

THE FULLERTON HERITAGE

FULLERTON SQUARE & COLLYER QUAY

Heritage for Today and the Future



2022

LEGACY AWARD

Owner:
Sino Group

Standing proudly along Collyer Quay, The Fullerton Heritage, anchored by the Fullerton Hotel is a landmark precinct that has stood the test of time. The buildings were gateways to and icons of Singapore as a thriving port where people from across the world arrived to seek and make a new life. They continue to be reminders of our links to the past as we charge ahead into the future.

Doyens of the Waterfront

The flagship of The Fullerton Heritage is the current Fullerton Hotel built in 1928 as the Fullerton Building and General Post Office to serve the growing colony. It also used to house the Exchange, the Singapore Club and government offices which oversaw the development of Singapore after independence.

The heritage buildings in the precinct include The Fullerton Waterboat House, Clifford Pier, and the former Customs House. Complementing them are the Fullerton Bay Hotel, One Fullerton and The Fullerton Pavilion. Collectively, they form a unique ensemble which marks the history of Singapore.

Custodians of Heritage & Sustainability

The Fullerton Heritage team are dedicated stewards of Singapore's historic waterfront over the past two decades. One of the six brand values that anchor their work is 'Heritage' - a call to treasure the past while embracing the present. This has been manifested in their rigorous process to ensure that the four conserved properties, winners of the 2001, 2005 and 2011 Architectural Heritage Awards for outstanding restoration, are consistently maintained as heritage icons. This is realised through a dedicated annual budget to deploy a pool of skilled personnel to oversee their care and explore use of technologies such as drones for monitoring.

In addition to heritage being inculcated as a fundamental corporate value which all staff proudly embrace as their creed, environmental sustainability and social responsibility are also firmly ingrained as pillars



Living heritage at the waterfront

of the organisation's Environmental, Social and Corporate Governance framework.

Connecting with the Community

Of unparalleled distinction is The Fullerton Heritage's portfolio of community programmes and outreach to share its heritage with the wider public. While guests enjoy the experience of staying in heritage properties with many offerings, the public can visit the Fullerton Heritage Gallery which provides a comprehensive museum experience where heart-warming stories were fondly recalled by people who

once worked in the former General Post Office building. Both guests and public can avail of a heritage trail brochure for self-exploration or participate in regularly organised free tours by licensed guides. Another powerful touch is the special provision of a postal counter in the hotel to keep the postal history alive and purposeful.

Impressive efforts are also evident to continually promote the local heritage and arts sector such as the creation of a 'Mile Zero' Marker and commissioning of thematic heritage markers and artworks to enhance the public spaces, guest rooms and wider precinct. Regular charity programmes also bring benefit to not-for-profit and non-governmental organisations such as the Rainbow Centre and the World Wildlife Fund. Annually, the Fullerton Heritage also supports national level celebrations like the National Day and New Year's Eve Light-up, which will continue to reaffirm in the public psyche, the precinct's role as an important anchor in the national landscape.

Heritage for the Future

Befitting the first ever Architectural Heritage Legacy Award, The Fullerton Heritage is a superb demonstration of how a well-managed heritage site can grow in architectural, cultural, social and economic value as well as community affection. The excellent execution by the dedicated custodian has resulted in an outcome that remains anchored in history and a sense of place and relevant into the future.



Heritage is carefully integrated in and around the site

The Fullerton Farm – a showcase of efforts at sustainability



A mini-museum for the public

Home-coming for the boatmen of the old Clifford Pier

New and Old Icons



Recording oral history



On-going support for heritage exhibitions and markers



Special light-up to support community causes