direction for Kim Se-jeong's first-ever concert tour, *The 門*, which took place in Singapore at The Theatre at Mediacorp.

"The consumption of content has changed tremendously. It's not exactly a bad thing because when society advances or changes, we just need to identify the trend and embrace it. I think that is more important. Don't trap yourself within a box. Whatever industry you're in and whatever job you do, always think out of the box. But of course, how much you can do that depends on your creativity."

One particular thing he encourages his artistes to do is TikTok live shows—so they can practise their hosting, engagement, and talking skills.

"On TikTok Live, they will learn that you cannot have 'dead air';



Xu Bin and Chantalle Ng won the viewers' Favourite Onscreen Couple award for the second time at the Star Awards 2023.



NoonTalk Media presented the first-ever concert tour of South Korean singer actress, Kim Se-jeong, in Singapore in October 2023.

“NO MATTER
WHERE YOU LAND
AT ANY POINT IN
TIME, JUST MAKE
FULL USE OF THE
EXPERIENCE.
SEE, LEARN, AND
UNDERSTAND.
IF YOU TAKE
IT POSITIVELY,
WHETHER IT'S
GOOD OR BAD,
IT CAN STILL
NURTURE YOU
TO BE A BETTER
PERSON.”



LEFT
Dasmond with the cast of *The Storm Riders* (风云:雄霸天下) at a fan meet-and-greet in 1998.

you cannot have three seconds blank. You need to keep feeding information, things like that. So I thought that was one way to train. And if you are interesting, people will listen to you. And if you really have got things to share, I think people can feel the genuineness.”

Dasmond also makes it a point to go on TikTok Live every night and reveals it's his way of relaxing.

“I do TikTok Live every night, Monday to Friday, from 11pm to 12am. I tell people it's an outlet for me. After one whole long day, being able to connect with music again and play some songs from my era brings back fond memories, and sharing them with people who also appreciate it—that's a great way for me to wind down.”

In addition, NoonTalk Media also recognises the importance of environmental sustainability and has implemented strategies to adopt environmentally friendly practices. For example, the company utilises motion sensor-controlled lighting and energy-efficient lighting in its office and production facility. They also use non-toxic, eco-friendly paint for their office

“Last time we used to use those big spotlights, carrying a lot of things, which have now become LED. And then a lot of things can be recycled, including the screen. Last time you print, you do whatever. But now, with all the aid of graphics and LED, it's more sustainable.”

The company also places a strong emphasis on corporate social responsibility and makes a conscientious effort to undertake projects



LEFT
Dasmond at Maris Stella High School to promote Chinese language proficiency. Addressing over 100 secondary school students, he shared his journey of making Chinese his primary language and building a successful career as a media personality and business owner in the Mandarin media industry.

RIGHT

In 2023, SLA conducted barrier-free pilot testing on OneMap in various areas to gather feedback and suggestions from wheelchair users. Here, NoonTalk Media artistes Damien Teo and Grace Teo joined volunteers from Engineering Good to assess the routes at Gardens by the Bay.



that have a social impact. Some examples include the company's involvement in ChildAid 2020 and 2021, a charity concert in aid of The Straits Times School Pocket Money Fund, and The Business Times Budding Artists Fund as well as being a media partner for EnableAsia to promote awareness of dementia.

And when SLA extended their barrier-free access pilot testing on OneMap for wheelchair users to public volunteer groups, Dasmond and his team, which included artiste volunteers, readily agreed to lend moral support in the testing sessions at Dhoby Ghaut and Redhill. He also introduced Sheng Siong's bosses to SLA for this project, which led to a contribution of \$3,000 in vouchers as tokens of appreciation in support of the barrier-free pilot testing exercise.

INDUSTRY REALITIES AND LEARNINGS

Dasmond's humble beginnings taught him early on to find strength in adversity and accept the realities he cannot change.

"Sometimes, it's your upbringing and your growing-up environment that 给你一些抗压性 (gives you some immunity). You learn to see things in a more positive way. You learn to accept what you can't have and realise that it's no big deal. You know what I mean? 烂鞋我都穿过了, 烂床我都睡过 (I've worn those shabby shoes. I've slept on shabby beds.)"

Another mindset that has served as a guiding force throughout his career is this: to approach every encounter and event—big or small—as a learning opportunity. Whether it's hosting late-night radio shows, acting in Channel 8 dramas, or helming major live events, nothing is insignificant.

"No matter where you land at any point in time, just make full use of the experience. See, learn, and understand. If you take it positively, whether it's good or bad, it can still nurture you to be a better person."

And finally, Dasmond is fully cognisant of the fact that fame comes with its challenges, and one of them, he says matter-of-factly, is the amplified scrutiny that comes with being in the public eye. But ultimately, he asserts that what matters most is staying true to yourself and always striving to do your best. And that, to him, is enough.

"Sometimes, 树大招风 (when the tree is big, it catches the wind), when you are an artiste or someone recognisable, whatever you do or don't do is amplified. If you don't live up to people's expectations, it's amplified. Maybe you are already a very good daughter, a very good son, or a very good mum. So, don't put all this stress on yourself. You just need to know you are doing your best, and that makes you the best already."

"In a land-scarce city like Singapore, every building holds untapped potential. Instead of letting old or unused spaces sit idle, we can breathe new life into them—transforming yesterday's structures into today's solutions. Whether for short-term pop-up hubs or long-term sustainable developments, repurposing existing buildings maximises land use while reducing waste and environmental impact. To me, this approach not only optimises land use but also aligns with Singapore's vision of sustainability, turning constraints into opportunities."

When I think unlimited, I think of...
Doraemon.

I am unlimited when...
I imagine myself as Doraemon, bringing limitless ideas from future to present. By thinking beyond boundaries, I will be able to solve any problem with creativity and innovation!



I N D E X



↑ Once a British military barracks in the 1800s, **■ Dempsey** has evolved into a vibrant lifestyle and dining destination near the Singapore Botanic Gardens. Nestled in lush greenery, it blends colonial heritage with modern charm, featuring a mix of restaurants, cafés, boutiques and sports and wellness establishments. Remnants like tiled-roof structures and old playing fields hint at its military past. Today, Dempsey is celebrated both locally and internationally as one of Singapore's premier spots for dining and leisure.

LEFT: Dempsey was originally the site of a nutmeg plantation that later became Tanglin Barracks for British troops in the 1800s. The site was also once the headquarters of the Far East Land Forces, and later the headquarters of the Ministry of Defence (MINDEF) and the Central Manpower Base (CMPB).

➤ Built in the mid-1960s as married quarters for British military personnel, **■ Chip Bee Gardens** has transformed into a trendy lifestyle enclave. Once home to expatriate teachers after the British withdrawal, it now features a mix of residential and commercial spaces, blending heritage with contemporary charm. Known for its distinctive 1960s-style design, the estate is now popular for its eclectic blend of local lifestyle and F&B brands, including quaint cafés and homegrown brand names.



➔ ■ **Dignity Kitchen at 69 Boon Keng Road** is a social enterprise-run food court staffed by individuals with disabilities and from disadvantaged backgrounds. Operated by Project Dignity and founded by Koh Seng Choon, engineer turned entrepreneur and recipient of the Straits Times Singaporean of the Year 2024 award for his efforts, the outlet offers meaningful employment through skills training and food service roles. Housed in a striking red State property since 2021, it serves affordable local hawker fare and baked goods in an inclusive environment. Beyond being a vibrant dining spot, Dignity Kitchen stands as a powerful symbol of empowerment, mental health advocacy, and social change, aligning with broader efforts to promote dignity and opportunity for all.



↩ The charming row of restored 1930s heritage buildings at ■ **52–56 Kampong Java Road** will soon become a vibrant multi-disciplinary arts sandbox for experimentation, creation, and collaboration. Originally residences for municipal officers, the buildings sit along a road named after Javanese gardeners who once sold produce along Arab Street. Awarded to 19SixtyFive Pte Ltd via a joint tender by SLA and the National Arts Council, the space will feature acoustically treated studios, galleries, and performance venues. It will also host live performances, arts markets, and arts festivals - enriching Singapore's artistic landscape and fostering creative growth.



➔ Built in 1956, the ■ **Former Bukit Timah Fire Station** served as part of the post-war Fire Service expansion and features distinctive elements like a hose drying tower and the Colony of Singapore's coat of arms. Decommissioned in 2005, the 0.86ha site—comprising the main station, firefighters' quarters, and Station Master's residence—has been gazetted for conservation. Strategically located near the Rail Corridor and nature reserves, it is now set to be revitalised by LHN Facilities Management into a mixed-use community node, offering co-living, heritage, and nature experiences with sustainable, zero-energy features while preserving its historic character.





↑ Originally known as Flagstaff House, the **Former Command House** was built between 1937 and 1938 as the residence of Malaya's senior military commander. Designed in a distinctive Arts and Crafts-inspired style with pitched roofs and brick archways, the house later provided lodging for royalty, a president in office and senior military figures. In 2007, UBS, the Swiss investment bank, made it its business university's Asia-Pacific campus. Now a national monument, the State property continues its legacy as an elegant event venue, blending heritage, architecture, and history with quiet distinction.



↑ The former St Andrew's Mission Hospital at **5 Kadayannallur Street** provided respite and care to impoverished women and children in its early years, with a unique triangular air well in the middle of the building to let in natural light and ventilation. Originally built in the 1920s, it has served various purposes over the years, including as a government medical store, an outpatient dispensary and an office space. It has most recently been transformed into **KADA**, a creative lifestyle and wellness hub with co-working and co-living spaces popular with the youth. The building, one of Singapore's earliest Modernist structures, houses one of the nation's oldest electric lifts, still in operation today.

1. Crowd of onlookers during the opening of the outpatient clinic at Kadayannallur Street (1964).
2. Maxwell Road outpatient dispensary (1989).



↓ Launched in November 2024, **The Foundry** is a collaborative hub for social purpose organisations housed in the former Elections Department building at **11 Prinsep Link**. The Foundry is a result of a partnership with The Majority Trust, SLA, Tote Board, and the Singapore Government Partnerships Office with its 17,000 sq ft space housing over 20 non-profits and social enterprises. With an aim to foster a vibrant ecosystem, The Foundry supports idea incubation, community-building, and collaborative innovation to address Singapore's evolving social challenges.



➔ ■ **1925 Quarters** at **79-95 Hindoo Road** is situated in a beautifully restored row of red-brick, two-storey building in the heritage Little India precinct. Originally built in 1927 to house junior Asian staff of the Municipality of Singapore, this State property has been transformed into a modern co-living space by Eco-Energy Pte Ltd and Cove Living Pte Ltd. The building retains its distinctive colonial architecture, featuring pitched roofs and fair-faced brick columns, and reflects the shared history of other municipal quarters in the area.



↓ Opened in 1937, ■ **Old Kallang Airport** was Singapore's first purpose-built civilian aerodrome and was hailed as the world's most modern at the time. Described as the "finest airport in the British Empire", it gained international recognition, with aviator Amelia Earhart praising it as "an aviation miracle of the East". The Art Deco terminal later housed the People's Association from 1960 to 2009 and is now part of a conserved site with a hangar, service blocks, and an entrance gateway. Since 2011, it has hosted a variety of events, from arts and culture to corporate launches.

4. Immigration check point (1948).

5. Aerial view in 1957. The foreground shows Nicoll Highway, while the circular control tower can be seen beside the highway on the right.

↑ ■ **New Bahru** at **46 & 58 Kim Yam Road** occupies the former site of Nan Chiau High School, a historically significant educational institution that was first the Nan Chiau Teachers' Training School established in 1941. Today, the site has been reimagined into a dynamic lifestyle destination that blends residential, retail, and commercial uses. Developed by the Lo and Behold Group, it houses an exciting collection of homegrown brands and offers community-centric spaces and activities, and is well visited by locals and international tourists.



3. Nan Chiau High School in 1993.

4

5

➔ Built between 1952 and 1953, **■ Pasir Panjang Power Station** began with Station A, which was named when Station B was added in 1965. Its iconic red-brick design reflects Singapore's early urban transformation. Together, the two stations powered Singapore's industrial boom in the 1960s. In recent years, its arresting architecture was the stunning backdrop for the staging of shows and events, including the Louis Vuitton Spring Summer 2023 trunk show and the immersive exhibition on Singapore's founding Prime Minister Lee Kuan Yew's life and legacy.

BOTTOM: Aerial view of Pasir Panjang Power Station (1957).



↑ The **■ Ridout Tea Gardens** in Queenstown was once home to Singapore's first Japanese-themed community garden, later redeveloped in 1980 into a traditional Japanese Garden (RIGHT) with ponds, pavilions and bridges. In the late 1990s, the site was transformed into the McDonald's Ridout Garden outlet, blending modern dining with the location's tranquil past. Today, it stands as one of the few recognisable flagship McDonald's outlets worldwide, drawing families for its food as much as its unique and scenic setting.





↑ The **State Land @ Margaret Drive**, once the site of Hua Yi Secondary School or previously known as Hua Yi Government Chinese Middle School, is now home to a restored public running track. Established in 1956 as Singapore's first government-aided Chinese secondary school, Hua Yi was renowned for its academic excellence and sports achievements. After relocating in the 1980s, the school left behind its legacy at Margaret Drive. The newly restored running track honours its historical connection to education and sports, providing a community space for residents to enjoy.



↑ The Team Singapore Wall of Fame at **8C Jalan Kledek** features a vibrant mural celebrating Singapore's Olympians and Paralympians. Created by graffiti artist Ceno2, it showcases Team Singapore athletes Nur Syahidah Alim, Shanti Pereira, Maximilian Maeder, Loh Kean Yew, and Yip Pin Xiu for their sporting achievements on the world stage. The location also houses the Vintage Camera Museum, home to over 1,000 cameras that offer a fascinating glimpse into photographic history. It's a unique landmark in Kampong Glam where sport, art, and photography come together.

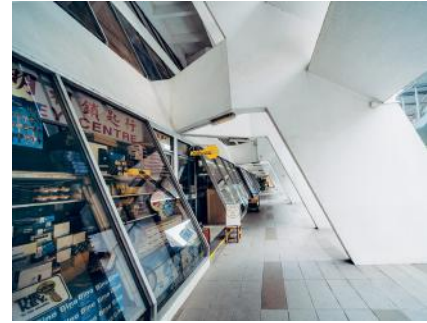
↓ **Smith Street**—named after Sir Cecil Clementi Smith, Governor of the Straits Settlements—is a heritage-rich enclave in Chinatown where conserved shophouses and pedestrian-friendly spaces bring the area's storied past to life. Once known as Hei Yuen Kai or "Theatre Street" and home to the iconic Lai Chun Yuen Theatre, Smith Street has been rejuvenated with exciting lifestyle concepts including local favourites and international brands while preserving local Chinese culture. With its unique blend of history, culture and architecture, Smith Street is a living showcase of Chinatown's enduring identity and evolving vibrancy.



↓ EtonHouse International Education Group's headquarters at **6A and 8 Stevens Road** occupies a pair of conserved colonial-era heritage bungalows managed by SLA. Once a residential property—including the former home of philanthropist and businessman Lee Kong Chian—the heritage site has been thoughtfully repurposed into a serene, greenery-filled office space. Retaining elements like timber floors and arched doorways, the design features biophilic elements and clever adaptive reuse.



➔ The ■ **Tanjong Katong Complex**, a familiar and iconic landmark in the heart of the Geylang Serai area, is set for rejuvenation. These include plans to dedicate a portion of the redeveloped space to tenants representing traditional Malay trades, preserving and celebrating the heritage and culture of the Malay community. With its deep historical roots and strong cultural ties, the revitalised Tanjong Katong Complex will continue to serve as a vibrant hub, honouring its past while evolving to meet the future needs of the community.



↶ ■ **Temasek Shophouse at 28 Orchard Road** was known for its distinctive architecture. Built in 1928, it was one of the first buildings in Singapore to feature spiral staircases. The social impact hub will expand to include restored units at **14, 22, and 38 Orchard Road** with reinstated historic features such as its Shanghai plaster façade, further highlighting Orchard Road's transformation from nutmeg plantations and motor showrooms to a place of renewed purpose for people, planet, and community.



↑ ■ **Vidacity** is a sustainability innovation hub located at the former Loyang Primary School (RIGHT), now creatively repurposed as a space for green entrepreneurship by City Sprouts. The site features co-working areas, workshops, and living labs focused on urban farming and sustainable technologies. Home to startups in fields such as agriculture, water treatment, reusable materials, and waste innovation, Vidacity brings together a community dedicated to building solutions for a more sustainable future.



↩ The former community centre at **10 Kampong Eunus** is now home to ■ **Vivistop Kampong Eunus**, Singapore's only non-profit makerspace dedicated to children and youth. Operated by Vivita, the space offers hands-on workshops, camps, and competitions that introduce young learners to robotics, AI, and emerging technologies. Supported by public sector and community partners, this SLA-led initiative has transformed the State property into a vibrant hub for creative learning and empowering the next generation of tech-savvy changemakers.



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