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CELEBRATE 60 YEARS OF SINGAPOREAN POP CULTURE WITH SINGAPOPOP! AN IMMERSIVE MULTIMEDIA EXPERIENCE

This new exhibition is curated by Dick Lee and showcases Singapore's dynamic cultural evolution through music, fashion, film and art

Singapore (15 April 2025) — ArtScience Museum and mm2 Entertainment (mm2) have announced the launch of *SingaPop! 60 Years of Singapore Pop Culture*, an upcoming exhibition at ArtScience Museum from August to December 2025, supported by the Infocomm Media Development Authority (IMDA).



Curated by Cultural Medallion recipient Dick Lee and presented by ArtScience Museum in collaboration with mm2, this immersive multimedia exhibition will celebrate six decades of Singapore's vibrant pop culture from the 1960s to the 2020s. *SingaPop!* explores how a young nation of diverse immigrants forged its unique cultural identity by drawing on music, fashion, film and art to create the national fabric of Singapore.

To mark Singapore's 60th year of independence in 2025, this exhibition celebrates the vibrant blend of the Singaporean identity that was shaped and is continuously being shaped by the people, stories and traditions that make up Singapore's unique identity.

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"Having lived through and been a part of the evolution of our cultural identity in the last 60 years, I'm proud to present this exhibition that showcases who we are: idiosyncratic, colourful and uniquely Singaporean," said Dick Lee, Creative Director of *SingaPop!*.

"This August, ArtScience Museum launches a major new season for SG60, celebrating the richness of Singapore's history and the boldness of its future. Opening the season is *SingaPop!*, the world premiere of Dick Lee's first immersive exhibition. Playful, personal, irreverent and affectionate, the show bears all the hallmarks of Dick's unique storytelling style. Framed through his own experiences, *SingaPop!* is both a time capsule and a love letter to Singapore. It embraces the rojak nature of our culture, where Singlish, hawker food, local music, fashion, and film collide and coalesce into something instantly familiar and emotionally resonant. More than a trip through memory lane, *SingaPop!* will be a dynamic, participatory experience that invites every visitor to consider their own place in Singapore's unfolding cultural story," said Honor Harger, Vice-President of ArtScience Museum.

"Singapore has an incredible legacy of producing diverse and compelling television shows and films that reflect our multicultural society. These stories have entertained and connected us as a nation, as well as offering a taste of our Singapore favour to audiences across Asia and beyond. At mm2, we are proud to contribute to this rich tradition by showcasing local talents, such as Dick Lee, and helping to codify the pop culture of Singapore in this exhibition. The immersive nature of the show brings an additional dimension for people to engage with media and content. *SingaPop!* is a perfect celebration of this journey," said Chang Long Jong, CEO of mm2 Asia.

SingaPop! explores Singapore's multicultural society across five chapters, with each representing a unique element that highlights the vibrant fusion of identities that make up the 'Rojak spirit' of Singapore. This immersive exhibition marks Dick Lee's debut in curating such an experience. *SingaPop!*, which mediates through Lee's personal anecdotes, complemented by an eclectic mix of artefacts, music, films, multimedia installations and archival footage, connects the past, present and future of Singapore. The exhibition aims to ignite curiosity and nurture a deeper appreciation for Singapore's rich cultural heritage, encouraging visitors to actively participate in the constantly evolving narrative of what makes up the Singaporean identity.

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For more information on *SingaPop! 60 Years of Singapore Pop Culture*, please refer to <https://www.marinabaysands.com/museum/exhibitions/singapop.html>. The exhibition will run from August to December 2025.

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About Dick Lee

Dick Lee is a renowned Singaporean singer-songwriter, playwright, film director and much-loved cultural icon. As creative director for multiple National Day Parades he has shaped the musical and artistic direction of a nation over many years. He is celebrated for his iconic songs like Home and his significant contributions to Singapore's cultural identity.

About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum is a major cultural institution in Singapore that explores the intersection between art, science, technology and culture. It is the cultural component of Marina Bay Sands. Since its opening in February 2011, ArtScience Museum has staged large-scale exhibitions by some of the world's major artists, including Leonardo da Vinci, M.C. Escher, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as exhibitions that explore aspects of science and technology – including particle physics, big data, robotics, palaeontology, marine biology and space science. Its permanent exhibition is a partnership with the Japanese digital art collective, teamLab, and it has become known for our immersive and interactive approach to exhibitions.

For more information, please visit www.marinabaysands.com/museum.html

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About mm2 Entertainment

mm2 Entertainment is a leading media and entertainment company headquartered in Singapore, known for its dynamic presence in the Asian film, television, and content production industry. As a subsidiary of mm2 Asia Ltd, which is listed on the Singapore Exchange, mm2 Entertainment has established itself as a key player in producing, distributing, and financing high-quality content across the region.

Since its inception, mm2 Entertainment has built a strong reputation for delivering commercially successful and critically acclaimed films, collaborating with renowned filmmakers and talent across Asia. The company plays a pivotal role in the entertainment ecosystem by supporting local and regional productions, fostering creative storytelling, and expanding the reach of Asian content on international platforms.

Beyond film production, mm2 Entertainment is actively involved in event and concert promotions, talent management, and digital content creation. Its diversified portfolio includes strategic partnerships and investments in cinemas, post-production services, and immersive media experiences, reinforcing its commitment to shaping the future of entertainment in Asia.

With its headquarters in Singapore, mm2 Entertainment continues to drive innovation and expand its influence, bringing compelling stories to global audiences while championing the growth of the regional creative industry.

For more information, please visit <https://www.mm2entertainment.com/>

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For hi-res images, please click [here](#). (Credit as indicated in the captions)