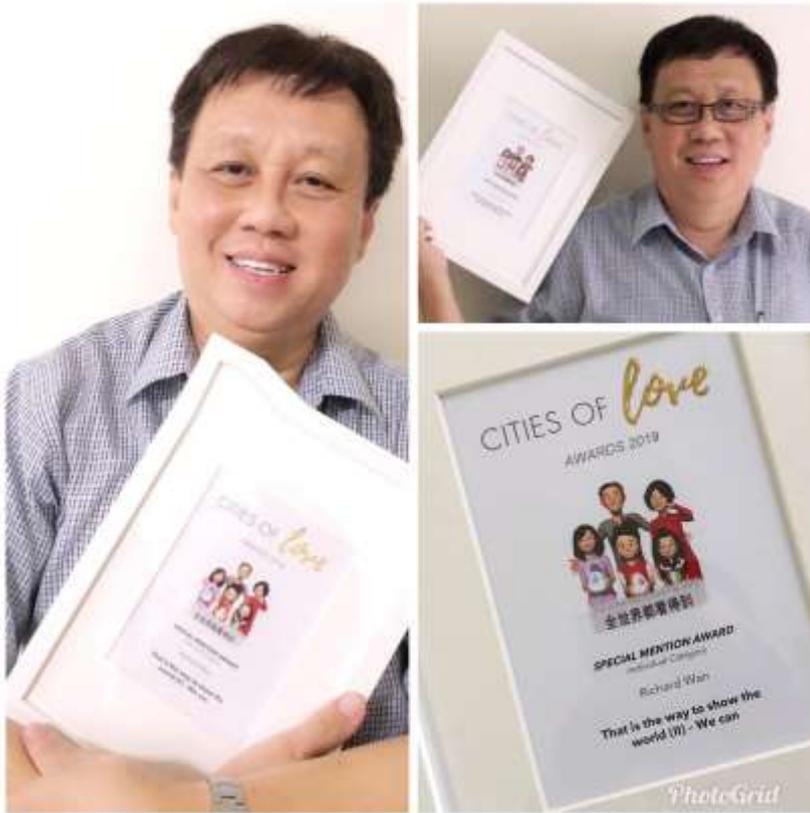


Interview with Richard Wan Kum Wah; - *That Is The Way To Show the World (II)* - We Can



1. What inspired you to start your entire music series?

You may be talking about other cities in the world for their arts and culture, music and dance, museums, and theatres. There might be iconic designs and classical concertos – with a feel of romance and renaissance almost every corner in every country. We call these - cities of love. But what about Singapore? Not much indeed to explore, but Singapore is famous for its cuisines at hawker centers all over.

Hawker Culture in Singapore is an integral part of the way

of life for Singaporeans, where people from all walks of life gather to dine over nice hawker food. This unique combination of food, space, and community has evolved into a microcosm of Singapore's multicultural society, with stalls selling Chinese, Malay, Indian, and many other diverse types of dishes. Yes! I am inspired actually and shall like to invite the world to know Singaporeans are united by nice food with my song and animation music video as promotional literature.

2. Hawker culture is close to the hearts of many locals. How would you want to further develop more love in their hearts for our city?

Research has shown that music listening and animation in the modern world provide viewers the opportunities to be immersed in an environment conducive to learning and entertainment. For instance, watching music videos online has created tremendous social impact and is a "community and collaboration on a scale never seen before.

Something proud of Singapore hawker food – hawker centers were built in the 1970s to resettle them and improve hygiene levels, providing access to amenities such as clean water and proper waste disposal. Since then, Singaporeans have been able to enjoy their local delights, under the comfort of a sheltered roof and proper sanitation. Singapore food culture goes beyond taste. Every dish of significance carries with it a history—be it of joy or hardship, and what's truly special is how age-old recipes have been adapted over the years to incorporate local flavours, Just like ice kachang, which has been a popular dessert since the 1950s and was served by itinerant street hawkers over pushcarts in Singapore. Owing to food hygiene problems and urban relocation, they were forced to resettle. I have selected ice kachang as a common menu in my entry, "That Is The Way To Show The World". Initially, hawkers used hand-cranked machine shaving ice blocks in making the dessert. Ice kachang

is no longer just an ice ball, but with more ingredients, not just with condensed milk. Food preparation standards gradually improved. To many Singaporeans who grew up during that era, they would surely have fond memories of it.

In Singapore, delicious dessert defines its local food scene and reflects our multicultural heritage. We had those old good days and shall look forward to new ideas. Hawker culture is so close to the hearts of many locals. Hawkers leverage their creativity and innovative capacities to attain success and stay ahead of changing marketplace and competitive world.

3. With your desire to prepare children for a globalized world, how else do you hope to do so in the area of social sustainability for Singapore?

“That Is The Way To Show The World” is not considered a children's music video actually though I have been in children's production since the 1980s. I focus more on local food such as dessert in my animation as many people have thought that local desserts do not get anywhere as much attention as other iconic hawker dishes - and that actually and easily evoke a sense of nostalgia and are characterized by strong and rich flavours.

Many of these hawker dishes originated from the food cultures of different immigrant groups who settled in Singapore. Over time, they have evolved to become the distinctive local dishes that we love and form an important part of our food heritage. Singaporeans enjoy a wide variety of good food at affordable prices. Hawker centers, which are an indispensable pillar of the Singaporean way of life, offer these numerous cuisines. Of course, many have ranked Singapore among 50 cities from around the world to reveal the best places for street food-focused travellers. According to business travellers and corporate travel agents that were interviewed, it appears that Singapore is the best place for them to enjoy street food. Singapore takes the top spot.

It is great to attract children and the young generations to learn more about the world around them in a fun and engaging way. In addition, it can strengthen their awareness of their Asian heritage and provide them with an opportunity in their lifelong journey. These efforts will not only augment the pool of locally available resources for school children and young people but also help to seed the spirit of innovation and encourage good music to promote education. Our songs should be a successful model not just in Singapore but across Asian countries and many parts of the world.

4. This is your second application for COLA. How did you first find out about COLA and what attracted you to apply for it at first?

We were born to make manifest the glory that is within us. It is certainly not just in some of us but is in everyone. I participated in COLA 2018 with my children's works to inculcate moral values and graciousness in building cities of love. And as we let our own light shine, my role in playing is so small that it might not serve the world.

Sometimes, with biggest component offering “high-quality advertising” to sell any idea or campaign requires an audience crowd. Be it megastars from Korea or the States offering unprecedented opportunities to promote their singing careers on large video screens, mass-producing giveaways or posters just to hand out at shows, or even be free Gospel or other religious music CDs nowadays becoming such large industry that incorporates a wide range

of followers, where the objective is to keep the mass crowd entertained with eager anticipations and getting them to follow up.

“That Is The Way To Show The World” has been nominated by UNESCO for hawker food culture by the National Heritage Board. It has also captured the attention of King Raja Majapahit of Mancawarna Palace Tampaksiring (Bali, Indonesia) when the MV bagged the Best International Film Award in Royal Bali International Film Festival 2019. It has been a proud moment to receive from His Highness an honorary award for arts contribution and innovation on the international platform.

There is actually nothing enlightened about self-achievement as we are all meant to shine together, as children and young people do. I am not into any idolatry or reverence for anything like popularity nor fame. It is like ice-cold kacang. It starts with water, turns into ice, and will return to water ultimately with plenty of ingredients of up-and-down. Life is a round snow-ball. Nobody will eat ice kacang every day. You may have tried this dessert once, while ordering another day, that may turn out to be more resounding and appealing. A second application entitled “We Can (II)” should therefore suffice while continuing with more in a better animation video in COLA 2020.

5. What advice would you offer to potential applicants who are keen to start their projects?

Nobody would ever want to embark on a project they know is going to fail. Project success factors really make a difference. A project plan begins with something else; it starts with an idea and the formation of certain relationships.

In starting any project, we just have to temper our scope of work with a healthy dose of reality and expectation setting, so that it's clear what we can actually achieve given our available time, resources, and budget. Sometimes, brainstorming, researching the marketing tactics, and making budget estimates on how much time and money any project would cost and if such strategic direction is really worthwhile.

We learn something else apart from social sustainability and impactful effort. It is not necessarily a matter of talent, intelligence, creativity, or strategy alone. Interestingly, perseverance is also very important.

Work preparations have already been planned ahead of the intended production deadline. Recognizing our constraints can lead to unexpected benefits. To avoid misaligning dreams with reality, any business needs a culture of honest communication that encourages clear-sighted discussion across all levels instead of just having unquestioned orders flow downstream. It often has multiple parties interested in its outcome and groups may even have divergent goals and expectations. Team members can always meet to review at different stages of production. Every project should start by establishing clear, workable goals. When beginning a project, establish clear checkpoints for the ultimate approver to provide feedback. This will help ensure a smoother path to the finish line.

We emulate strong role models, study, strive to find the right way to succeed.

6. What do you hope to see a transform in Singapore to make it a more lovable city?

Singapore is one of the densest cities in the world but that does not necessarily equate to crowdedness or a low measure of liveability and loveability. Singapore topped the charts in a joint study by the World Economic Forum and Massachusetts Institute of Technology – ahead of major cities like Sydney, Vancouver, and Paris. Singapore is well-planned – economic vibrancy, more efficiency in delivering services such as public transport, and a greater array of activities are just some of them.

Ultimately, that comes about finding the optimal balance that will support economic growth while ensuring a high quality of life – with good jobs, living environment, and leisure. Leisure comes with hawker food, as mentioned earlier when local dessert might just be street food in casual dining but a multicultural heritage of a hungry metropolis. We do not need to dine in fine restaurants to experience these most authentic local desserts. Spend small and eat big at any hawker centers and food carts. Today, hawkers leverage their creativity and innovative capacities to attain success in improving the form of desserts to stay ahead of changing marketplace and competitive world.

It is no surprise Singapore stands out to be recognizable in good and cheap food as a city of love with plenty of gastronomic delights. So this round, Richard Wan will highlight all these in a made-in Singapore animation MV – “That Is The Way To Show The World”. Indeed, it has.