

The HSBC Business Forum

Building Singapore Brands



What do the global brands have and Singapore brands don't?

The answers...
in The HSBC
Business
Forum...

7 May 2008,
Wednesday
at 9.30 pm on
Channel
NewsAsia

Brought to you by:

COMMERCIAL BANKING

HSBC 
The world's local bank

Impact

IKEA Art

Home furnishing store now
promotes homegrown works

JOSEPH YADAO

joseph.yadao@mediacorp.com.sg

SWEDISH home furnishing store Ikea wants to dispel the myth that art appreciation is the preserve of the elite.

"Art is perceived to be expensive, exclusive and for the knowledgeable," said Mr Lars Svensson, country marketing manager, Ikea Singapore. "But art should be enjoyed by the masses."

To celebrate its presence in Singapore for over 30 years, Ikea has teamed up with four home-grown artists and contemporary art gallery, Gallery Eighty, to come up with Democratic Art Singapore – a movement to support the local art scene.

Limited edition, signed prints of works by artists Lim Bee Ling, Shubigi Rao, Safaruddin bin Abdul Hamid and Luke Bartholomew Tan are on display at the Democratic Art exhibition at Ikea Tampines. The exhibition was launched last Thursday and will be on until all the prints – available at Ikea stores in Tampines and Alexandra Road for \$299 each – are sold.

Ikea hopes that Democratic Art Singapore will create a broader awareness and appreciation of works by homegrown artists. Artists, too, can gain from the exposure.

"Democratic Art Singapore will give us a bigger audience," said artist Safaruddin bin Abdul Hamid. The Fine Arts major contributed four works on canvas titled *Red, Flat, City Hall* and *Sky Scraping*.



TALL ORDER: One of the prints on sale at Ikea is *Sky Scraping* by Safaruddin bin Abdul Hamid.

He added that the exhibition venue made the viewing of art less intimidating for the public. "People have told me that they don't know how to behave in a gallery. But in this setting, they don't feel uncomfortable," he said.

The public also got a chance to see a different kind of visual art.

"There are few print makers in Singapore. I hope my works will showcase the art of print-making to Singaporeans," said Ms Lim Bee Ling, whose two works *Twenty Four Duplications*, *Puzzling Tones 219* and *On Departuring*, are rendered with screens and screen print methods.

Artists and the public are not the only ones to gain from the exhibition, however. Ikea's staff were also recognised for their contribution to the company, with part of both stores' takings from May 1 to 4 going toward their bonus.



UPS gets major gig at 2008 Olympics

DESPITE the negative publicity generated by protests along the Olympic torch routes, a group of dedicated men and women are quietly going about their business as they prepare Beijing for the start of the 2008 Olympic Games.

UPS is the official logistics and express delivery sponsor of the Beijing 2008 Olympic games and has been tasked to manage the Olympics Logistics Centre on behalf of the Beijing Organising Committee for the Games of the XXIX Olympiad. The company is no stranger to such mammoth tasks, having been a sponsor of the 1996 and 2000 Olympic games in Atlanta and Sydney respectively.

"Our role is to help the organising committee overcome the logistical challenges associated with the games," said Mr Peter Tan, director of the UPS Beijing Olympics Project. The company hopes that the complex strategic, security and operational challenges will give it unparalleled experience as a logistics provider in China.

As the central logistics hub for the Games, the Olympics Logistics Centre services more than 50 competition and training venues. The UPS-run facility receives and stores all shipments for the games, handling its transportation to and from the various venues. The two-million sq ft facility is the largest warehouse logistics centre managed by UPS in China.

The company is also sponsoring the Chinese women's volleyball team through to next year and donating money to build sports facilities in the city of Zhang Zhou, where the team trains. — JOSEPH YADAO



**With
'N' & 'O'
Levels**

**Bachelor
Degrees from
Top American
Universities**
in Singapore
or U.S.A

With Degree Specialization in:

- Applied Psychology
- Banking & Finance
- Biotechnology
- Business Administration
- Computer Science
- Dietetics
- Engineering
- Nutrition Counseling
- Hospitality & Tourism
- Nursing
- Sales & Marketing
- And Many More...

0% Interest Installment Plans Available.

**The first 15 callers to present this ad
will receive a \$2000 education grant*.**

*Voucher not exchangeable for cash. Terms & conditions apply.

call 6820 3008 to find out more.

**AMERICAN
ACADEMIC
ALLIANCE**

1 Marine Parade Central #13-04 Parkway Center Singapore 449408



Be a Certified Teacher!

.... and help children
with learning disabilities

School of Linguistics, fully owned by Linguistic Council is an organization devoted to helping children with **DYSLEXIA, AUTISM, ADD/ADHD** and **DYSPRAXIA**.

Our school is registered with MOE and is also an accredited overseas centre of the College of Teachers (UK). Our diploma programmes are designed to equip mainstream teachers, childcare teachers and parents with the skills necessary to identify and support children with learning difficulties.

Upon successful completion of the programme, suitably qualified participants will be given learning support assignments under the care of professional therapists.

Diploma in Learning Disorders
Management & Child Psychology

Register for a free course preview by calling
6533 0031 or for enquiries, please call 6533 2743.

**LINGUISTIC
COUNCIL**

**15 Phillip Street
#06-00
Tan Ean Kiam
Building
S(048694)**

**The College of
TEACHERS**