

Sharon Chen chen.peiling.sharon@gmail.com <https://www.chensharon.com/>

Interest

Making arts, heritage and culture accessible to all through evidence-based approach

Education

- January 2018: Diploma in Special Needs Education, Flinders University, Australia
- Nov 2015: MA Visitor Studies and Learning in Museums and Galleries, University of Leicester, UK
- Mar 2014: Specialist Diploma in Statistics and Data Mining, Singapore Polytechnic
- May 2012: MSc. Information Studies, Nanyang Technological University, Singapore
- Dec 2003: BSc (Biology), National University of Singapore

Skills

Project & Budget Management, Audience Research and Analysis (qualitative and quantitative), Museum-based Pedagogy and Curriculum development, Report Writing

Work Experience

Singapore Discovery Centre (SDC), Head, Research and Content Section, Oct 2021 – Present

- Led team of 2 in research and content development for SDC's permanent and special exhibitions
- Develop collection management system and digital asset management system
- Developed programme and trained students for personal memory collection during Army Open House on 28 and 29 May 2022

Singapore Art Museum (SAM), Senior Manager, Access Programmes, Mar 2020 – Sept 2021

- Led 3 staff including person with vision impairment for access programmes, managed \$400,000.
- Co-Chair of Museum Roundtable Access and Inclusion Community of Practice with ArtScience Museum. Developed "Baseline Document for Accessibility Standards in Arts & Cultural Venues" with 10 member museums in Singapore, including National Heritage Board museums
- Collaborated with National Gallery Singapore and Singhealth to launch the Care Collection and mobile application, providing mental health support for frontline healthcare workers.
- Developed and hosted suite of virtual art and wellness programmes in English and Mandarin to over 43,000 viewers from May to October 2020
- Conducted virtual outreach of SAM Touch Collection to persons with visual impairment and participated in ChannelNewsAsia's documentary, "Seeing is Believing"

National Arts Council (NAC), Manager, Education, Aug 2018 – Mar 2020

- Managed Cultural Medallion Speakers in Schools series
- Implemented programmes for in/at-risk youth and children with special needs at 80 schools featuring 50 artists across various art forms.
- Revised policies for the professionalisation of artists and capability development of Art teachers
- Partnered with National Gallery Singapore and Singapore Art Museum for the Museum-based Learning Programme
- Assessed and tracked more than \$500,000 grants disbursed, provided timely analytical updates

National Heritage Board (NHB), Manager, Asian Civilisations Museum, 17 Dec 2012 – Jul 2018

- Developed gallery interpretations, exhibition trails and kits for permanent, block-buster and travelling exhibitions, including "Nyonya Needlework", NHB's most visited exhibition for 2016/2017
- Conducted workshops for teachers and developed inquiry-based learning packages with Ministry of Education Humanities branch
- Mentored 5 interns from secondary school students to post-graduates
- Advocate for accessible and inclusive museum experience, mentioned in Singapore's [Third Enabling Masterplan](#) (2017 – 2022) and NHB's [First Heritage Strategic Plan](#) (2018 – 2023).
- Pioneered research programme, "Kopi, Kueh & Culture" and demonstrated positive impact of museum visits to wellbeing of elderly on long-term care
- Curated first inclusive workshop and exhibition "Tiny Turtles", jointly commissioned by Australian High Commission and ACM
- Managed 551 local and foreign docents including budgeting, scheduling, training and conflict resolution

National Library Board (NLB), Senior Associate, Jul 2008 – Dec 2012

- Secretariat, "Patronage working committee", MICA Arts & Culture Strategic Planning Exercise
- Member, Social Capital Working Group, Library 2020 Strategic Planning (Dec 2008 to Jun 2009)
- Exhibition project management (up to \$1.2M), including budgeting, loans, copyright, installations, and publicity

- Project Manager for \$3M ArtsCultureSG portal (November 2011 to November 2012), a cross-agency collaboration between NLB, the National Arts Council and National Heritage Board
- Conference producer for Singapore Literature Symposium (7 & 8 November 2008) and “When Nations Remember” conference (10 & 11 October 2010)

National Library Board (NLB), Executive, Programmes Management, Nov 2005 – Jul 2008

- Account manager for programmes at library@esplanade, Jurong Regional Library and Cheng San Community Library
- Project team for nationwide reading campaign, “READ!Singapore” in 2006 and 2007
- Secretariat to NLB Programmes Board Committee

Academy of Medicine, Singapore (AMS), Project Executive, May 2004 – Nov 2005

- Secretariat for the College of Radiologists and Chapter of Dental Surgeons
- Garnered sponsorships of \$300,000 for 38th & 39th Singapore-Malaysia Congress of Medicine
- Project managed 14th Singapore Radiological Society Annual Scientific Meeting

Awards / Presentations / Publications

2022:

- “Singapore Discovery Centre: Engaging Singaporeans in Total Defence - 25th years and beyond”, accepted for presentation in August 2022 at International Council of Museum’s (ICOM)

2021:

- Presented “Caring for our Healthcare Workers through Art” at Museums and the Web Virtual Conference’s Lightning Talk Session on 23 April 2021
- Co-Presented “Unwind with SAM” at Singapore Mental Health Conference 2021 virtual conference organised by Institute of Mental Health and National Council of Social Services Singapore, on 24 August 2021, with Dr Russell Chan, Marie Curie Research Fellow, University of Twente, The Netherlands
- Co-Presented “Combining Art and Meditation through Neuroscience” at the Asia-Pacific Mindfulness Virtual Conference, organised by Brahm Centre Singapore on 24 August 2021, with Dr Russell Chan, Marie Curie Research Fellow, University of Twente, The Netherlands
- Presented “Mission Possible: Seniors and Contemporary Art Project”, at the “Far Sighted Museum: Sighting Forward to Aging Society” virtual conference organized by National Discovery Museum Institute, Thailand on 18 September 2021

2020:

- Presented “The Development of the SAM Touch Collection and Impact of its Facilitated Outreach” and “Kopi, Kueh and Contemporary Art – A programme for Seniors by Seniors” for the 13th Inclusive Museum Conference, 3 to 5 September 2020

2018:

- “Kopi, Kueh & Culture” as a case study in “New Museum Practices in Asia”, published by Lund Humphries UK, edited by John Reeves (former Head of Education, British Museum) and Caroline Lang (former Head of Communities & Audience Development, V&A).

2017:

- Attached to National Museums Liverpool, UK for 4 weeks and trained in its award-winning programme for elderly with dementia, “House of Memories”, inclusive policies and educational programmes.
- Presented “Kopi, Kueh & Culture” at the Health & Wellbeing Conference UK in June 2017 and at ICOM-CECA October 2017.
- Article on “Tiny Turtles – an inclusive children’s exhibition” published by ACM.
- 1 of 6 finalists and sole NHB representative in “Superstar” award for excellent service presented by Association of Singapore Attractions.

2016:

- “Kopi, Kueh & Culture” published in ICOM-CECA “Best Practice Journal” 2016
- “Kopi, Kueh & Culture” published in NHB’s [MUSE SG Magazine](#) (Apr/May issue)
- Received FOM-NHB Continuing Education Scholarship (\$10,000)
- 1 of 6 recipients of NHB EPIC awards for exemplary staff.
- “Gold” award recipient for excellent service presented by Association of Singapore Attractions.

2014: Presented “Reminiscence Therapy using Museum’s Collections – A joint project by TPM and Alzheimer’s Disease Association”, FIHRM-INTERCOM International Conference.

2012: “Information seeking behavior during Singapore’s General Elections 2011” joint paper presented at the 15th General Conference of the Congress of Southeast Asian Libraries.