

Date: 11 Jan 2023

Request For Proposal

To the Vendor,

REQUEST FOR PROPOSAL (“RFP”) FOR MEDIA AGENCY (“THE VENDOR”) FOR ARTS HOUSE LTD. (“AHL”)

Arts House Ltd. (“AHL”) invites Vendor Proposals for the goods and/or services described in detail in the Requirement Specifications and on the terms and conditions set out in the Request For Proposal (“RFP”) as a whole.

This invitation comprises the following documents:

- The Covering Letter
- Section A: Requirement Specifications
- Section B: Conditions of Contract

Interested Vendors are invited to sign up for an online briefing on **16 January (Monday) 10am** by registering their interest to elizabethwong@artshouse.sg by 13 January (Friday) 6pm. Thereafter, vendors must submit their Vendor Proposals by the Closing Date, which is on **6 February (Monday) 6 pm, Singapore time.**

Vendors who wish to seek clarifications on the RFP shall submit their written request no later than 3 working days prior to the closing of the RFP to Elizabeth Wong (elizabethwong@artshouse.sg).

We look forward to receiving your proposal.

Yours faithfully,

Elizabeth Wong
PRINCIPAL MANAGER, MARKETING AND COMMUNICATIONS
ARTS HOUSE LIMITED

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SECTION A: SCOPE OF WORK AND REQUIREMENTS

1. INTRODUCTION

- 1.1 Arts House Ltd. (thereafter “AHL”) is a not-for-profit organisation committed to enriching lives through the arts. AHL is the cultural place manager of Singapore’s Civic District. It manages two key national monuments – The Arts House, a multidisciplinary arts centre with a focus on literary programming, and the Victoria Theatre & Victoria Concert Hall, a heritage building that is home to the Singapore Symphony Orchestra. It also runs performing arts space Drama Centre as well as three creative enclaves for artists, arts groups and creative businesses - the Goodman Arts Centre, Aliwal Arts Centre, and Stamford Arts Centre.
- 1.2 AHL organises the Singapore International Festival of Arts – an annual pinnacle performing arts festival; as well as the Singapore Writers Festival – a multilingual festival presenting the world’s leading literary talents. In addition, AHL manages Our Cultural Medallion Story – the showcase on Singapore’s Cultural Medallion recipients at The Arts House.
- 1.3 AHL was set up in 11 December 2002 as a public company limited by guarantee under the National Arts Council and was officially renamed Arts House Limited on 19 March 2014.

2. PROJECT BRIEF

- 2.1 AHL is seeking for strategic counsel and support for media planning and buying for the key signature festivals and programmes organised by AHL and presented by AHL’s key venues, as well as the ongoing initiatives such as Our Cultural Medallion Story showcase and the Civic District. More information on the venues, festivals and programmes are as follows:

Venue Community Programmes

2.1.1 The Arts House

Nestled in the 190-year-old that was home to Singapore’s first Parliament house, The Arts House continues to be a key driver in Singapore’s literary arts scene. It focuses in particular on the literary arts — celebrating the works of written and spoken word artists from Singapore and beyond. Found in the heart of Civic District, the gazetted national monument plays a pivotal role in creating a wholesome artistic culture and diversified experience for everyone, both in the arts and the general public.

- 2.1.1.1 Co-commissioned by the #BuySingLit and supported by NAC, Textures invites audiences to experience and appreciate how words give us the ability to express ourselves as well as give meaning to our lives and the world. The festival also celebrates Singapore literature and the people who have contributed to it. From mastering the craft to those building a community of writers and readers, they are all part of weaving and strengthening the fabric of our literary landscape. The sixth edition of Textures will be held in 2023, starting with preview programming in January to coincide with Light to Night Festival as well as Singapore Art Week. Expected to take place during the June 2023 holidays is a family arts festival.



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2.1.1.2 VERSE is an annual multi-lingual programming season at TAH to nurture interest in Singapore literature, especially those of our official four languages. 2023 will be the second year for VERSE programmes and the objective is to foster greater multicultural understanding and encourage social bonding and at the same time leveraging relevant sector partners and stakeholders in the literary arts sectors and suitable hirers to participate collectively in TAH's programming.

2.1.1.3 The Golden Point Award is Singapore's premier creative writing competition for Short Story and Poetry in the nation's four official languages: English, Chinese, Malay and Tamil. Established by the National Arts Council in 1993, the national literary writing competition is a significant platform for discovering new writers whose works exhibit literary merit and encouraging literary expression in Singapore. The biennial competition is open only to individuals who, at time of application, have yet to publish a solo work in the specific genre they are competing in. Writers whose works have been published in journals or anthologies (whether online or in print) are eligible to enter.

2.1.1.4 Our Cultural Medallion Story is commissioned by the National Arts Council and managed by AHL. The Cultural Medallion was instituted in 1979 to recognise individuals whose artistic excellence, contribution and commitment to the arts have enriched and distinguished Singapore's arts and cultural landscape. Our Cultural Medallion Story at The Arts House celebrates the achievements of 130 award recipients through both physical and online presentations. Discover how the Cultural Medallion story started, what inspires our Cultural Medallion recipients, and dive into their creative journeys through publications written by and about them.

2.1.2 Aliwal Arts Centre

Located within the Kampong Glam conservation district, Aliwal Arts Centre (AAC) is a multidisciplinary arts centre with a strong focus on performing arts. Aliwal Arts Centre enables artists and arts groups to garner inspiration from its rich cultural surroundings. Hailed as one of the coolest neighborhoods in the world by international press for its seamless blend of history, culture and its eclectic offerings of lifestyle shops and cafes, the rich cultural heritage site allows people to come together to discover and explore art of both traditional and modern forms. Here are two programmes taking place in January at AAC – AliWALL Festival and Aliwal Tour. AliWALL is a showcase of activities at Aliwal Arts Centre with urban collectives RSCLS, Teater Ekamatra and multiple artists in collaboration.

2.1.3 Goodman Arts Centre

Goodman Arts Centre is a 7-acre arts hive nestled within the culturally-rich Mountbatten district. Since its establishment in 2011, the centre serves as a place to bring artists, enthusiasts and neighbouring communities together to experience the arts in a warm and intimate manner. Ongoing programmes at Goodman Arts Centre include Goodman Open House (signature festival) and Goodman Grows.

2.1.4 Stamford Arts Centre

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Located within the interesting neighbourhood of Arts & Heritage District and Waterloo Arts Belt, Stamford Arts Centre (SAC) is a multidisciplinary arts centre with a focus on Traditional Arts. The centre comprises three blocks of building, housing various professional arts companies six project studios, one acoustically-treated music studio, one residency studio, a fitted out Black Box, F&B and commercial spaces to enhance amenities for public and audience visiting SAC. SAC is envisioned to be a vibrant and energetic performing arts centre focused on bringing the traditional arts closer to the community, supporting content creation and artistic collaborations, and the use of digital technology. A signature festival at SAC is expected to take place during the last two weeks of August together with other stakeholders in the Bras Basah precinct.

2.1.5 Civic District

In 2020, the National Arts Council appointed AHL as Place Manager for the Civic District. The Civic District Alliance was then set up in January 2021, comprising Asian Civilization Museum, Esplanade, National Gallery Singapore and AHL as key stakeholders. In AHL's Civic District Placemaking Multi-year Plan (2021-2024), 3 key strategies were expanded upon, namely Building Identity, Place Activation and Engagement. Ongoing programmes in the Civic District include the The Clock Tower Climb at Victoria Theatre & Victoria Concert Hall and the Civic District Art Tour.

National and international programmes

2.1.6 Singapore International Festival of Arts 2023

As Singapore's annual pinnacle performing arts festival, the Singapore International Festival of Arts (SIFA) presents captivating and diverse works across theatre, music, dance, film and visual arts. First launched as the Singapore Festival of Arts in 1977, the festival has gone through several evolutions and inspired generations of arts lovers and practitioners. Today, the highly anticipated festival is a high point on Singapore's arts and cultural calendar. SIFA continues its festival mission to champion the creation and presentation of Singaporean and international works. Planning for the next edition of SIFA starts in September 2022 and the festival will take place around mid-May to early June of the following year.

2.1.7 Singapore Writers Festival 2023

The Singapore Writers Festival, one of Asia's premier literary events, started in 1986 as a biennial festival. Now organised by Arts House Limited, SWF is a much anticipated event on the cultural calendar, presenting the world's major literary talents to Singaporeans while shining a spotlight on home grown and Southeast Asian creative talents. Over the years, the Festival has become an exciting meeting point of writers, academics and thinkers in a choice spread of panel discussions, workshops, lectures and performances over 10 days. It has hosted literati the likes of two-time Booker Prize winner Margaret Atwood, Whitbread First Novel Award winner Zadie Smith, British poet laureate Carol Ann Duffy, Nebula winner Neil Gaiman and Lambda Literary Award winner Roxane Gay. The Singapore Writers Festival is one of the few multi-lingual literary festivals in the world, celebrating the written and spoken word in Singapore's official languages – English, Malay, Chinese and Tamil. Planning starts in June 2023 with the festival taking place in November 2023.

3. SCOPE OF WORK



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3.1 AHL is seeking a media agency (“Vendor”) to provide 12 months media planning and buying from 1 March 2023 (with the option to renew for 1 year), for the key signature festivals and programmes organised by AHL and presented by AHL’s key venues, including the ongoing initiatives organised by AHL within the Civic District as the cultural place manager.

3.2 The Vendor shall undertake the scope of works as outlined below:

- a. 12-month media planning and buying for AHL’s initiatives including key festivals and venue programmes as listed below:
 - i. Singapore International Festival of Arts 2023 (Mar – Jun 2023)
 - ii. The Arts House
 - VERSE (Jul 2023 – Oct 2023)
 - Family Fun Festival (Apr 2023 - Jun 2023)
 - Golden Point Award 2023 (Apr – Jun 2023)
 - Our Cultural Medallion Story (Mar 2023 – Dec 2023)
 - Textures in conjunction with Light to Night and Singapore Art Week (Nov – Dec 2023)
 - iii. Civic District (Mar 2023 – Dec 2023)
 - iv. Goodman Arts Centre – Goodman Open House 2023, as part of Family Fun Festival (Apr - Jun 2023)
 - v. Stamford Arts Centre – Night Festival 2023 (Jul - Sep 2023)
 - vi. Singapore Writers Festival 2023 (Jul – Dec 2023)
 - vii. Aliwal Urban Arts Festival 2024
 - viii. And any other adhoc programmes
- b. Media budget for the entire list of programmes:
 - i. Online: up to \$400k
 - ii. Offline: up to \$200k

4. PROPOSAL SUBMISSION

- 4.1 Vendors are invited to submit a proposal and quotation to provide 12 months media planning and buying from **1 March 2023 to 29 February 2024**, with the option to renew for 1 year thereafter.
- 4.2 Interested vendors are required to attend an online briefing regarding the scope of work and to seek clarifications before submitting the proposal. The briefing will be held on 16 January (Monday) at 10am.
- 4.3 The Vendor shall provide a breakdown of the fee quotation for each of the areas listed under the Scope of Work based off the template in Annex A.
- 4.4 Vendors are welcome to propose optional value-added services (with costs clearly indicated).
- 4.5 All proposals must be password protected and submitted via email to elizabethwong@artshouse.sg by 6 February (Monday), 6 pm, Singapore time. Passwords are to



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be sent to procurement@artshouse.sg (with no CCs) with the subject line of 'Request For Proposal Submission for Appointment of a Media Agency'.

- 4.6 All proposals, supporting information and all documentation submitted as part of the Proposal must be written or properly translated into the English language.
- 4.7 Proposals and all accompanying documents, plans, materials or other items that are submitted by Vendor in response to this Request For Proposal shall become the property of AHL.
- 4.8 Proposals submitted shall remain valid for a period of three (3) calendar months and during such extension of the period as may be agreed in writing between the Vendor and AHL.
- 4.9 AHL retains the right to award the contract in part or in whole to the appointed vendor.
- 4.10 AHL does not bind itself to accept any of the Proposals submitted. AHL shall be under no obligation to accept the lowest of any Proposals.
- 4.11 AHL is not under any obligation to inform any Vendor of the reasons for non-acceptance of a Proposal.

5 EVALUATION CRITERIA

5.1 The successful Vendor shall possess the following qualities:

- a. Have proven demonstrable experience in arts and/or events media planning and buying
- b. Have successful working relationships with media owners
- c. Have a reputable digital media buy arm
- d. Be familiar with the arts scene and history in Singapore

5.2 The following items shall be submitted as part of the Vendor's Proposal for this RFP, and will be used for the purpose of evaluation:

a) Proposal
Vendors must submit a Proposal that outlines the following to meet the requirements indicated in the Scope of Work, as part of the RFP evaluation: <ul style="list-style-type: none">• Draft overview media plan and timeline• Include 1-2 activation ideas – digital or hybrid campaigns• Commission rates across online and offline media platforms• Regional buy expertise
b) Portfolio of past work and clients
Vendors shall demonstrate their relevant track record by submitting their portfolio of relevant projects in the past 3 years. Please present relevant examples similar to that of our proposed scope of work and client list (related to the arts, events and entertainment sector).

c) Vendor Information and manpower

Vendors are required to submit their Vendor information and specific project manpower allocation structure showing names, reporting structure and responsibilities of the account servicing team, including the names of key personnel and their current position. Should any of the team members leave the organisation, agency should have a replacement (same level of experience or higher) to make up the manpower allocation.

5.3 The evaluation factors which are weighted 60% on quality and 40% on price. Quality will be assessed based on: 1) Strength of proposal which include understanding of AHL and scope of work 2) level of relevant experience and industry knowledge; and clientele and past achievements in similar capacity, 3) manpower allocation

6 DURATION

6.1 The contract period for this service will be from **1 March 2023 to 29 February 2024**, with the option to be renewed for an additional year from 1 March 2024 to 28 February 2025.

7 FEES, PRICE AND PAYMENT SCHEDULE

7.1 Vendors must satisfy themselves before submitting any Vendor Proposal as to the correctness and sufficiency of their Offer Price for the execution and complete provision of all goods and/or services required under this RFP.

7.2 The Offer Price set out in the Vendor Proposal shall be deemed to have included the delivery of all goods and/or the performance of all services to meet the Requirement Specifications in full.

7.3 Please indicate in your proposal if you are / are not a taxable person under the Goods and Services Act and provide your GST registration number.

7.4 Payment will be disbursed to the Vendor within 30 days after the end of every month from the satisfactory completion and submission of work and receipt of the invoice for the same.

SECTION B: CONDITIONS OF CONTRACT

Should your offer be accepted, the Terms and Conditions as set out in this Section shall govern the Contract between AHL and the Vendor.

1. SCOPE OF CONTRACT

1.1 The Vendor shall comply with and complete the Scope of Work requirements and all provisions in the Request For Proposal.

1.2 No alteration shall be made by the Vendor to the provision of this Request For Proposal in particular the Scope of Work requirements and Timelines. No alteration, addition or note made by any Vendor will be recognised and the text as originally prepared by AHL will be strictly adhered to.



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1.3 AHL will inform the Vendor of any changes to the Scope of Work, dates or venues in writing and sufficient notice will be given.

1.4 It is the responsibility of the Vendor to check the Request For Proposal to gather all information and data required towards fulfilment of this Request For Proposal. The Vendor shall not make any claim against AHL and shall keep AHL fully indemnified against any failure to check or gather information as aforesaid.

2. DELIVERY

2.1 The Vendor shall perform the Services by the Delivery/Performance Date and in the manner specified in the Contract.

2.2 The Vendor shall attend necessary meetings arranged by AHL and shall ensure attendance by its sub-contractors as required. The Vendor shall make available for attendance at meetings a responsible representative conversant with the Scope of Work and with authority to accept and make decisions.

3. CONTRACT PRICE & PAYMENT SCHEDULE

3.1 The Vendor is to charge AHL prices based on the rates quoted in the Schedule of Rates. The rates quoted shall be deemed to have included the Vendor's overheads and profits. The Vendor shall cater for all reasonable risks in its pricing.

3.2 The contract price shall be fixed for the entire duration of the Contract and AHL will not consider any claim arising from any increase in costs and expenses. The Vendor is to allow for all risks, any possible imposition of price increases, wages, CPF rate fluctuations and material price fluctuation that may affect its Proposal after closing date of the Proposal.

3.3 Payment will be disbursed to the Vendor within 30 days from the satisfactory completion and submission of work and receipt of the invoice for the same shall be made in accordance with the payment schedule proposal that is agreed by AHL.

4. POWER TO TAKE OUT OF VENDOR'S HAND

4.1 Without prejudice to any of the above Clauses and without prejudice, AHL further prerogatives to act under the Clause, if the Vendor is found unable to execute effectively work given to it, AHL shall reserve the right to employ and pay other persons to execute any Scope of Work whatsoever in part or in whole which may be necessary to give effect thereto and all costs in connection therewith including administrative charge of 20% shall be recoverable from the Vendor by AHL as a debt or may be deducted from any monies due or to become due to the Vendor.

5. OVERPAYMENT

- 5.1 At any time during the contract period if the Vendor is found to have claimed and been paid for more than the value of work executed and provisions of services. AHL reserves the right to deduct from the Vendor a sum equal to two (02) times such overpayments in the subsequent payments.

6. RIGHTS OF THIRD PARTIES

- 6.1 A person who is not a party to this Contract shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of its terms.

7. SUB-CONTRACTING AND ASSIGNING

- 7.1 The Vendor shall not sub-contract or assign the Contract without the prior written consent of AHL.

8. SUSPENSION OR TERMINATION

- 8.1 Without prejudice to any other provisions in the Contract, AHL shall be at liberty also to terminate the Contract forthwith by notice sent by email or registered post to the Vendor if the Vendor: -

- a) wholly suspends the Scope of Work without reasonable cause; or
- b) if the Vendor has failed to carry out the Scope of Work to the entire satisfaction of AHL; or
- c) if the Vendor is in breach of any of the terms and/or conditions of the Contract; or
- d) commits an act of bankruptcy or become insolvent or compounds with or makes any assignment of this Contract for the benefit of its creditors

- 8.2 AHL shall be entitled to recover from the Vendor the amount of any loss resulting in the event of any termination pursuant to Clause 8.1 above herein.

- 8.3 In any termination pursuant to Clause 8.1 herein, AHL may carry out the Scope of Work by any other means and all costs so incurred by AHL shall be payable by the Vendor.

- 8.4 AHL pursuant to the Clause 8.2 and 8.3, may offset such loss and /or costs against any amount due from AHL to the Vendor for work done prior to the said termination and may also deduct such loss and/or costs from the contract price payable by AHL to the Vendor of this Contract. In the event the said loss and/or costs exceed any amount due from AHL to the Vendor, the difference shall be recoverable as a debt due from the Vendor to AHL.

- 8.5 Notwithstanding any other provisions to the contrary, AHL shall have the right to terminate the Contract if it is established that the Vendor is unable to complete the Scope of Work within the prescribed date for completion without assigning any reason whatsoever.

9. FORCE MAJEURE



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9.1 If the Contract becomes impossible to perform by either party due to acts of force majeure, such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, curtailment of transportation facilities (which prohibits attendance at AHL's events where the Scope of Work is to be executed at), the contract may be terminated for any one or more of such reasons by written notice from one part to the other.

9.2 The execution of the Contract is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, acts of terrorism, government regulations, disaster, strikes (except those involving the employees or sub-contractors of the party seeking the protection of this clause), civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible to travel to the venues. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical – but in no event longer than ten (10) working days – after learning of such basis.

10. GIFTS, INDUCEMENTS AND REWARDS

10.1 AHL may terminate the Contract and recover from the Vendor the amount of any loss resulting from such termination, if the Vendor shall have offered or given or agreed to give to any person any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any action in relation to the obtaining or execution of the Contract with AHL or for showing or forbearing to show favour to any person in relation to any Contract with AHL, or if the like acts shall have been done by any person employed by the Vendor or acting on his behalf (whether with or without the knowledge of the Vendor).

11. VARIATION

11.1 No variation whether oral or otherwise in the terms of this Contract shall apply thereto unless such variation shall have first been expressly accepted in writing by the Vendor and the authorised contract signatory of AHL.

12. PERMITS & LICENSES

12.1 The Vendor shall ensure that it applies for and maintains the required permits and licenses necessary in connection to the execution of the Scope of Work. The costs and expenses in relation to the applications shall also be borne by the Vendor and are to be included in the Proposal.

13. LABOUR-ON-COSTS

13.1 The Vendor shall bear all costs, charges fees and any other item of expense in connection with the employment of all personnel for the Scope of Work for the duration of the contract period but not limited to: -



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- a) Central Provident Fund contributions and Workers' Levy
- b) Annual and public holidays
- c) Travelling time, expenses, fares and transport
- d) Non-productive time and other expenses in connection with overtime
- e) Incentives and bonuses
- f) Any other costs, charges, fees and any other item of expense in connection with the employment of all personnel which may be incurred for the proper carrying out of the Scope of Work.

13.2 The Vendor agrees to accept the risks relating to any change of legislation relating to the procurement and employment of labour which may be introduced from time to time during the period of the Contract and bear any additional costs and expenses which may be incurred arising therefrom.

14. PRESS STATEMENTS

15.1 The Vendor, its personnel and sub-contractors shall undertake not to make any public or press statements of any form or description and not to divulge any information to the public, concerning this Request for Proposal before, during or after completion of the Scope of Work.

15. INTELLECTUAL PROPERTY

16.1 The Vendor shall ensure that all logos, works and intellectual property of AHL and the festival are not replicated, and are solely used for the purpose of the festival as outlined in the Scope of Work. Any other use will require notice in writing to AHL for its approval.

16. CONFIDENTIALITY

17.1 Except with the consent in writing of AHL, the Vendor shall not disclose to any third parties, this Request For Proposal, and any information, instructions, plans, specifications, documents, materials and other items shown or given to Vendor pursuant to this Request For Proposal by or on behalf of AHL.

18. APPLICABLE LAW

18.1 The Contract shall be subject to, governed by and interpreted in accordance with the Laws of the Republic of Singapore for every purpose.

18.2 For the avoidance of doubt, until AHL issues a Letter of Acceptance, an Order message, or Purchase Order, this document (i) is not a contract and shall in no way be construed as creating any legally binding obligation to purchase any Goods and/or Service from any Supplier; and (ii) shall not be construed as providing or implying that a contract will be entered into with any supplier.

19. COMPLIANCE TO LAW



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19.1 The Vendor shall perform its duties and obligations in compliance under this Contract with the provisions of all applicable laws, statutes, by laws, orders, rules, regulations, guidelines, notices and requirements for the time being in force (“Applicable Laws”). The Vendor shall at all times be responsible at its own cost to obtain, before performing its duties and obligations under this Request For Proposal, and keep in force the necessary licenses, approvals, permits or consents, if any.

20. MISCELLANEOUS

20.1 No variation or amendment of this Contract shall be effective unless made in writing and signed by both parties hereto.

20.2 A person who is not a party to this Contract shall have no right under the Contracts (Rights of Third Parties) Act (Cap. 53B) to enforce any of its terms.



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