

# MEDIA RELEASE

## **Hand-drawn animations breathe life into vintage toys**

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Singapore, 26 July 2016

MINT Museum of Toys combined imagination and vintage toys by opening up its collection to LASALLE's Animation students, who spent a day sketching at the museum. In a race against the clock, the students turned these sketches into 10 seconds of dynamic 2D animation within 24 hours over two days. These works by LASALLE students will now be on display at MINT Museum of Toys throughout August in a new exhibition, *Toys in Animation*, that breathes life into vintage toys from wind-up tin toys to classic cartoon characters.

The animations will be shown alongside the toys that inspired the original sketches, accompanied by exclusive behind-the-scenes concept art and photographs that shed light on the creative process. Each animation interprets the story of selected toys in a different, innovative way that showcases the imagination of LASALLE students from its Diploma and BA(Hons) Animation programmes.

The collaboration comes as part of LASALLE's practice-based learning, which prioritises industry engagement, and the museum's wider initiative to blur the boundaries between past and present, bringing vintage toys and classic characters back to the forefront.

"We believe our collection of vintage toys has the potential to inspire not only imaginative play but also various contemporary creative endeavours. With collaborations such as this, we also hope to open up more conversations about the relevance and importance of preserving these vintage toys. This project with LASALLE started from a small initiative and has grown into something we're proud to be a part of," said Christopher Ho, General Manager, MINT Museum of Toys.

"At LASALLE, it's important that students get to work outside the classroom, and draw new inspiration from everyday items around them rather than mimic existing animation. Starting from scratch with sketches helped sharpen foundational skills, while the short timeline served to stimulate industry practice and train students in quick decision-making. We're very happy that this collaboration has grown to become a full exhibition," said Chris Shaw, Head, The Puttnam School of Film and Animation, LASALLE College of the Arts.

*Toys in Animation* opens on 30 July 2016. In conjunction with Singapore Night Festival, *Toys in Animation* will be accompanied by Meet the Animators sessions on 19, 20, 26 & 27 August, from 7pm - 11pm. Find out more at [www.emint.com](http://www.emint.com).

### Exhibition Information

#### ***Toys in Animation***

Venue: MINT Museum of Toys, 26 Seah Street, Singapore 188382

Opening Hours: 9:30am - 6:30pm daily

*except during Singapore Night Festival on 19, 20, 26 & 27 Aug, exhibition will open till 11:00pm*

#toysinanimation  
[www.emint.com](http://www.emint.com) / [www.lasalle.edu.sg](http://www.lasalle.edu.sg)

### **About LASALLE College of the Arts**

LASALLE College of the Arts in Singapore is a leading tertiary institution in cutting edge contemporary arts and design education and practice. The college offers over 30 undergraduate and post-graduate programmes in art, design, film, animation, fashion, dance, music, theatre, arts management, artist education, art therapy, and Asian art histories.

Its faculty is led by a community of award-winning artists, designers, educators and researchers, and their practice-led research sets LASALLE apart as an international centre of excellence. Critically acclaimed alumni form the core of the cultural and creative sectors in Singapore and increasingly internationally.

Founded in 1984 by de la Salle Brother Joseph McNally – a visionary artist and educator – LASALLE is a not-for-profit, private educational institution. LASALLE receives tuition grant support from the Singapore Ministry of Education. Its degree programmes are validated by Goldsmiths, University of London.

### **About MINT Museum of Toys**

MINT (Moment of Imagination and Nostalgia) Museum of Toys houses a world-class collection of vintage toys and collectable items in an international award-winning contemporary building on Seah Street. When it was founded in 2007, the museum was the first in the world known to be purpose-built for toys, and to date, remains to be the only one.

Since its inauguration, the museum has expanded its collection, amassing over 50,000 items, 8000 of which are on display in the museum. The toys and items hail from over 40 countries and range in date from the 1840s to 1970s. These are displayed across the rooftop, basement and 4 thematic levels of the museum: Outerspace, Characters, Childhood Favourites and Collectables.

The collection is made up of various key collections, including Batman, Dan Dare, Japanese character and space-related toys, and collectables. In addition to toys, the museum also houses a collection of confectionary vintage tin-cans, large-item objects, such as Mobo horses, as well as enamel advertising signs. Over the years, these have been incorporated into various activities and programmes run by the museum, serving as windows into the past as well as inspirations for the present.

Today, MINT Museum of Toys serves diverse and expanding audiences, including students, artists, tourists, and a growing audience of collectors.

### **For Media Enquiries, please contact:**

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