

Media Fiesta 2010: Celebrate and Discover Media

The latest media trends and the best of local content will be showcased through the month-long public event.

LAST year, more than 75,000 people came to look, browse, play and participate in the exciting slate of events held as part of the inaugural Media Fiesta.

This year, helmed by four anchor events in publishing, games, music and film, plus numerous other fringe events spread across the island during the month of March, Media Fiesta 2010 promises to bring the fun, buzz and action closer to the doorsteps of people in Singapore.

Supported by some 40 partners and sponsors from the people, public and private sectors, this annual event hosted by the Media Development Authority (MDA) aims to help raise the public's media literacy across the various forms of media, from animation and games to film and broadcast, and to publishing and Interactive Digital Media.

Kicking off Media Fiesta 2010 will be the official opening at Iluma on 4 March. To give visitors a taste of the new media trends, the launch event will incorporate a screening of the beloved classic by Lewis Carroll, *Alice in Wonderland* in stereoscopic 3D.

Beyond the launch, over the four weekends in March, visitors can enjoy movie screenings of classic films and iconic made-by-Singapore movies, children can learn the finer points of creative writing and learn about online publishing, and families can share the thrills and spills of a gaming competition.

The festivities will culminate in a concert featuring local stars and emerging local talents on the last weekend. Numerous fringe activities will also be held throughout the month.

Another highlight to look forward to at Media Fiesta 2010 is the Media Transformer, a roving public education interactive showcase that will accompany each anchor event. This novel concept will give visitors hands-on opportunities to explore and experiment with the latest in media offerings.

Guests can download media content and applications like games and music into their portable devices, take a behind-the-scenes look at how a show is produced in a mock studio, understand how media classification works, and walk down the memory lane of local content through interactive exhibits.

Ms Cassandra Tay, Director of Communications and Community & International Relations, MDA, said: "There is no denying the growing importance of media in our daily work, learning and play. By understanding and embracing new media trends and developments, Singaporeans can boost their economic competitiveness and achieve a higher quality of life. Media Fiesta provides an excellent annual platform for Singaporeans to keep up-to-date with the rapidly changing media and technological landscape."

Main Events

What	When	Where	Who
The Spectaculars! - Screening of classic movies and iconic local films	5-6 March	The Cathay	Film fans, families
Enchanted Journey Through the Pages - Fantasy-adventure dramatisation - Creative writing and e-publishing workshop	13-14 March	Woodlands Regional Library	Children, families
Quest of the Unknown - Gaming competition	21 March	Colosseum @ Iluma	Teenagers, families
Sounds @ *SCAPE - Concert by local music talents	27 March	*SCAPE Building	Teenagers, young adults, music fans

Media Transformer

See how media has transformed and will continue to transform lives at the Media Transformer showcase:

- Future Media – See and touch new media technologies and products
- Download Cafe – Download media content and applications
- Media Creation – Witness how a small-scale show is produced in a virtual studio
- Media Trivia – Learn about made-by-Singapore content over the last 50 years
- Media Classification Zone – Understand how media classification works

For more information on Media Fiesta's main events, the Media Transformer and other fringe activities, visit www.mediafiesta.sg