

Thank you for considering the Singapore Guitar Show!

This pack contains general information, references and press releases for your information.

General Information:

The Singapore Guitar Show is the first event in South East Asia devoted to the appreciation of fine guitars and the art of building & playing these amazing instruments. Guitars have been used by musicians for thousands of years and a well-made and well-played guitar can deeply touch a single soul or inspire thousands of people. The Singapore Guitar Show 2011 features artists and artisans from around the globe who devote their lives to crafting and playing these beautiful instruments.

2011 Dec 3-4 Suntec Convention Centre Rooms 325-6 & Foyer. Free admission for visitors.

What is the event all about?

To spread the word about these artists and artisans who devote their lives to this amazing instrument, and their fabulous instruments. We offer all guitar fans the ultimate event for coming together, all in a perfectly suited venue. A venue where they can admire, try out and purchase the most beautiful guitars handcrafted by the world's greatest luthiers.

Who is behind the Singapore Guitar Show?

The Exhibition organizer is Questor Services, Company Registration number 53016984c. The director is Terence Tan. Terence is a guitar enthusiast, with experience in every stage of the guitar from dealing and processing tonewoods, building the instrument, performing and then being a published author for Acoustic, he brings his expertise to the exhibition.

How do I get to the Singapore Guitar Show venue – Suntec Singapore International Convention & Exhibition Centre?

Location Map [Click Here](#)

By Public Transport

Suntec Singapore is conveniently accessible by MRT and buses.

MRT:

The nearest MRT Station is City Hall. You can then take a 10 minutes' walk via the underground City Link Mall. Alternatively, you can hop on board the Suntec City Courtesy Shuttle Bus– pick-up point is outside the City Hall Station entrance at St Andrew's Cathedral, opposite Capitol Building.

Buses:

Bus services to Suntec Singapore: 36, 97, 106, 111, 133, 501, 502, 518, 857, 700. Alight right in front of the Convention Centre.

Access Routes to Suntec City By Road / By Car

- Raffles Boulevard (from Bras Basah Road)
- Temasek Avenue
- Rochor Road exit from East Coast Expressway
- Nicoll Highway

Suntec Singapore is accessible via 2 major expressways: East Coast Expressway (ECP) and Central Expressway (CTE). There are prominent signages directing the way to Suntec Singapore, which is located south of the Office Towers. There are a total of 3,200 parking lots available in the basement of Suntec City, and many more are available in the vicinity.

What time do doors open?

Doors for the Singapore Guitar Show open from 10am – 6pm daily.

Are there any restrictions on visitors?

This is a free-entry exhibition, not restricted to any of the public except that children 14 years and under must be supervised by an adult who is responsible for them at all times including damages. We request that visitors leave their instruments safe at home for security and safety purposes.

What about accommodation in Singapore?

There are many hotels near the venue that suit all budgets and preferences. We recommend that you visit <http://www.suntechotels.com/> or the travel site [Agoda](#) for more information.

Do I need a visa to come to Singapore?

To find out if you require a visa to enter Singapore, please visit http://www.ica.gov.sg/services_centre_overview.aspx?pageid=252&secid=165.



Guitar-maker Malcolm Tan (left) is one of the luthiers who will be showcasing his guitars at the Singapore Guitar Show this weekend, organised by Dr Terence Tan (right). ST PHOTO: CHEW SENG KIM

Guitar Show kicks off this weekend

Fans of the acoustic guitar will be able to buy hand-crafted instruments at the inaugural edition of the Singapore Guitar Show this weekend.

Held at the Suntec Singapore International Convention & Exhibition Centre on Saturday and Sunday, the show will feature at least 20 guitar brands and about 20 exhibitors from Singapore as well as Australia, Malaysia, Thailand and the United States.

The show is dedicated to showcasing high-end and handmade acoustic guitars. Guitars on sale range from \$400 to about \$10,000.

Dr Terence Tan, 30, the show's co-organiser whose day job is being a medical practitioner, says: "The idea for the show started four years ago when the acoustic guitar was beginning to gain popularity in Asia as a solo instrument."

Driven by a personal interest in the instrument, he began gathering information about luthiers and players. After that, it was simply a waiting game, he says.

"As the economy has picked up and the interest continues to rise in finger-style playing, I felt this year would be ideal for our show."

Guitarbench, an online magazine on acoustic guitars started by Dr Tan two years ago, is taking on most of the sponsorship for the show, to the tune of at least \$20,000.

Audio-visual shop Atlas Sound And Vision is providing Bose speakers for the sound set-up and guitar retailer Maestro Guitars is assisting with the stage set-up for guitar demonstrations.

The other organiser is Mr Jeremy Zhou, a student at the Singapore Institute of Management University. The 23-year-old says: "I wanted to bring the

world of high-end guitars to Singaporeans.

"Often, beginners get frustrated with the quality of cheap instruments and stop learning. By showing quality handmade guitars, hopefully we can see the guitar rise in terms of instrument status."

If this year's show is well received, the organisers hope to hold it either annually or biannually. They are also thinking of including handmade electric guitars.

Luthiers taking part in the show are enthusiastic. Mr Jack Spira, 41, an established luthier from Australia who has been making guitars for about 20 years, is flying in for the show. He can make between 18 and 20 instruments a year.

He says: "Singapore is a natural place to have a show like this, linking makers from Australia, Hong Kong, Malaysia, India and Japan."

Singaporean luthiers will also be showcasing their craft, such as Mr Malcolm Tan, 38, who has been making and repairing guitars for the past 18 years.

He says: "It's great to be able to meet builders from around the region and exchange ideas. This show will create awareness and give us luthiers a greater platform to showcase our instruments."

Thomas Music Centre, which sells guitars and has also organised eight International Guitar Festivals here, is one of the exhibitors in the show.

Its managing director Thomas Liauw, 49, says: "Even though the show covers a narrow area, it will definitely be a boost to the industry. There should be no holding back, because this can build up the guitar industry to another level."

Corrie Tan

what's up this week... and the

week's picks

Being Chinese



visual arts **adelaine chia** recommends

Photographer Tay Wei Leng questions what it means to be Chinese in contemporary Singapore and Malaysia. Her exhibition features 26 photographs of still life and portraits of the artist's friends, acquaintances and family members in Singapore and Malaysia.

Where: The Gallery, 3rd Level, Baba House, 157 Neil Road **MRT:** Tanjong Pagar **When:** Until March 11, by appointment only **Admission:** Free **Tel:** 6227-5731 **Info:** www.nus.edu.sg/museum/baba

design **tay suan ching** recommends

Where city meets countryside



Veteran architect Tay Kheng Soon (left) shares his views at a talk, *The Autobiography Of An Idea: Rurbanisation: The Life & Work Of Tay Kheng Soon*, about the theory of rurbanisation which aims to make an area a combination of both city and countryside. The concept sees the creation of small "high-tech" villages. Mr Tay has projects in Indonesia's West Java province, Hue in Vietnam and Sri Lanka, where his theory is being realised.

Where: The Pod, National Library Building, 100 Victoria Street **MRT:** Bugis/Chinatown **When:** Mon, 7.30 - 9.30pm **Admission:** Free **Tel:** 6226-2668 **Info:** www.archifest.sg

music **edlino abdul hazi** recommends

Guitar extravaganza

The first-ever event of its kind in South-east Asia, this guitar show brings together some of the top guitar craftsmen from around the world such as John Greven from the United States, Jack Spira and Maton from Australia, Christian Druery from New Zealand and home-grown guitar-maker Malcolm Tan. Enthusiasts can look forward to some exclusive handmade acoustic models such as the \$3,800 Eastkin Placencia (right), attend workshops and meet other aficionados.

Where: Suntec Exhibition Centre, Rooms 325-326 **MRT:** Esplanade **When:** Tomorrow and Sunday, 10am to 6pm **Admission:** Free **Tel:** 9144-6690 **Info:** www.singaporeguitarshow.com



Upcoming Events

For more info, contact Loni Spector Productions, (615) 982-0245, info@ampshow.com, ampshow.com.

Singapore Guitar Show 2010, October 2 & 3, at the Suntec Convention Centre, Meeting room 325, Singapore. For more info, contact singaporeguitarshow.com.

Northeast Ohio Guitar & Musicians Show, October 3, at the Richfield Days Inn, 4742 Brecksville Rd., Richfield, OH. Show hours 10-4. For more info, contact Lawrence Public, (440) 865-

312-7659 or Larry (918) 288-2222, fax (817) 473-1080, alternate number (888) 473-6059, larryb@stringswest.com, ruthbrinkmann@att.net, texasguitarshows.com. Co-sponsored by Vintage Guitar.

Woodstock Invitational Luthiers Showcase, October 23 & 24, at the Bearville Theater, Woodstock, NY. For more info, contact Baker Rorick (845) 679-9025, info@woodstockinvitational.com, woodstockinvitational.com. (See Advertisement on page 117).

MILANO GUITARshow
SHG33

NOVEMBER 13-14, 2010
MILAN, ITALY
www.milano-guitarshow.com

the WOODSTOCK Invitational
OCTOBER 23-24 2010

LUTHIERS SHOWCASE

Sell
Amps • Ukles
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Sept. 19th
9:30 am - 4:30 pm

Kent Commons
525 4th Avenue North
Kent, WA 98032
Directions call 253.858.5925

Admission 7th Enlarged Exhibit Area
On-site Food and Drinks
Exhibit Tables \$5th each
Free Workshops and Clinics

For information or booth reservations
call 253.445.973

The Seattle-Sevina Guitar Show
4327 S. Meridian PMB C-275
Payson, WA 98921

www.sevina.com
www.sevina-guitarshow.com



2010 Visitor Demographic Information:

Ages:

<18: 6% | 18-30: 45% | 30-40: 24% | >40: 25%

Amount spent on a guitar:

<0.5K: 16% | 0.5-1K: 25% | 1-3K: 34% | 3-5K: 10% | >5K: 12%

Number of guitars owned

<3: 52% | 3-7: 32% | >7: 16%

References:

with unsolicited comments from the 2010 exhibitors

Associated Traders

This will be a memorial event for me, I will always remember date "OCT 2nd and 3rd 2010"

I hope this event will continue and continue and continue.....

Sebastian Lim

Associated Traders

Sozo

There are many things we can say about this show and ... definitely we can testify to the amount of effort made by Terence and Jeremy, from the pre show work to the show and the post. Not forgetting the rounds made by Jeremy to ensure we are adequately hydrated daily, appreciate your attention to details!

Regards

aDAM

Sozo Invent

Tomas Music Centre

Thanks and Thumb Up for your good works. Very impressive work done!

Best Regards

Thomas

Maestro Guitars

Thank you Terrence for organising this event. I must say this is one of the more successful show we had participated to date.

Best Regards,

HOZEN

Maestro Guitars

Singapore Finest Handcrafted Guitars

Authentic Acoustics

Thanks Terence n Jeremy for doing such an outstanding job!

Your planning and execution Was immaculate.

Thanks to all for the beautiful guitars as well. It's a wonderful exposure for the guitar industry here.

Johann Tay

[Atlas Sound and Vision](#)

It was indeed Our pleasure to have had the Bose L1 System at the Guitar Show. A privilege indeed to have had all the amazingly crafted and celestial sounding guitars, pickups and incredibly talented musicians play through it.

That really helped showcase the Bose L1 Systems.

I thank you all for your kind words and support throughout the Guitar Show.

And am looking forward to working with all of you in the near future.

Warmest Regards:

Sean Klyne

Advocate

Atlas Sound & Vision Pte Ltd

[Jack Spira Guitars](#)

Thanks so much to you and Jeremy and all who worked so hard to make it happen. It was a bumper success and I hope you find the energy to do it again.

It was really great to be able to meet all those makers from around SE Asia,very valuable experience for me and all such brilliant people, thanks !!!

Jack

[Jeff Yong Guitars](#)

Just reached home last night and the show still rings in my mind.

What a SHOW! Congratulations and Thank you all for the successful and wonderful first ever show of this kind in Singapore.

Its has giving the people there a fun and eye opening time and also to luthiers like me to have direct contact and showing our works to the people who might otherwise just have to look at pictures and news review from forum or magazines.

You guys have sacrifice lots of nerves and sleep and I hope this experience will rocket you all to more higher levels and future success, keep p the good works!

Thank you again,

jeff

[Wiroon songbundit guitars](#)

We have so fun to Join this show. We are surprised that so many people in Singapore know deeply about guitar. We have good view for the future. Thank you for giving chance to us.