

“MY ENDEARING HOME” PHOTO COMPETITION

OVERVIEW

- 1 URA will be organising a photo competition based on the theme of “My Endearing Home” as a fringe event of the “My Endearing Home” exhibition. The intention is to encourage Singaporeans to view and portray Singapore as an “Endearing Home” in the context of their everyday lives. There will be two categories in this photo competition, “My Home” and “My Heritage”.

“My Home” category

- 2 The “My Home” category looks out for any image that captures a place that Singaporeans treasure in Singapore. It could be a special moment shared with family and friends, symbolic landmarks, or a favourite hangout place. The image can also be a new, refreshing angle that shows how we can ‘rediscover’ endearing parts of Singapore.
- 3 All entries must be submitted via the following URA website:
<http://www.ura.gov.sg/myendearinghome/photocompetition>
 - Starting date for submission: 16 May 2009
 - Closing date for submission: 21 June 2009
- 4 The awards ceremony for the winners in this category will take place as part of the Endearing Home exhibition at IMM on 1 August 2009. The prizes will be given out by the Guest of Honour (GOH) for the event, Ms Grace Fu. The top 3 prizes range from \$300 to \$600.

“My Heritage” (Special category)

- 5 The “My Heritage” category looks out for images that show life and activities in heritage areas. It could capture a slice of everyday life, a special event, or a place of shared memories. The image can also show creative new ways of revitalising old areas so that they continue to be a vital part of our city.
- 6 Submissions to this category may be used for publishing subsequently.
- 7 Entries can be submitted by post or hand to the URA Centre.
 - Starting date for submission: 16 May 2009
 - Closing date for submission: 16 July 2009
- 8 The awards ceremony for the winners in this category will take place as part of the Endearing Home exhibition at Parkway Parade on 29 August 2009. The prizes will be given out by the GOH for the event, Mr Matthias Yao. The top 3 prizes range from \$800 to \$1500.