



GoLi – The Moving Theatre
The First Inflatable Pop-up Theatre in Singapore!

Press Release
FOR IMMEDIATE RELEASE

7 November 2013

Drama Box seeks sponsorship and donations to build the First Inflatable Pop-Up Theatre in Singapore.

7 November 2013 – Drama Box today announced its plan to build a set of four configurable inflatable structures of varying sizes, to house its community performances.

***GoLi – The Moving Theatre** will pop up in heartlands and community public spaces, instantly transforming the space into a vibrant place for arts and culture.

It has always been Drama Box’s dream since its first community performance in 2001 to have an iconic mobile theatre that can be toured around in Singapore. However, the idea of *GoLi* was only conceived **three years ago** (in 2010) when childhood friends Koh Hui Ling (Associate Artistic Director, Drama Box) and Ting-Ting Zhang (Designer, Atelier Watt) met up.

Koh Hui Ling, Associate Artistic Director of Drama Box said,

“Having done community theatre for more than 10 years, I began to wonder what is the next thing we can bring to our community audience? I think our audience has grown and is ready to take on more challenging, extensive, experimental ways of looking at theatre in the community. Hence the idea of *GoLi* was born.”

GoLi will be a set of four inflatable structures of varying sizes (the biggest is approximately 23.68mL X 13.58W X 11.40H, i.e., **about 4 storeys high and an area size of a basketball court**). They will be cross-ventilated, lightweight and easy to set up. Flexibility is factored into the design where different combinations of the set can be assembled, allowing the structures to appear independently, in groups of two, three or four. This provides for multiple possibilities in how they can be used to cater to the needs of the programmes. They can be easily transported and stored so that it is convenient to use on tours.

Since 2001, Drama Box has been touring performances to various housing estates and community venues, free-of-charge for the audience, and has reached out to more than 55,000 people. Its performances not only entertain, but also address social concerns, and engage and provoke audiences to dialogue, respond, reflect and participate. Most of its audience members do not frequent arts performances on their own. Bringing performances to them gives them the opportunity to watch the performances and participate in arts activities because of the sheer proximity and accessibility from their homes.



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Through *GoLi*, Drama Box will be able to elevate the aesthetics of its theatre performances to a level previously unachievable, translating to higher quality, more aesthetically appealing work easily accessed by the community.

**Goli is also the name of a traditional game popular in Singapore, a shared activity and memory of many Singaporeans. With simple props – a set of goli (marbles) and a shallow hole in the ground, a game starts. A game is spontaneous, right in front of homes, with neighbours and friends.*

The Programming

GoLi will make its tour to the community every July from 2014, featuring programmes that include theatre performances, installations, exhibitions, carnivals and festivals. These could be co-created by artists as well as community residents, for the enjoyment of everyone in the community.

In July 2014, *GoLi* will be making her first sneak appearance at Bukit Ho Swee Housing Estate, sharing stories of its residents and giving the audiences a taste of life in this little neighbourhood.

Community Theatre Festival 2015

Beginning in July 2015, *GoLi* will host a biannual Community Theatre Festival, the first in Singapore, showcasing works from both local and international community theatre practices, in the spirit of deep engagement and interconnectedness.



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GoLi Fundraising Campaign **7 November 2013 – 30 April 2014**

Drama Box envisions the participation of the community, corporations and the government in making this project meaningful and worthy.

Drama Box needs to raise S\$400,000 by the end of 2014 to build *GoLi*. It hopes to raise at least S\$200,000 by the end of April 2014 to build the first structure.

Pek Sin Choon, Singapore's oldest Chinese tea merchant, has been supporting Drama Box by providing free tea to the audience members of Drama Box's community performances since 2005. It is the first to pledge its support for *GoLi*.

Pek Ching Her, Marketing Manager of Pek Sin Choon Pte Ltd said:

"We have always been supportive of Drama Box's work in the community. They have built a "bridge", formed connections and engaged the community in dialogues. A mobile theatre will help elevate their production value, and make theatre even more accessible and relevant to the community. It's just one of the ways small businesses like us can help. We hope that more businesses can see the value of the Drama Box's work and give them some support."

Drama Box also hopes that the community can come together to support the project. With a minimum online donation of just S\$2, the public can contribute towards the building of *GoLi*. Drama Box hopes to raise S\$100,000 from donations collected from the community, to build one of the four structures.

Kok Heng Leun, Artistic Director of Drama Box said:

"The donation (from the community) is important as it is an endorsement of the works we do in the community, and a sign of support for *GoLi*."



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Fast Facts

Title	:	GoLi – The Moving Theatre A project by Drama Box, co-conceptualized with Atelier Watt
Artistic Directors (Programming)	:	Koh Hui Ling Kok Heng Leun
Designer	:	Atelier Watt (William Tan & Ting-Ting Zhang)

Fundraising Campaign

Campaign period : **7 November 2013 to 30 April 2014**

How to support GoLi?

(a) Donate online:
www.dramabox.org

(b) Cheque donation:
Cheque donations can be made out to Drama Box Ltd. Please indicate “GoLi” at the back of the cheque and write your name, contact number, address & NRIC number, and mail to

Drama Box Ltd
14A-C Trengganu Street
Singapore 058468

(c) Donate A GoLi @S\$2 each at “GoLi-Keeper” outlets:

Visit www.dramabox.org for a list of the “GoLi-Keeper” outlets.

For every S\$2 received, we will drop a goli into a container. The container will be displayed at the official launch of *GoLi* in 2015. After the event, we will give out the glass marbles as memento to everyone attending the launch.



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(d) Be a GoLi-Keeper

- **Individual**

Collect a donation card from Drama Box and get your friends and family to Donate A GoLi @S\$2 each.

- **Shops/restaurants/cafés, etc**

Allow Drama Box to put a donation box in your shop/restaurant/caf  to collect donations. We hope to have at least 100 donation boxes around Singapore.

Please email nicole@dramabox.org to participate as a GoLi-Keeper!

(e) GoLi Kaki

Drama Box welcomes any individual or corporate sponsor who would like to contribute more (cash or in-kind). Sponsorship packages can be customised to give maximum publicity mileage for your donation.

Please contact Jiaying at tel: 6324 5434 or email: jiaying@dramabox.org for more information.

Press Contact : Nicole Lim, Marketing Manager
Drama Box
Tel: +65 6324 5434
Hp: 9009 6356
nicole@dramabox.org

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