

CIRCLES OF PATRONAGE

Uniting communities through
private initiatives

THE PRIVATE
MUSEUM

About The Private Museum

The Private Museum is a non-profit private museum in Singapore founded by Singaporean philanthropist, art collector and real estate developer, Daniel Teo, together with his daughter Rachel Teo in 2010. Fuelled by passionate patronage for the arts, the museum aims to be an alternative platform to bridge the gap between the private and the public. It supports the exchange of ideas across cultures, educational initiatives, artistic and curatorial collaborations with collectors and practitioners of the arts. With a vision to promote art appreciation, the independent arts space engages local, regional and international audiences from all walks of life. The Private Museum is a registered Charity and Institution of a Public Character (IPC) since 2010 and 2015 respectively.

Vision

To serve as an independent platform in bridging gap between public and private spheres through the exchange of ideas across cultures, educational initiatives, artistic and curatorial collaborations.

Mission

To be a leading, dynamic private museum in Southeast Asia and a national model in Singapore that engages, inspires and builds communities through art.



Chairman's Message



2023 marks a new and significant milestone for The Private Museum (TPM) Singapore as we anticipate the launch of our new home at the colonial bungalow (the former Osborne House) located at 11 Upper Wilkie Road, a space almost six times our previous floor area, allowing us to offer even more programmes to the public.

As we embark on this new chapter, it is crucial for us to lay concrete foundations in building a sustainable ecosystem, to dedicate ourselves to strategising and configuring our future plans. Unlike larger public institutions, TPM is independent of long-term state funding, and the anticipated launch of The Private Museum Circles, the exclusive patron programme under our Circles of Patronage fundraising initiative, aims to grow and nurture a community of art supporters, which will enable us to continue our mission. By building our new home and supporting the museum's operations, we will be able to see a proliferation and flourishing of art

programmes come to life. This will in turn help TPM to continue serving an important role in providing alternative voices and narratives within the arts and cultural landscape as we kickstart a series of multidisciplinary collaborations between visual, literary and the performing arts.

In the meantime, we have an ongoing exhibition *Make Yourself at Home: A Glimpse into All Welcoming Scenarios* happening in conjunction with Singapore Art Week 2023, at a special interim location – a private residence. Having been preparing for its relocation to 11 Upper Wilkie Road, it was also a time for introspection, ruminating on what it means to be 'The Private Museum'. Revisiting the museum's key platforms, the exhibition features selected works and practices by artists from Singapore and the Asia Pacific such as Kumari Nahappan, Natee Utarit, Ian de Souza, Andy Yang, and independent curator John Tung. Within the design and branding presentation are an interactive and research-driven showcase presented in collaboration with local design studio Currency as well as a dollhouse model of the museum's new home, designed by the award-winning WOHA Architects, and produced by Integrus Model.

We look forward to your continued support and to welcome you to our new home this year with an exciting line-up of programmes brewing.

Mr. Daniel Teo

Founding Chairman

The Private Museum Singapore

Since 2010:
Over 50 exhibitions
and collaborated
with more than 100
collectors, artists
and curators.



Heritage Timeline

● **2010**

Founded as a charity and non-profit art organisation at 51 Waterloo St

● **2012**

Official opening by Ambassador-at-large Professor Tommy Koh, Ministry of Foreign Affairs, Singapore

● **2015**

Accorded status as an Institution of a Public Character (IPC)

● **2018**

Inaugural fundraising gala in commemoration of the museum's 8th anniversary

● **2020**

Inducted into the National Heritage Board's Museum Roundtable, joining a network of over 50 members comprising public and private museums and heritage galleries

● **2021**

Closing chapter:
Moved out of 51 Waterloo Street

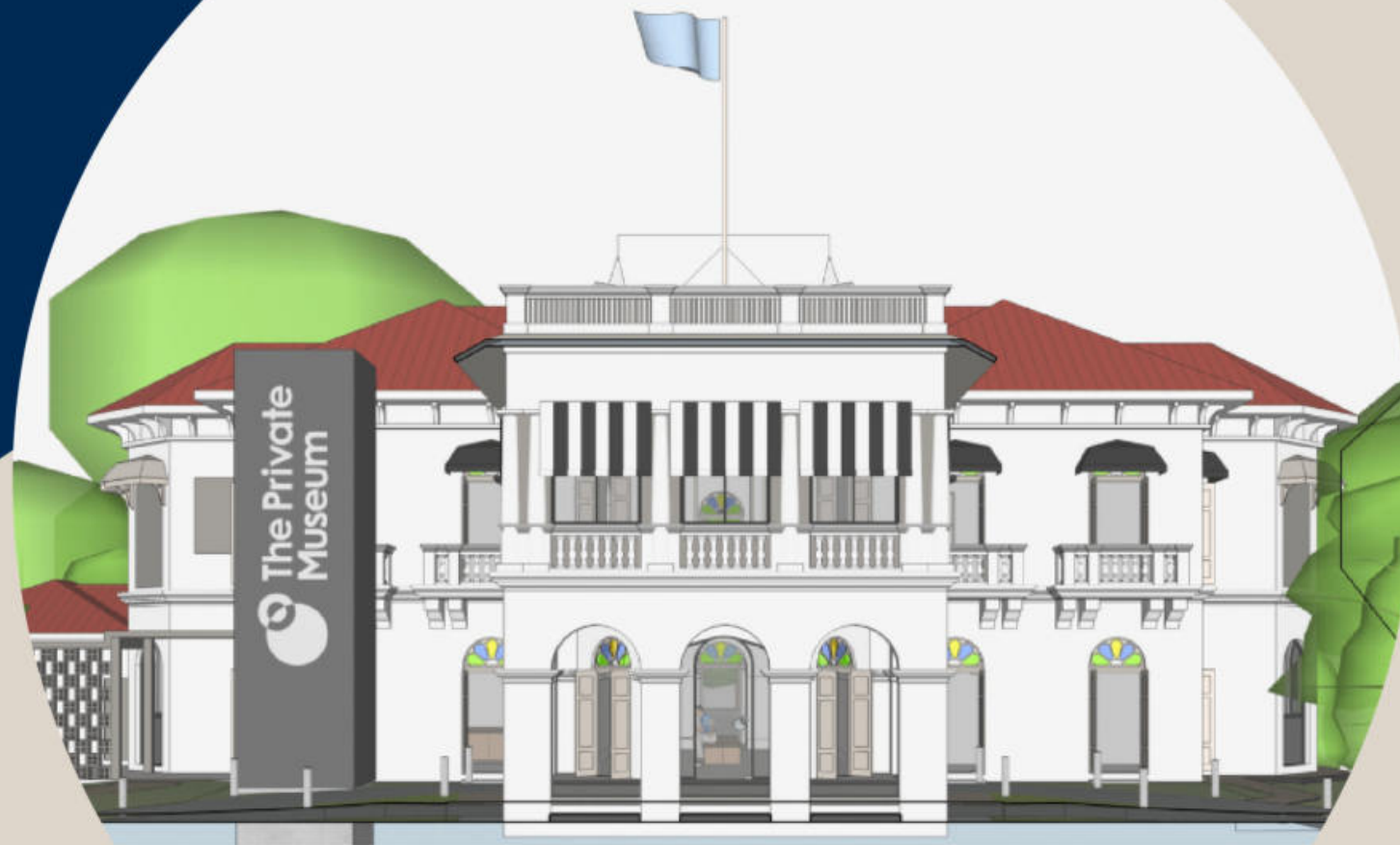
● **2023**

New beginnings: Relocating to new premise at 11 Upper Wilkie Road

Design Developments by WOHA Architects

The Osborne House, the new site of The Private Museum, tells an operatic story of modern Singapore. Perched over the young city it was an early symbol of the colony's prosperity. Built on Prinsep's Estate by a Sumatran Sultan sometime in the late 1800s, it was home to a prominent businessman and his young family. During the occupation, its commanding aspect also made it attractive to the Japanese who took it as the Consul-General's office. In the subsequent years it was hard worn as a home to orphans, prostitutes, addicts and artists, burdened by neglect and forgotten amongst a field of glass and concrete condominiums.

WOHA restores the classical formality of the heritage structure cross-referenced with the character of its 150-year history. Using the artistic device of the palimpsest - where revealing and overlaying historical traces creates new relationships between past and present - the new Private Museum creates an exciting new chapter in this complex story.



A colonial history repurposed *for the arts and culture*



The villa can be seen atop Mount Emily at the end of Middle Road in the 1930s. All Rights Reserved, Jerome Lim, The Long and Winding Road.



The villa was formerly a Girl's Home run by the Social Welfare Department in 1950s. All Rights Reserved, National Archives of Singapore.

Standing as one of the few remnants of a forgotten world, the white villa known as the Osborne House withstands the test of time since its recorded existence in the early 1890s. Located at the end of 11 Upper Wilkie Road, the house holds many stories throughout the past 100 years. Its earliest record can be found during the birth announcement of Mr Heinrich Bock's daughter in December 1891.

It subsequently served as the Japanese Consulate Office during the second world war and then as a social welfare home. From the 1980s, the villa became repurposed for arts and culture as it came under the charge of the Nanyang Academy of Fine Arts, which was taken over in 2007 by Emily Hill Enterprise, a non-profit partnership formed by 11 artists.

Acknowledging these historical influences, The Private Museum will continue its trajectory to be a nurturing space and home for arts and culture in Singapore.



Bridging public and private spheres *through the arts*

Our new home is set to be almost six times larger than our previous space, so too will our programmes and offerings amplify.

This expansion will bolster TPM's vision to be a leading, dynamic private museum in Southeast Asia and a national model in Singapore that engages, inspires and builds communities through art.

Not only will your generous donations and sponsorships help us to rebuild the infrastructure and restore the beautiful heritage building at 11 Upper Wilkie, it will also help to create new opportunities for more artistic collaborations and meaningful community engagements.



Laying new foundations *for a sustainable future*

Circles of Patronage (COP) is The Private Museum's overarching fundraising initiative for our new phase and the next 8 years until 2030. The goal of COP is to establish, maintain and develop an assemblage of patrons who are avid supporters of arts and culture. COP distinguishes itself from TPM's other fundraising efforts as it focuses on long-term patronage and partnerships, ensuring steady donation revenue to support our museum operations and programmes.

The Private Museum Circles is an exclusive patron programme under the COP fundraising initiative. By joining our Circles, individuals, foundations, and corporations can journey alongside us to champion the presentation and proliferation of artistic content.



Phase 1

Building Foundations for our New Home

The focus for Phase 1 will be to drive the development of the exhibition and fringe programmes at TPM's new home at 11 Upper Wilkie Road.

Phase 2

Establishing and Building Connections

The focus for Phase 2 will be outreach programmes for the community through residencies and educational programmes open to the public.

Phase 3

Sustainability within the Arts Ecosystem

The focus for Phase 3 will be the sustainability of TPM operations and programmes. It will also include an art/study award, consistent with our longstanding mission to proliferate art appreciation and contribution to the local art ecosystem.

Pledge your support for the arts

Join our Circles

	Friend	Ambassador	Patron	Distinguished Patron
	\$2,000 (Individual) \$5,000 (Corporate)	\$5,000 (Individual) \$10,000 (Corporate)	\$10,000 (Individual) \$25,000 (Corporate)	\$25,000 (Individual) \$50,000 (Corporate)
Tax Deduction	250%	250%	250%	250%
Annual Privileges¹	<p>Invitation to exclusive exhibition previews</p> <p>Complimentary museum programme tickets for 2</p>	<p>Invitation to exclusive VIP exhibition previews</p> <p>Complimentary museum programme tickets for 5</p> <p>Private patron appreciation experience</p> <p>Complimentary invitation to The Private Museum Annual Gala for 1</p>	<p>Invitation to exclusive VIP exhibition previews and tours</p> <p>Complimentary museum programme tickets for 10</p> <p>Private patron appreciation experience</p> <p>Complimentary invitation to The Private Museum Annual Gala for 2</p> <p>Exclusive invitation to experiences with art practitioners</p> <p>Exclusive CSR opportunities (corporate)</p>	<p>Invitation to exclusive VIP exhibition previews and tours</p> <p>Complimentary museum programme tickets for 25</p> <p>Private patron appreciation experience</p> <p>Complimentary invitation to The Private Museum Annual Gala for 4</p> <p>Exclusive invitation to experiences with art practitioners</p> <p>Exclusive and priority CSR opportunities (corporate)</p> <p>Priority for venue hire opportunities</p>
Recognition²	<p>Website</p> <p>Token of Appreciation</p>	<p>Website</p> <p>Token of Appreciation</p> <p>Nomination for NAC Patron of the Arts Award</p>	<p>Website</p> <p>Token of Appreciation</p> <p>Nomination for NAC Patron of the Arts Award</p> <p>Wall of Patrons</p>	<p>Website</p> <p>Token of Appreciation</p> <p>Nomination for NAC Patron of the Arts Award</p> <p>Wall of Patrons</p>

- Note**
- All eligible gifts enjoy tax deduction at prevailing rates determined by the Internal Revenue Authority of Singapore under the Income Tax Act.
 - There will be two cycles of the Circles programme. Patrons will be inducted into the programme in accordance to their registration period. For example:
Registration period: 16 October 2023 – 15 April 2024 | First Cycle: 16 April 2024 – 15 April 2025
Registration period: 16 April 2024 – 15 October 2024 | Second cycle: 16 October 2024 – 15 October 2025
 - All privileges have no resale value and are not transferable. Privileges may be adjusted and changed.

Be a Patron

To join our patron programme TPM Circles, please fill in the form on the right and email it to us at philanthropy@theprivatemuseum.org.

Please do not hesitate to contact us for more information on The Private Museum Circles of Patronage and to register your interest as a patron.

To explore other ways of support, please write to us and we will be in touch with you to discuss in detail.

Thank you for your consideration and we look forward to hearing from you.

Yours Sincerely,
The Private Museum Singapore