The HeritAGE Keepers:
Jonah Heng, Ma Ruolin, Khaw Faye, Heng Yi Xin.

Concept of Heritage Preservation

HERITAGE CYCLE

- From Enjoying
  - comes a thirst to understand
  - it will help people enjoy it
  - they will value it
- By Understanding
- By Valuing
  - they will want to care for it
- By Caring

Concept proposed by Simon Thurley, Chief Executive of English Heritage
**THEY DON’T ENJOY...**

Qns: Have you participated in the events below?

- Activity by NHB
- Activity by SHS
- No

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**THEY DON’T UNDERSTAND...**

Qns: Which of the heritage sites below do you know?

- Tekk Ayer Market
- Former Ford Factory
- Baba House at NUS
- Former Tanjong Pa...
- Sultan Mosque
- None

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**THEY DON’T VALUE/CARE...**

Qns: Are you interested in heritage?

- Yes [27]
- Not really... [51]
- Not at all [11]
Our Observations

<table>
<thead>
<tr>
<th>Root cause of Problem</th>
<th>Lack of connection to sites</th>
<th>Perception that one’s knowledge of sites is already adequate</th>
</tr>
</thead>
</table>

**Table 1: Relationships to Place**

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Type of Bond</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biographical</td>
<td>historical and familial</td>
<td>being born in and living in a place, develops over time</td>
</tr>
<tr>
<td>Spiritual</td>
<td>emotional, intangible</td>
<td>feeling a sense of belonging, simply felt rather than created</td>
</tr>
<tr>
<td>Ideological</td>
<td>moral and ethical</td>
<td>living according moral guidelines for human responsibility to place, guidelines may be religious or secular</td>
</tr>
<tr>
<td>Narrative</td>
<td>mythical</td>
<td>learning about a place through stories, including: creation myths, family histories, political accounts, and fictional accounts</td>
</tr>
<tr>
<td>Commodified</td>
<td>cognitive (based on choice and desirability)</td>
<td>choosing a place based on a list of desirable traits and lifestyle preferences, comparison of actual places with ideal</td>
</tr>
<tr>
<td>Dependent</td>
<td>material</td>
<td>constituted by lack of choice, dependency on another person or economic opportunity</td>
</tr>
</tbody>
</table>

Dr. Jennifer E. Cross, Colorado State University, USA, Sociologist
WHAT IS A COMMODIFIED RELATIONSHIP?

1. Desirable features (i.e. facilities) that meet the needs of target group
2. Youths attracted to visit the sites
3. Frequency of visits results in shared memories
   Sense of attachment developed for sites

Root cause of Problem | Lack of connection to sites | Perception that one's knowledge of sites is already adequate
HWA CHONG CLOCK TOWER AS CASE STUDY

Chinese High School Clock Tower Building

Date of Construction: 1925
Date of Gazette: 19 March 1999
Address: 673 Bukit Timah Road
Singapore 269735
Architect: F.G. Ludon, Swan and MacLaren

PROPOSED JAMMING ROOM
PROPOSED GYM

Electricity
Generator

Bicycle

Screen

110-volt player

Earphones

BUILDING A NARRATIVE RELATIONSHIP
WHAT IS A NARRATIVE RELATIONSHIP

1. Relating to a place by learning about its creation myths and the family histories behind it.
2. Youths are aware of the existence of these sites. Curiosity is evoked.
3. Able to relate to the place when they visit it. Sense of pride and attachment developed for sites.

Root cause of Problem: Lack of connection to sites
Perception that one’s knowledge of sites is already adequate

FORCE 136

The Concept:

*Meet Singapore's James Bond*

A espionage television drama series based on Force 136, a resistance group that was led by Mr. Lim Bo Seng.
THE FIRST SEQUEL OF
OUR DRAMA SERIES

http://www.youtube.com/watch?v=yzJe0swscb4&feature=em-share_video_user

IN CONCLUSION

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<tbody>
<tr>
<td>Concept Applied</td>
<td>Building a commodified relationship</td>
<td>Building a narrative relationship</td>
</tr>
<tr>
<td>Proposal</td>
<td>Remodeling heritage sites into study sites for youths</td>
<td>Creating a television drama series that celebrates historical figures</td>
</tr>
</tbody>
</table>