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**NEWS RELEASE**

**WING TAI ASIA PARTNERS LASALLE FOR ART INITIATIVE TO COMMISSION, CURATE AND INTEGRATE ART INTO THE M**

- *Novel approach involves artists from an early stage and throughout development process*
- *Fusion of art and living spaces will be defining feature of The M, located in arts and heritage precinct*
- *Partnership reaffirms Wing Tai Asia's commitment to support local artists*

**SINGAPORE, 13 FEBRUARY 2020:** Wing Tai Asia announces a novel three-year partnership initiative with LASALLE College of the Arts to create, curate and integrate art into The M, its upcoming condominium development on Middle Road.

This aspiring initiative for a developer to partner artists to integrate art at the early design stage and throughout the development process of a condominium project is first-of-its-kind for Wing Tai Asia, in the local real estate industry. In past practices, artists were engaged when a project had commenced and as the design team considered its interior aesthetics. This partnership initiative signals a progressive step for Wing Tai Asia to realize its development aspiration to fuse art and architecture in meaningful ways.

By bringing together notable alumni of LASALLE's McNally School of Fine Arts and LASALLE's School of Spatial and Product Design to produce unique pieces of urban living art for The M, this interdisciplinary approach promises to open up new avenues for creative work and ideation revolving around the fine arts, environmental, technology and design disciplines.

On the partnership initiative with LASALLE, Mr Edmund Cheng, Deputy Chairman of Wing Tai Holdings, says, "By involving our artists at the very start, it helps them to capture the spirit of the place better so that their artistic expressions can enliven the space in an authentic, organic manner, as the art works with the space."

Mr Cheng elaborates on the partnership, "Art is not only for beauty and enjoyment, it also serves as a conduit to bring diverse groups of people together, to engage communities and create our living heritage. Both LASALLE and The M share a culturally vibrant district, they are neighbours. The artists will be working closely with our design teams, I believe they are a good match and their different perspectives will make for better solutions and richer outcomes. It is a harbinger of exciting new headways in urban art and architecture design development in Singapore."

Located at Middle Road, within the arts and heritage precinct of Bugis and Bras Basah, The M comprises 522 apartments and is expected to be launched in the first quarter of this year.

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“LASALLE is honoured to collaborate with Wing Tai Asia on this groundbreaking project to infuse its latest property development The M with art at the design phase. This ground-up approach gives ownership to our alumni artists and designers who together will be able to reflect the ethos of the property in a more purposeful and meaningful way. We hope to permeate this exciting new development with an extraordinary urban arts vibe that is inspiring to both its residents and visitors,” says Professor Steve Dixon, President of LASALLE.

The partnership reaffirms LASALLE’s and Wing Tai Asia’s commitment to supporting local artists and nurturing development of the arts in Singapore. Over the years, the real estate group has been accorded numerous patron of the arts awards, and has collaborated with internationally renowned architects and artists to incorporate art into Wing Tai Asia properties in sustainable fashions that have added immense value to its developments.

- THE END -

### **FOR MEDIA ENQUIRIES**

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### **ABOUT WING TAI ASIA**

Wing Tai Holdings Limited is public listed company in Singapore with a market cap of approximately S\$1.6 billion, and asset value exceeding S\$4 billion. Its principal activity is that of an investment holding company focused on key markets in the Asia Pacific, with core businesses in property investment and development, and lifestyle retail. The Wing Tai Asia network of companies include Wing Tai Holdings Limited, Wing Tai Malaysia Sdn. Bhd., Wing Tai Properties Limited and their subsidiaries in Singapore, Australia, China and Japan, as well as in Malaysia and Hong Kong.

### **ABOUT LASALLE COLLEGE OF THE ARTS**

Asia’s leading tertiary institution in contemporary arts and design education and practice.

LASALLE College of the Arts offers 30 diploma, undergraduate and postgraduate programmes in fine arts, design communication, interior design, product design, film, animation, fashion, dance, music, theatre, arts management, arts pedagogy and

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practice, art therapy, Asian art histories and creative writing. LASALLE provides a nurturing, interdisciplinary learning environment to inspire the next generation of forward-looking, globally engaged artists, designers and leaders of creative industries. Its faculty is led by a community of award-winning artists, designers, educators and researchers, and their practice-led research sets LASALLE apart as an international centre of excellence. LASALLE is a non-profit private educational institution founded in 1984 by the late De La Salle Brother Joseph McNally, a visionary artist and educator.