Playing with STAMPS
A Window to the World
Sharing Points

• Current play climate in Singapore

• What we hope to achieve

• How we engage children and families with play in exhibitions and programmes
Singapore
Change in How We Live
Change in How We Play
Change in How We Play
Playing with Stamps

- Learning about yourself and the world through philately
- Access to the collection
- In-person encounter
- Safe forum to express yourself and interact
Who We Are

BACKGROUND
- Opened in 1995
- First Philatelic museum in Southeast Asia

VISION
*To be the Best Little Museum*
- to be the children’s museum in the National Museums family
- to be the friendliest little museum
Our Collection

- Archival Philatelic Collection - owned by Government of Singapore
- Straits Settlements Collection (1800 – 1959)
- Singapore Collection (1960 – Present)
- International Collection (1966 – Present)
- Picture Postcard Collection (1898 – 1945)
- World War II Correspondence
Visitorship

<table>
<thead>
<tr>
<th>Numbers</th>
<th>2000</th>
<th>2008</th>
<th>2015</th>
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<tbody>
<tr>
<td>Visitorship to Museum</td>
<td>40,405</td>
<td>98,971</td>
<td>162,693</td>
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<tr>
<td>No. of Student Visitors (including Programme Participants)</td>
<td>19,054</td>
<td>34,689</td>
<td>56,797 (35%)</td>
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</tbody>
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Representation of Students Aged 3 to 16 Years

- Pre-School (3 - 6 yrs): 38%
- Primary School (7 - 12 yrs): 56%
- Secondary School (13 - 16 yrs): 6%
I am not a stamp collector.

Stamps are unimpressive and boring...

There’s nothing in it for me...

Who uses stamps anymore?

Your museum is so small!
What is a Stamp?

Archival Record

WORK OF ART

Window to the World

National Ambassador

Official Messenger
The Beauty of Philately

- Stamps are accessible to children – available, inexpensive, pictorial, colourful
- Learning about the world and yourself without travelling
- Features an extremely wide range of topics
- Manifestations of our need to connect – keepers of human stories
Bringing Stamp Stories to Life

- Educational value of stamps
- Contextualisation with text, objects and interactive elements
- Safe, immersive environments
- Stamps take centre stage
Bringing Stamp Stories to Life
Bringing Stamp Stories to Life

Spice Is Nice 2012

Stow Away On Board 2012

Shopping for Spices 2012

Spice Is Nice 2012
Visitors as Active Collaborators

- Experiential, tactile, multisensory
- Activity-driven
- Multiparty interaction
- Open-ended outcomes
Visitors as Active Collaborators

Bunny Wonderland 2011

Imagine Dragons 2012

Counting Sheep, Dreaming Goats 2015

Shaking It With Shakespeare 2016
Engaging the Whole Family

- Interactive icons and activity guides
- Talking points abound
- Where families bond and make memories
Engaging the Whole Family
Engaging the Whole Family
Play Learning through Stamps

✓ Facilitated, age-appropriate programmes (from 3 years old)
✓ Aligning to schools’ areas of interest
Play Learning through Stamps

Engaging children
- Constructivism
- Purposeful Play
- Quality Interactions
- Relevance to Daily Lives

We Are One
Serious Fun with Stamps
Serious Fun with Stamps

You will never see stamps the same way again!
The End

FAQ