

PEOPLE'S ASSOCIATION
media release



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**CHINGAY PARADE 2024: A FLORAL EXTRAVAGANZA THAT
CELEBRATES COMMUNITIES COMING TOGETHER AS ONE**

Performances, Community Floats and Art Installations will tell the story of people coming together, exploring and pushing creative boundaries and growing as one community.



The People Association's (PA) annual multicultural extravaganza Chingay Parade will return with the theme "Blossom" on **23 and 24 February 2024**. Chingay 2024 will be a delightful celebration of Singapore's cultural tapestry, artistic talent and collective spirit.

Elevating Audience Experience

2 With up to 32,000 seated audiences over two nights, the Parade will feature 3,500 performers, 17 community-made floats, five Chingay large floats and for the first time, **Singapore's longest (230m) interactive floor projection ever for a street parade**. In addition, parade-goers and the public can be immersed in the PAssionArts Street, featuring art installations co-created by the residents and community artists.

3 Jimmy Toh, Chief Executive Director of PA, said, "Chingay has always been a reflection of our multicultural society and the spirit of our people as we celebrate different talents and abilities. Chingay 2024 will use the metaphor of blooming flowers to reflect our people's spirit of togetherness and growth as one community and a showcase of the flourishing vibrant talent of our diverse communities and beyond. This year, PA will once again collaborate with like-minded people and partners in the community and invite them to express their talents by co-creating

performances, community floats and art installations. We're very excited to present everyone's heartfelt contributions to Chingay - the People's Parade."

Blossom

4 Chingay 2024's theme "Blossom" represents the growth, transformation and flourishing of both individuals and communities. Flowers will be a central motif throughout the Parade consisting of six acts, with different flowers showcasing different aspects of Singapore's rich tapestry of culture and traditions. The Parade will be narrated by two main characters - the Gardener of Singapore and the Flower Fairy.

5 Chingay 2024 remains committed in engaging the community and drive participation for co-creation. Aside from the five main Chingay Floats, this edition of the Parade will feature **17 Community Floats** under the PAssionArts programme created by residents, grassroots organisations and community partners. Community artists will guide residents in making artworks to turn their floats into magical floral garden, reflecting the community's unique interpretation of the parade's theme "Blossom".

6 In addition, as part of this year's **Chingay National Education (NE) Community Engagement Programme (CEP)**, seven schools and their students will create flower-themed art installations using recycled materials for display near/around the F1 Pit Building. The Chingay space will be transformed by floral art pieces based on students' different interpretations of "Blossom". Students from 35 schools island-wide will also be able to experience the Chingay Parade in person through the Chingay NE Show at the F1 Pit Building on 3 February 2024.

7 For an immersive experience, Chingay 2024 invites members of the public to visit the **PAssionArts Street @ Chingay** (Free Admission) at the F1 Pit Building, featuring community art installations from the PAssionArts Festival 2023 that were co-created by residents and community artists from 23 to 25 February 2024 (23 & 24 February: 5pm to 9pm, 25 February: 4pm to 8pm). The PAssionArts Street aims to create a fun and interactive experience for all, including hands-on art activities.

8 Beyond the two-days parade at the F1 Pit, residents can also look forward to the **Chingay@Heartlands** celebrations, which will bring the Chingay experience closer to the community with a caravan of floats parading through various residential estates; over several weekends from 25 February 2024. These heartland parades will feature large floats and several community floats, stage performances and Chingay 2024 roving performers. In total, there will be five Chingay@Heartlands celebration sites.

Ticket Sales

9 Tickets for Chingay Parade 2024 will be available for sale from **8 December 2023 onwards** and PAssion Card members will get to enjoy 20% off on all admission tickets.

Chingay Parade 2024 Ticketing Arrangements

Day	Category (Singapore Dollars)			
	CAT 1	CAT 2	CAT 3	CAT 4
Parade 1 Friday, 23 Feb 2024	\$50.00	\$40.00	\$28.50	\$20.00
Parade 2 Saturday, 24 Feb 2024	\$60.00	\$50.00	\$28.50	\$20.00

10 For more and the latest information on Chingay Parade 2024, visit <https://www.chingay.gov.sg>, Chingay Facebook [@ChingayParadeSG](#) and Instagram [@chingayparadesg](#).

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About People's Association

The [People's Association](#) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes close to 2,000 [Grassroots Organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion Wave. More information at www.pa.gov.sg.

About People's Association - PAssionArts

Established by PA with the support of the Ministry of Culture, Community and Youth, PAssionArts is centred on the principles of co-creation and co-ownership by people and to provide a collective identity to community arts in Singapore. It aims to make arts and culture more accessible to the people by bringing it right to the heart of every constituency in Singapore. More information at our facebook page www.facebook.com/PAssionArtsSg.

CHINGAY 2024 COMMUNITY ENGAGEMENT PROGRAMMES

S/N	Activity/Event
1	<p>Chingay 2024 Community Floats</p> <p>Together with PAssionArts, Chingay first introduced community floats in Chingay 2022 - distinct from the main Chingay floats, these are floats constructed by local communities across Singapore. Residents, grassroots organisations and community partners come together, led by community artists to conceptualise, design and build floats for showcase at the Parade.</p> <p>Residents have already begun building the 17 community floats based on the theme "Blossom". To foster a sense of ownership, residents are encouraged to contribute materials to decorate their artworks creatively. Through the process of designing and building the floats, residents gained insights into art, acquired new skill sets and expanded their knowledge, empowering them to share with the community.</p> <p>For the first time, these community floats will form part of the float caravan that will be parading through the various residential estates over several weekends from 25 February 2024.</p>
2	<p>Chingay National Education (NE) Programme</p> <p>Since late October 2023 onwards, seven schools have rallied their students to build art installations on the theme "Blossom" to be displayed near/around the F1 Pit Building during Chingay, guided by seven community artists. These art installations are made using recycled materials and will reflect each school's identity and interpretation of the theme.</p> <p>The art installations will be open for the public to visit during Chingay. Through this co-creation process, students will learn upcycling and creative art techniques.</p> <p>Schools involved are:</p> <ol style="list-style-type: none"> 1. Xingnan Primary School 2. Park View Primary School 3. New Town Primary School 4. St Gabriel's Primary School 5. Westwood Secondary School 6. Sembawang Secondary School

	<p>7. Yuvabharathi International School (YBIS)</p> <p>There will also be a Chingay National Education Show to be held on 3 February 2024 at the same venue where teachers and students will be invited to be part of the parade.</p>
3	<p>PAssionArts Street @ Chingay</p> <p>A section of the F1 Pit Building will be turned into a PAssionArts Street, where art activities and community art installations co-created by residents and community artists will be showcased. These artworks, created during local iterations of the PAssionArts Festival held from July to September 2023, will now be enjoyed by a wider audience during Chingay 2024. Both parade-goers and the general public can partake in the fun and interactive activities onsite.</p>
4	<p>Chingay@Heartlands</p> <p>After the main parade on 23 and 24 February, the Chingay spirit will be brought to the heartlands - a caravan of floats, including the PAssionArts Community Floats that will parade through local towns and estates over several weekends from 25 February 2024.</p>

ANNEX B**TRANSLATION GLOSSARY**

English	Chinese
Chingay Parade Singapore	新加坡妆艺大游行
Chingay 2024: Blossom	绽放
Chingay 2023: Embrace Tomorrow	拥抱明天
Community Engagement Programme	社区参与计划
Chingay Community Floats	妆艺社区花车
PAssionArts Street @ Chingay	百盛艺术街
Chingay@Heartlands	妆艺在邻里

English	Chinese
Jimmy Toh Yong Leng Chief Executive Director, People's Association	卓荣能 总执行理事长, 人民协会