

Citi Partners Young Budding Artists to Create Calendar with Moving Visuals, Dance and Music Performances



Children and youth participants of the Citi Commercial Bank Calendar Art Competition held in partnership with The Business Times Budding Artists Fund with Mr Amol Gupte, ASEAN Head and Citi Country Officer for Singapore (Centre); Ms Lin Hsiu Yi, ASEAN & Singapore Head, Citi Commercial Bank (Left of Mr Gupte); Mr Colin Goh, CEO, The RICE Company Ltd (Left of Ms Lin); Mr Choi Wern Loong, Head of Emerging Corporates, Citi Commercial Bank (Right of Mr Gupte); Mr Helmi Yusof, Deputy Lifestyle Editor, The Business Times & Co-Chairman (Right of Mr Choi).

SINGAPORE, NOVEMBER 14, 2019 – Animated visuals, music and dance performances will feature in Citi Commercial Bank (CCB)'s 2020 calendar.

Created in partnership with The Business Times Budding Artists Fund and &Larry, a branding consultancy and design studio, CCB's calendar is digitally enhanced to showcase the works of more than 40 young budding artists.

Ms Lin Hsiu-Yi, ASEAN and Singapore Head of CCB, says “Given that technology is now an important part of our daily lives, it is fitting for us to equip our next generation of young artists with digital skills and tools that will help to expand their mindset and instil more interest in them in the use of technologies. More importantly, we take comfort in knowing that these are useful digital skills which the young artists have learned for life, which they may apply in future.”

Says Mr Wong Wei Kong, editor of The Business Times, “Using video animation and visual effects such as chroma keying, we could incorporate music and dance performances into the calendar to add sound and movement to the colourful illustrations. Creating this calendar has provided the children and youths involved with great exposure to digital technology that is invaluable to their learning journey.”

The fund provides fully-sponsored arts training programmes for children and youth from financially disadvantaged families so that they can pursue their artistic talents in music, dance, theatre, visual arts and Tech+Arts, a series of modules combining digital technology with the different arts genre that was introduced in 2018 .

This is the fifth year that CCB has teamed up with young budding artists aged six to 19 to create marketing collaterals as part of its corporate social responsibility efforts.

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About The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation and registered charity with IPC (Institutions of Public Character) status. TRCL seeks to harness the potential of the arts to benefit under-served children and youths in the community. TRCL manages a social fund (The Business Times Budding Artists Fund), arts centres (The Little Academy and 10 Square Youth) in Northpoint city and Orchard Central, creative spaces (The Pavilion at Far East Square and Temenggong 18/20) and two subsidiaries (Global Cultural Alliance and Millet Holdings). For more information, visit www.therice.sg

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with a strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 18,000 financially-disadvantaged children and youths, between the ages of six and 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by the RICE Company Limited. For more information, visit www.baf.sg.

About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services and wealth management.

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