



不出国也能度假 熟悉岛屿迎新亮点

zaobao.com.sg

点击阅读 >



TAKING HEART

Steinway Gallery Singapore donates S\$20,000 to BT-BAF to support arts education for children

TRCL has reached more than 1,000 students over the past 10 years through its Art of Play programme

Summarise Share Bookmark More

Add BT as a preferred source

Lindsay Wong

Published Mon, Mar 30, 2026 · 06:30 PM

阅读简体中文版 (beta)



The donation was presented during non-profit arts organisation The Rice Company Limited's 12th anniversary celebration at 10 Square on Mar 26. PHOTO: TRCL

[SINGAPORE] Steinway Gallery Singapore, part of trading and services company Melchers Group, has donated S\$20,000 to The Business Times Budding Artists Fund (BT-BAF).

The funds will be used to support arts education for underserved children, in ongoing efforts to increase opportunities and access to the arts.

The donation was presented during non-profit arts organisation The Rice Company Ltd's (TRCL) 12th anniversary celebration at 10 Square on Mar 26.

Celine Goh, general manager of all Steinway businesses under Melchers Group, said: "Meaningful artistic development begins when young people are given guidance, quality mentorship and the assurance that financial circumstances will not limit their potential."

Art of Play

Supported by BT-BAF, TRCL has reached more than 1,000 students and worked with more than 10 schools over the past 10 years through Art of Play.

Through the structured, six-month introductory arts programme, professional artist-facilitators guide students through exposure to multiple art forms.

Asean Intelligence
Get insights into businesses across South-east Asia

[Get the free report](#)

Ang Mo Kio Primary School principal Muhammad Farizal Umar Effendi said that the arts "support personal growth beyond the classroom, helping students become confident, joyful and caring individuals".

"Through Art of Play at Ang Mo Kio Primary School, many students – particularly those from disadvantaged backgrounds – have gained confidence, found their voice and felt valued."

This initiative will be implemented in 2026 and 2027, with up to 10 schools participating each year. Around 200 primary school students benefit from Art of Play every year through access to after-school arts learning and creative development.

SEE ALSO

Tiger Brokers Charity Cup raises S\$300,000 for nonprofit FootballPlus

Elaine Tan, director of partnership development at TRCL, added: "Through programmes like Art of Play @ Schools, we are able to work closely with schools to nurture confidence, creativity and artistic discovery among children who may have fewer arts learning opportunities."

Decoding Asia newsletter: your guide to navigating Asia in a new global order. [Sign up here to get Decoding Asia newsletter](#). Delivered to your inbox. Free.

Taking Heart Charities Arts non-profit

Copyright SPH Media. All rights reserved.

Reuse this content

Feedback

TRENDING NOW >

DBS completes US\$1 billion significant risk transfer deal, a first for...

Malaysian tycoon Vincent Tan's sell-downs point to pruning rather than an exit plan

Singapore private housing is 'decoupling' from HDB market as buyer pools...

Not in education, employment or training: Why more Hong Kong youths are optin...

RECOMMENDATIONS

Start investing on eToro faster with...
eToro Market Updates

1-month 8% p.a. return
HSBC Premier

Incredible: This Cushion Lets Seniors...
Ergonomic Seat Cushion

At 80, Old Man Lives In 20 Sqm Tiny House...
TheDecorIdeas

China misses out on AI boom as stocks trail b...
Jun 30, 2026

If you thought the global financial crisis...
Jun 29, 2026

Nikkei ends 4% lower as SoftBank tanks on...
Jun 26, 2026

If CEO succession is so well researched, why...
Jun 29, 2026

Popular Topics Banks & Currency News Singapore Companies News Singapore Economy

Latest T-bills Treasury Bills Results & Interest News

Latest SSB Singapore Savings Bonds News

Latest COE Certificate of Entitlement News

View More

THE BUSINESS TIMES

NEWS

COMPANIES

WEALTH

LIVING

MORE

BT RECOMMENDS

