



MEDIA RELEASE

26 February 2015

First GREAT British Week in Singapore kicks off in March

Best of British innovation, creativity and education to be showcased in week-long event hosted by the British High Commission and the British Council

The British High Commission and the British Council are pleased to announce details of the GREAT British Week which will take place in Singapore from 7 to 14 March 2015.

The GREAT British Week was announced by Prime Minister David Cameron during the successful State Visit of Singapore's President Tony Tan Keng Yam to the United Kingdom in October 2014. It is the first-ever GREAT British Week to be held in Singapore and underscores the strong collaborative relationship the UK shares with Singapore in the areas of innovation, creativity and education.

The GREAT British Week in Singapore is part of the UK government's GREAT campaign that was launched in 2011 to showcase the very best of Britain ahead of the Olympics and the celebration of the Diamond Jubilee of HM The Queen in 2012. More details on the GREAT Campaign are available at <https://www.gov.uk/britainisgreat>.

The GREAT British Week in Singapore brings together more than 20 events including exhibitions, workshops and panel discussions, covering a broad range of subjects. While some will be by invitation only, most will be open to all and aimed at both the general public and a business audience.

Highlights of the GREAT British Week include the Asia premiere of a major exhibition of the works of Thomas Heatherwick, the world-renowned designer of the 2012 London Olympics Cauldron and the Seed Cathedral (UK Pavilion) at the 2010 Shanghai World Expo. His work is recognised for its profound commitment to innovative design solutions and his 160-strong team at Heatherwick Studio epitomise the spirit of invention, setting the mark for a new wave of British designers.

Roland Davies, Country Director, British Council Singapore said, 'This major exhibition of Thomas Heatherwick's work is the first stop on an international tour. There will be much for the design community and wider public to enjoy and learn from an exhibition which goes through the stages of *thinking, making and storytelling* giving an insight into one of the UK's finest creative minds.'

Sarah Meisch Lionetto, Director of Arts, British Council Singapore said, 'We are especially pleased that that this influential exhibition is being held at the National Design Centre and that *New British Inventors* will be part not only of Singapore Design Week but also of the GREAT British Week, thereby further strengthening the cultural dialogue between the UK and Singapore.'

Other notable highlights include a full scale model of the Bloodhound Supersonic Car designed to break the 1,000mph land speed record; and an Education UK Exhibition, one of Singapore's largest education exhibitions to be held comprising over 50 UK institutions.

HE Antony Phillipson the British High Commissioner to Singapore said, 'We are delighted to be hosting the GREAT British Week in March. While the week celebrates the best of what the UK offers in innovation, creativity and education, it is also an opportunity for us to celebrate the strong collaborative bond between Singapore and the UK in these areas. We are particularly pleased to be able to do so as Singapore celebrates its 50th Anniversary of Independence, and as our countries commemorate 50 years of excellent diplomatic relations. I hope as many people as possible will get a chance to experience the GREAT British Week with us. '

The organisers would like to thank the following sponsors for their support: HSBC Limited, Newcastle University, British Club, Berry Bros. & Rudd (Singapore), Courts Asia Limited, Diageo Asia Pacific, Forum for the Future, and Swire Pacific Offshore Operations (Pte) Ltd.

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GREAT British Week Programme Highlights

Note: Please go to <https://www.gov.uk/government/world-location-news/great-british-week-in-singapore> or <http://www.britishcouncil.sg/GreatBritishWeek> for the full detailed programme.

For registration to public events, go to - <http://www.eventbrite.sg/o/the-british-high-commission-and-the-british-council-7926982153>

Bloodhound SSC (Supersonic Car) Exhibition	
Exhibition	: 7 March - Marina Bay Sands 10.30am to 6.00pm
Details	: 8 March - Singapore University of Technology & Design 10.00am to 5.00pm 9 to 11 March - M2 Academy @ Orchard Gateway (Level 11) 10.00 am to 6.00pm
Synopsis	: Bloodhound SSC (Supersonic Car) is an ambitious project to design and build a car that will break the 1,000 mph barrier and set a new land speed record. This international engineering adventure will also inspire a new generation about the importance of science, technology, engineering and mathematics.
Green Ship Technologies	
Date	: 10 March 2015
Time	: 2.30pm to 5.30pm
Venue	: M2 Academy
Synopsis	: Ships are by far the most efficient form of transport, but growing concern about climate change, the state of the world's oceans and air quality close to major shipping routes and ports, has led to ever more legislation on emissions. The Green Agenda attempts to address these issues by introducing equipment, products and operating procedures that reduce these emissions. This Green Ship Technologies workshop will highlight the work of UK and Singaporean technology companies, researchers and policymakers that are supporting the Green Agenda, and provide a forum to discuss green initiatives and share industry best practice. The event is being organised by the Institute of Marine Engineering, Science and Technology (IMarEST) and the Science and Innovation Network team at the British High Commission.
The UK and Singapore: Partners in Research and Innovation	
Date	: 10 March 2015
Time	: 10.30am - 12.30pm
Venue	: M2 Academy
Synopsis	: The UK and Singapore share a common understanding of the importance of innovation for economic and social development. This session will reveal how the UK's Plan for Growth is supporting development in 11 high growth industries and Eight Great Technologies, and how the UK and Singapore are working together now and in the future to drive innovation and growth. Speakers include: Prof. Low Teck Seng, CEO, NRF Amanda Brooks, Director, Innovation, BIS Tim Bestwick, ED Business and Innovation, Science and Technology Facilities Council Prof. Gerry George, Dean, Lee Kong Chian School of Business, SMU

Creative Voices: Conversations with Contemporary Thinkers
How will the Creative Sector Deliver a Sustainable Future?

Date : 10 March 2015

Time : 2.00pm - 2.45pm

Venue : M2 Academy @ Orchard Gateway (Level 11)

Synopsis : What is the role of creativity in driving a sustainable future? How does the UK creative industry leverage their strengths and resources to overcome the sustainability challenges? Top minds for renowned UK firms across different creative industries will share their insights on how overcoming these challenges are key to success.

Moderator:

Jason Pomeroy, Pomeroy Studio

Panellists:

- Andrew Grant, Grant Associates
- Neil Kee, Benoy
- Neil Williams, MET Studio Design
- Henry Woon, Atelier Ten (Asia)

Creative Voices: Conversations with Contemporary Thinkers
Success in Business: Creativity or Strategy?

Date : 10 March 2015

Time : 3.00pm - 3.45pm

Venue : M2 Academy @ Orchard Gateway (Level 10)

Synopsis : The UK's Creative Industries are recognised as world leaders around the globe. What is the secret behind UK's success story? How do you strike a balance between creative excellence and delivering profitable solutions? Hear from industry veterans to find out the winning formula to success.

Moderator:

Brigitte Holtschneider, British Chamber of Commerce

Panellists:

- Professor Gareth Jones, University of Bath
- Margaret Manning, Reading Room
- Robert Montgomery, Robert Montgomery Studio
- Mark Walker, WB&CO Drinks

**Creative Voices: Conversations with Contemporary Thinkers
Better Together or Alone: the Creative Power of Collaboration**

Date : 10 March 2015
Time : 4.00pm - 4.45pm
Venue : M2 Academy @ Orchard Gateway (Level 10)
Synopsis : In today's competitive environment, success depends increasingly on the capability to innovate, and collaboration is the key to inspiring creativity and driving innovation. Take lessons from these British creative luminaries and learn how collaboration sparks and enables new ideas.

Moderator:

Vicky Richardson, British Council

Panelists:

- Thomas Heatherwick, Heatherwick Studios
- Alice Clark-Platts, The Singapore Writers' Group
- Martyn Best, Cultural Innovations
- Chris Burke, Creative Technology Asia Pacific Co Ltd
- Martyn Ware, Illustrious Co Ltd

Behind the Scenes with Double Negative

Date : 11 March 2015
Time : 4.30pm - 5.30pm
Venue : M2 Academy @ Orchard Gateway (Level 10)
Synopsis : Ever wonder what goes behind the scenes in a movie? How does an idea transform to full life onto the large screens? Discover the art and science of visual effects (VFX) in filmmaking in this workshop, helmed by experts from British VFX company Double Negative, who are the VFX team behind the Harry Potter series, Inception and Interstellar, and many more. It's what you don't see that makes it fascinating.

Design Democracy

Date : 12 March 2015
Time : 10.00am - 11.00am
Venue : M2 Academy @ Orchard Gateway (Level 10)
Synopsis : Is design purely for profits, fame and vanity? What is the spirit of design? There is design to transform the world, there is design to solve problems. Is there a place for design democracy in today's world? We hear from the design guru Laurence Llewelyn-Bowen, who discusses the need for a new kind of design utopia.

How the Past Defines the Future

Date : 12 March 2015
Time : 11.30am - 12.30pm
Venue : M2 Academy @ Orchard Gateway (Level 10)
Synopsis : How is the bygone era relevant in our modern society? How is history an essential element in fostering innovation? Does any society that forgoes its roots risk starving its own imagination?

Known for his contemporary design combined with classic British elegance, join us for a stroll down memory lane with Laurence Llewelyn-Bowen, who shares his thoughts on how the rich tapestry of British history has inspired him in his design journey.

Intellectual Property (IP): Enabling Businesses, Educating Consumers

Date : 12 March 2015

Time : 2.00pm - 6.00pm

Venue : Eden Hall, No. 28 Nassim Road Singapore 258403
Registration required.

Synopsis : Intellectual Property (IP) is at the heart of any successful international business; it is often a company's most important asset. This might be in the form of trademarks that protect your brands and logos; patents that protect inventions and innovation; or copyrights that protect text, music and images. Every successful business will own some form of IP. Find out if yours is properly valued and is it appropriately protected?

Join us for a discussion and an evening of networking as the UK Intellectual Property Office launches their Intellectual Property information pack for UK and ASEAN businesses.

Creativity, Invention and Innovation: Examining Creativity Within Employment

Date : 12 March 2015

Time : 2.00pm - 5.00pm

Venue : M2 Academy @ Orchard Gateway (Level 11)

Synopsis : Creativity, Invention and Innovation: Examining Creativity Within Employment

An analysis of how innovative and creative thinking can help to nurture talent within employment and how employers can support the creative process.

The event will focus on creativity within employment through the eyes of product designers, education and creativity specialists, and innovative thinkers.

IP Academy Insights Seminar: Lunch Talk on the Future of Intellectual Property (IP)

Date : 13 March 2015

Time : 11.00am - 1.00pm

Venue : IP Academy Training Room
51 Bras Basah Road
#01-01 Manulife Centre
Singapore 189554

Registration : <http://www.ipacademy.com.sg/ipa/programme&func=detail&id=804>

Synopsis : Innovation, creativity and design are at the heart of successful businesses. They are key driving forces behind international economies. The success of your business depends on your commitment to its assets. Assets that seem unimportant today might be worth millions of dollars in the future.

Join John Alty, CEO and Comptroller General of the UK's IP Office, as he shares his experiences on successful growth through IP protection in the UK, and the direction of IP in the future.

International Furniture Fair Singapore (IFFS) Plenary on Intellectual Property (IP) and Designs

Date : 13 March 2015

Time : 2.00pm - 4.00pm

Venue : Singapore Expo, Hall 4 – FDA Retrospective Showcase

Synopsis : Is design at the root of your business? Is it vital for your success?

With UK and ASEAN businesses seeing increasing opportunities to showcase products at Southeast Asian trade fairs each year, learn how to increase your company's value through Intellectual Property (IP) Design Rights; find out about IP protection assistance available to designers; and how your company can avoid design rights pitfalls at trade fairs.