

## ANNEX C: OFFICIAL PARTNERS



The **Embassy of France in Singapore** was first established on September 18<sup>th</sup> 1965, to build diplomatic relations between France and Singapore. The Embassy of France in Singapore is proud to support *Crowd* by **Gisèle Vienne** for SIFA 2019.

The mission of the Cultural Service of the Embassy of France in Singapore is to promote the best of French arts and to develop cooperation between organisations and artists from Singapore and France. It builds and supports partnerships and fosters collaborations in all artistic fields (visual arts, design, architecture, performing arts, music and literature).

The Cultural Service of the Embassy of France in Singapore works closely with Singaporean authorities, museums, art centers, festivals, universities and art schools to develop partnerships and cultural projects through contemporary art exhibitions, artist residencies, performances, lectures and conferences. It also develops cultural exchanges and regularly invites Singaporean cultural professionals in France to develop their networks, share expertise and explore the artistic scene.

For more information, visit: <https://sg.ambafrance.org>

## INSTITUT FRANÇAIS

Since the establishment of the first **Institut français** in Florence in 1907, followed by others around the world in the following years, the Institut français has built deep cultural ties between France and other countries. The Institut français is the public institution responsible for the international cultural actions of France, under the supervision of the Ministry of Europe and Foreign Affairs and the Ministry of Culture.

The Institut français promotes French culture internationally, in dialogue with foreign cultures. It promotes initiatives related to various artistic fields, intellectual engagement, cultural and social innovation, and linguistic cooperation. It promotes the French language around the world, as well as the mobility of works of art, artists and ideas.

The cultural cooperation mission of the Institut français encompasses promoting French culture abroad through artistic exchanges in performing arts, visual arts, architecture, literature, cinema, technologies and debates of ideas, to build long lasting partnerships between institutions and network of professionals in culture and education as well as to promote cultural and linguistic diversity.

The Institut français works closely with the Cultural Services of the French Embassies abroad to promote the international mobility of professional artists, producers, curators and art directors via its FOCUS programmes in France and to support the circulation of French works abroad, by encouraging partnerships and international co-productions. It ensures a French presence at major international events (festivals, biennials, fairs, etc.) and contributes to the dissemination, promotion and translation of French and French-speaking authors.

The Institut français will be supporting *Crowd* by **Gisèle Vienne** for SIFA 2019.

For more information, visit: <https://www.institutfrancais.com/en>

# Canada

High Commission of Canada

**The High Commission of Canada** established diplomatic relations with Singapore in 1965, and is the official diplomatic office representing the Government of Canada in Singapore. It is supporting *We Can Dance* by **Daily tous les jours, from Montréal, Canada**, in SIFA 2019. The High Commission offers the full range of services of a diplomatic mission, including trade, consular, immigration, political and public affairs. The High Commission and supports a range of arts and cultural initiatives in Singapore across various art forms, which serve to deepen the bilateral relationship, promote shared values, and showcase Canadian artistic excellence.

For more information, visit: [www.singapore.gc.ca](http://www.singapore.gc.ca) or <https://www.canadainternational.gc.ca/singapore-singapour/index.aspx?lang=eng>



**Goethe-Institut Singapore** was established in Singapore in 1978. Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. It promotes knowledge of the German language abroad and fosters international cultural cooperation. It conveys a multi-layered and contemporary image of Germany by providing information about its cultural, social and political life.

With a worldwide network of institutes and centres in over 150 locations, the Goethe-Institut forms close partnerships at both the local and the regional levels with artists, cultural professionals, researchers, educational experts and institutions. Its cultural and educational programmes encourage intercultural dialogue and enable cultural involvement. They strengthen the development of structures in civil society and foster worldwide mobility.

The Goethe-Institut is a partner for all who actively engage with culture and education, working independently and without political ties. Its interdisciplinary work brings together people from different disciplines, cultures and countries. These encounters are open and creative, paving the way for new developments and creating sustainable relations for the future.

Goethe-Institut Singapore is the programme partner for performances *Körper* by **Sasha Waltz** and *Beware of Pity* by **Schaubühne Berlin** for SIFA 2019.

For more information, visit: [www.goethe.de/singapur](http://www.goethe.de/singapur)



**U.S. Embassy Singapore** consists of 19 U.S. Federal Government agencies working in Singapore and the region. Through the U.S. Embassy, the United States maintains a strong bilateral relationship with the Government of Singapore that is focused on ensuring a prosperous and peaceful future for the United States, Singapore, and the region. U.S. Embassy Singapore seeks to strengthen ties between the United States and Singapore through a variety of programs and engagements, including people-to-people exchanges, academic study in the United States, and promoting American values and culture. U.S. Embassy Singapore is proud to support the **Bill Frisell Trio** for SIFA 2019.

For more information, visit: <https://sg.usembassy.gov>



**JW Marriott Singapore South Beach** is the first JW Marriott Hotels and Resorts property to open in Singapore in 2016. It is the official hotel partner of SIFA 2019. A design and art-led landmark in the heart of Singapore's art and culture district, JW Marriott Singapore South Beach fuses contemporary architecture with restored heritage in a brilliant show of form and function. Occupying three heritage buildings and three new hotel blocks, the luxury hotel features 634 guest rooms including 47 suites, 17 meeting rooms/venues, a Grand Ballroom with contemporary interiors, two sky gardens and swimming pools, the signature Spa by JW, five restaurants and bars, as well as an entertainment-lifestyle destination - The NCO Club.

Its mission is to never stop searching for inventive ways to serve its customers, provide opportunities for its associates, and grow its business. The company that began as a nine-seat A&W root beer stand is recognized today as a top employer and for its superior business operations, which it conducts based on five core values: put people first, pursue excellence, embrace change, act with integrity, and serve our world.

For more information, visit: <https://www.marriott.com/hotels/travel/sinjw-jw-marriott-hotel-singapore-south-beach/>

## JCDecaux

**JCDecaux Singapore** is a subsidiary of the JCDecaux Group, the number one outdoor advertising company worldwide. Established in Singapore since 1999, JCDecaux Singapore is committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and prime locations. They are the official outdoor media partner of SIFA 2019.

By developing new industry standards for an audience-based approach to optimise campaigns as well as a suite of novel creative advertising solutions, JCDecaux Singapore is leading the digital transformation of the out-of-home industry.

JCDecaux Singapore's advertising portfolio includes Singapore Changi Airport, premium shopping malls and linkways on Orchard Road and the Business District, large format billboards, bus stops and cinemas.

JCDecaux Singapore's mission is to continue delivering the highest service standards, abiding by core values of providing cutting-edge innovation, flawless quality, outstanding design and sustainable development.

For more information, visit: [www.jcdecaux.com.sg](http://www.jcdecaux.com.sg)



**Penfolds** was founded in 1844 by Dr Christopher Penfold at Magill Estate in South Australia. It is best known for its premium wines, including the world famous Penfolds Grange. Penfolds is the official wine partner of SIFA 2019. For more than a century, Penfolds been recognised globally for a pioneering spirit and commitment to quality. Today, its wines continue to delight and inspire all who enjoy great wine and the Penfolds experience.

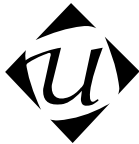
For more information, visit: [www.penfolds.com](http://www.penfolds.com)



**The Embassy of the Federal Republic of Germany** established diplomatic relations with Singapore in 1965. The Embassy represents Germany and promotes its foreign policy goals. It supports German citizens in Singapore. Furthermore, the Embassy promotes political and economic relations between Germany and Singapore and enhances the cultural and scientific cooperation.

It is supporting *Körper* by **Sasha Waltz** and *Beware of Pity* by **Schaubühne Berlin** for SIFA 2019.

For more information, visit: [www.singapur.diplo.de](http://www.singapur.diplo.de)



### **Universal Displays Pte Ltd**

**UNIVERSAL DISPLAYS PTE LTD (UD)** was incorporated in 1994, specializing in professional commercial display finishing works and small and large format printing. It is supporting SIFA 2019 in printing needs. It has also expanded in other areas and divisions were set up such as carpentry, acrylic and metal workshop to complete its philosophy in providing a one stop shop production company. It has now enhanced their scope of work to entail design and conceptualizing solutions for various marketing collaterals, advertisement campaigns, environment graphics, event decorations, exhibition design as well as corporate identity. Its mission is to continue seeking opportunities afar in hope of making UNIVERSAL DISPLAYS PTE LTD always a one-stop and well-known establishment for all advertising production needs and excel in the business of display and media advertising.

For more information, visit: <http://www.universaldisplays.com.sg/index.htm>

managed by

**creativeEATERIES**<sup>®</sup>  
[www.creativeeateries.com.sg](http://www.creativeeateries.com.sg)

**Creative Eateries** was founded by Mr Anthony Wong in 1992, and offers a variety of food and beverage concepts, including Thai, Western, Chinese, Japanese cuisine or catering. It is the **Festival Launch** catering sponsor for SIFA 2019. Its mission is to spread joy and delight to everyone's taste buds through creative concepts and fulfilling customers experiences.

For more information, visit: <http://creativeeateries.com.sg/>