10 years of singapore fringe

BE PART OF
FOUNDIN
SINGAPORE

As An Adopter

Go to
www.foundin.org

Sign up
and register for
an adopter account

Leave
a message for
your future finder

Choose
your figurine
carefully

Wait
for others to find
your figurine from
8 - 19 January 2014!

As A Finder

One day
you are walking
about town.

Suddenly
you notice a tiny
figurine at a bench.

You Take
out your phone
and scan the QR
code behind.

You See
a heartwarming
message by
someone you never
expected to know.

You Decide
to reply to the message
and you guys become
friends!

BUY YOUR TICKETS TO PERFORMANCES NOW THROUGH SISTIC WEBSITE: WWW.SISTIC.COM.SG,
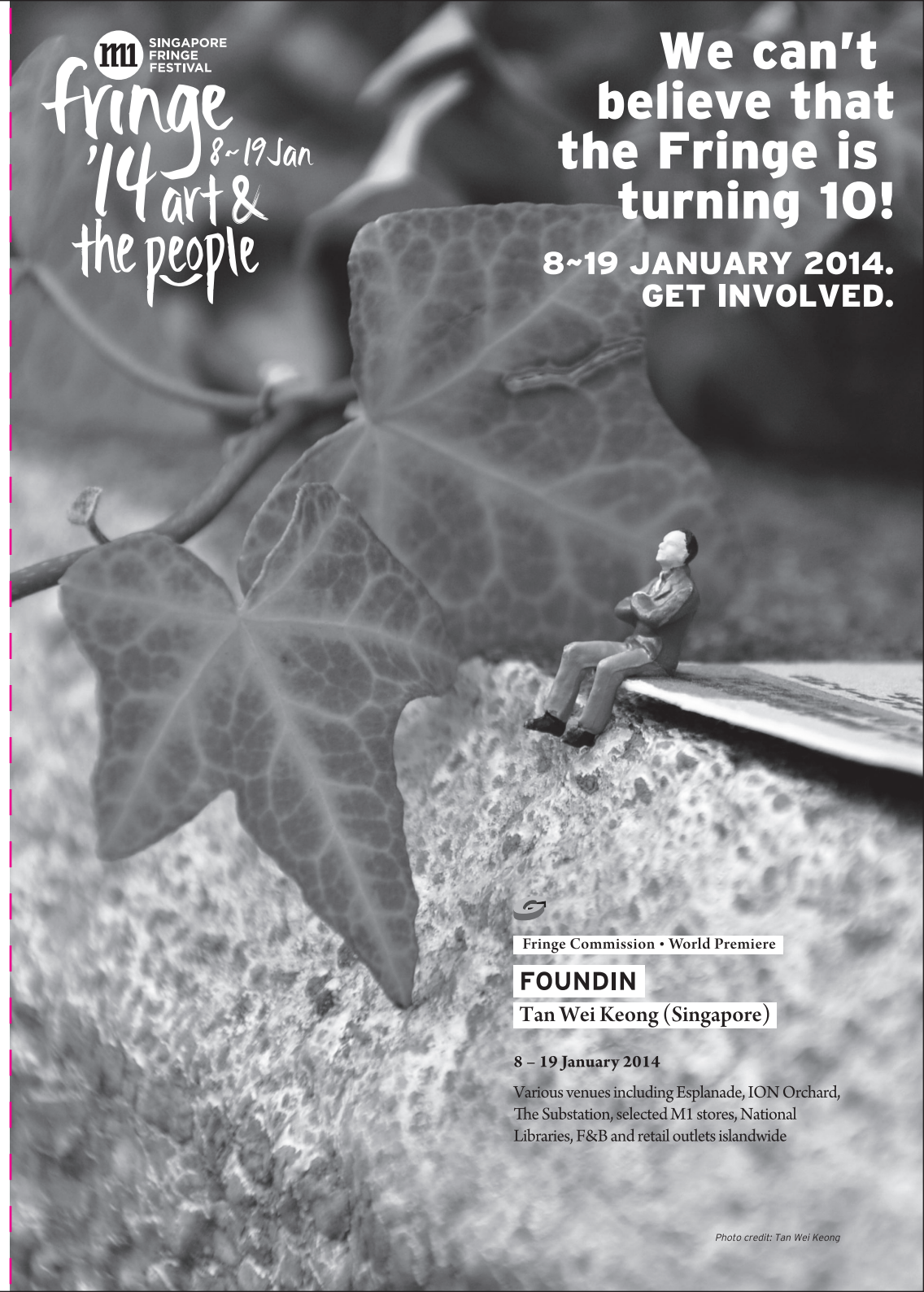SISTIC HOTLINE: (65) 6348 5555 AND SISTIC AUTHORIZED AGENTS ISLAND WIDE.

*EXCLUDING SISTIC TICKETING FEE

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TO VISIT OUR
WEBSITE!

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SINGAPORE FRINGE FESTIVAL
fringe '14
8~19 Jan
art & the people

We can't believe that the Fringe is turning 10!

8~19 JANUARY 2014. GET INVOLVED.

Fringe Commission • World Premiere

FOUNDIN
Tan Wei Keong (Singapore)

8 – 19 January 2014

Various venues including Esplanade, ION Orchard,
The Substation, selected M1 stores, National
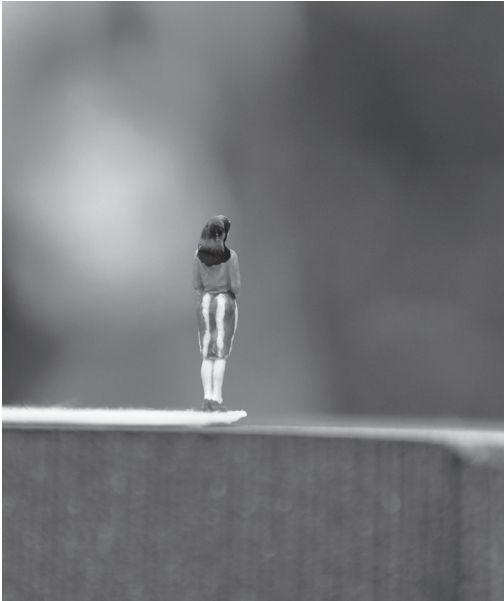Libraries, F&B and retail outlets islandwide

Photo credit: Tan Wei Keong

Photo credit: Tan Wei Keong

RELATIONSHIP TO ART & THE PEOPLE

Foundin seeks to close the gap between Art and the People by challenging the pre-conceived notion of art and the space that art occupies. Bringing art from exhibition spaces to urban streets, the figurines disrupt one's preoccupation in the metropolis and ask city dwellers to be more aware of their surroundings and notice the small details.

All figurines in *Foundin* are individuals seeking to be found in one way or another, just like every one of us. By shrinking human figures to miniature plastic models, the project places a miniature city within a city and explores how we, the higher and larger beings, interact with much smaller counterparts. Even if none of the figurines are found, it still speaks volumes of the city. *Foundin* is a city installation showcasing each of us and all of us: as we find each other and as we are found in our society.

SYNOPSIS

FOUNDIN

Foundin is a city installation of miniature plastic figurines left in public places to be found by passersby. A month before the installation, *Foundin* asks participants to choose a figurine online and tell us what they might be waiting for -- in Singapore or in life.

When a figurine is found, the finder is invited to keep the figurine and to log the find on the *Foundin* website by accessing a web link and QR code printed on the small card on which the figurine stands. The Finder will get to read the message left by the Participant and have the option to contact the Participant by email. Summarised on the project website, all figurines are updated 'live' on their statuses, namely "Found", "Lost" and "Waiting".

The heart of *Foundin* is the online count of "Found" figurines on the website, which hopefully inspires a growing audience, as the project progresses, to head out and actively explore the city in detail; to notice art in a different scale and perspective. Foundin removes the many pre-conceived biases based on physicality and social difference, and challenges to simplify our human connection.

www.foundin.org

Photo credit: Tan Wei Keong

PRODUCTION CREDITS

Artist:	**Tan Wei Keong**
Producer:	**Samuel Woo**
Technical Director:	**Ryan Tan**
Designer:	**Samuel Woo**
Special thanks to:	**Artistry**
	BooksActually
	Butter Studio
	Department of Caffeine
	Grin Affair
	Pan Pacific Orchard
	The Tiramisu Hero
	Woods in the Books

BIOGRAPHY OF TAN WEI KEONG

Wei Keong's animated short films *White* and *Hush Baby* received the Special Achievement and Special Mention awards respectively at the Singapore International Film Festival in 2007 and 2009. Granted a Media Education Scholarship by the Media Development Authority of Singapore in 2007, Wei Keong holds a Bachelor of Fine Arts in Digital Animation from Nanyang Technological University, Singapore. He was the Chair of the Student Volunteer Program for SIGGRAPH Asia 2010 in Seoul and was a committee member for the SIGGRAPH Asia conferences in Yokohama (2009) and Singapore (2008).

Photo credit: Tan Wei Keong

BIOGRAPHY OF SAMUEL WOO

To overcome his tendency for paranoia, Samuel turns to imagination to create stories, often through photography, illustration and writing. The need to dispel his fears has transformed into creative skills and thought processes he now practises on a daily basis, mostly evident from his Instagram @fakevampire. IRL he is human and has a Bachelor's degree in Photography from Nanyang Technological University, Singapore, two certificates in Product and Graphic Design and an impossible addiction to making things pretty in strange ways. All because he believes #yolo.

BIOGRAPHY OF RYAN TAN

Ryan is an autodidact with a passion for creating. He has been developing applications professionally for the last decade and his Bachelor of Fine Arts in Animation drives him to derive satisfaction while uniting technology with art and design. He headed games and television production at a local startup while still in university and created the Angel's Gate television series - the first Singapore-made television format exported overseas. He now runs Red Airship, a digital consultancy specialising in mobile and web product development, and manages the Animators in Singapore group in his free time.