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**MY FATHER MY ART:** a joint artistic collaboration

a project by tcc – The Connoisseur Concerto in support of Centre for Fathering (CFF)



[www.fathers.com.sg](http://www.fathers.com.sg)



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### **Father and Child Art Project Aims to Inspire Healthy Family Relationships**

tcc - The Connoisseur Concerto, the leading purveyor of gourmet coffees in Singapore, in collaboration with the Centre for Fathering Singapore (CFF), an organization that has dedicated ten years to promoting responsible fatherhood in Singapore, is pleased to announce a new collaborative art project entitled “My Father My Art: a joint artistic collaboration”. This family themed art project is aimed at strengthening and showcasing the varied and unique platforms that exist between a father and his child. It is especially meaningful since 19 June is Father’s Day and the organizer has chosen the last week of June for this event since many families are traveling overseas for the holidays.

The project will result in a public art exhibition displaying 100x100cm abstract works of art produced by 25 fathers and their children, with participants selected by the CFF. The families involved reflect a diverse range of backgrounds, and include the likes of Mr Richard Eu of Eu Yan Sang, Mr Arthur Tay of One 15 Marina and many more fathers and child pairs who will be participating. The work will be produced under the expert guidance of well-known Singapore based UK artist Ann Healey. During two workshop sessions the father and child pairing will learn the creative process to develop an abstract piece of art. While the end result will be a painting, this art project will be instrumental in teaching fathers and their children numerous valuable skills to build healthy family relationships during this memorable creative experience.

To be successful, the father and child team will need to break down emotional barriers and traditional roles of authority, communicate openly and learn from each other to develop a cohesive work of art that allows both to shine. As a result, a far stronger bond should develop between each father and his child as they journey through this creative experience together.



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Spokesperson's and Board Director, Mr Richard Hoon, Centre for Fathering, states, "We have initiated many father child bonding experiences, however this is the first time we have an event that focuses on art. We hope this event conceptualized and organized by art-management.com, and presented by tcc –The Connoisseur Concerto will encourage fathers to seek more thoughtful and creative ways to have memorable experiences and time with their children."

The completed artworks will be exhibited for the public. For all artworks sold, 70 percent of the proceeds will go to the CFF. The CFF will use the funds to develop new projects to inspire memorable family experiences, support fathers to cope with the demands of parenting, and develop creative ways for strengthening healthy family relationships.

-Ends-

Exhibition from 8<sup>th</sup> July to 30<sup>th</sup> September 2011

Venue: tcc - The Connoisseur Concerto "The Gallery" 51 Circular Road

Time: Sun - Thur & P.H (11am to midnight)  
Fri, Sat & Eve of P.H (11am to 2am)

Admission: Free

Contact no: 6479 2445



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## About The Centre for Fathering

*'turning the hearts of children towards their fathers'*

Centre for Fathering (CFF) was founded by three young fathers who believe that an active and involved father is essential for a child's successful development. Their deep conviction led them to establish CFF in 1999 and in 2001 it was officially recognised as a Voluntary Welfare Organisation.

While the founders were convinced of the importance of paternal involvement in a child's development, changing the mindsets of Singaporean fathers was a constant uphill battle in the early years. And many in the social service and family life education sector felt that Our Centre was ahead of its time. We did not falter but continue in its quest to inspire, equip and support men in their roles as fathers.

Over the last 10 years, our Centre has helped countless families and fathers in particular, by developing programmes for fathering training, father-child bonding and first-time fathers. It has also organised special programmes for fathers with unique needs, such as fathers with juveniles, incarcerated fathers and their families. In addition, CFF has also initiated and championed annual events like 'Eat With Your Family Day' and 'Back To School With Dad' to promote family bonding, which have garnered increasing support from businesses in recent years.

### Our Core Beliefs

1. Fathers, be they affirming or abusive, present or absent, affectionate or impassive, leave an indelible mark on their children and subsequent generations.
2. The greatest gift a father can give his child is to love the child's mother. A strong marriage is what provides a stable and nurturing environment for developing emotionally healthy children.

### Our Focus

CFF focuses on preventive social work by providing family-life education to parents at an early stage of their parenthood. There should be less need for corrective work, if we are able to help young parents cope with the demands of parenting.

Having also a special focus on men, CFF majors on the need to support and equip fathers in their parenting roles. CFF aims to elevate society's well-being by encouraging and inspiring fathers to play proactive roles in their children's lives. We believe that fathering is a key variable which must be plugged in order for the whole family equation to work. However fathering and its accompanying assortment of men's issues have long been under-discussed and much neglected matters. Consequently, men today face increasing demands to close the "psychological lag" in their roles as fathers, compared to the speed with which mothers have entered the workforce and coped with their careers. We hope to be holistic in our approach by:

1. Encouraging strong marriages as a foundation on which to build a nurturing environment for children. This encompasses strengthening the life skills and character of our young people, with a view to building a strong pipeline of healthy marriages.
2. Equipping young fathers and mothers with the parenting, leadership and change management skills for family wellness.
3. Facilitating age-appropriate opportunities for fathers and mothers to bond with their children (through activities like storytelling & singing, parent-child adventure bonding camps, outdoor sports and back-to-nature events).
4. Inspiring the intention for strong family rituals and traditions, through nation-wide awareness events and other public promotions.



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### **About tcc – The Connoisseur Concerto**

tcc - The Connoisseur Concerto is the leading purveyor of gourmet coffees in Singapore, offering the discerning coffee drinker an extensive range of exclusive, top-quality coffees, brewed to perfection.

With over 60 varieties of innovative coffee concoctions, tcc also offers a selection of gourmet food, ranging from snacks and main courses to delectable desserts, amidst a cosy and stylish ambience synonymous with all tcc art boutique caffès.

Since 2004, tcc has seen guest artists visiting the town such as B. Jane Cowie, Dominic Fondé, Jeremy Ramsey, Jean-Pierre Blanchard, Ketna Patel, and Hans Mendler. To further excite the townspeople, tcc brings art normally found in foreign lands and into the town- an atmosphere familiar to many. As such, the town has been commended by the higher power, receiving the Patron of the Arts Award for three consecutive years since 2007. The town council has since brought their art to different parts of the island where other visitors are able to appreciate art over excellent hospitality.

### **About art-management.com**

art-management is a company dedicated to promote and manage visual and performing artists based in Singapore and overseas since 1999. art-management.com covers artistic services from representing artists, renting out art, and organizing exhibition openings and art based corporate events.

The team seeks to maximize the possibilities of extending artists' creations to all communities through uniquely curated events and professional management and dealings – hence enabling great talents to shine the way they deserve.

Claude Verly founder of art-management.com is the incubator of MyFatherMyArt.

presented by: tcc - The Connoisseur Concerto

in collaboration with: art-management.com

In support of: Centre for Fathering (CFF)

Media enquiries  
& artworks sale for the exhibition:

Adell Loo  
art-management.com  
Tel: (+65) 6479 2445  
[info@art-management.com](mailto:info@art-management.com)

Issued by:

Abbey Chang  
Assistant Vice President, Business Development  
tcc - The Connoisseur Concerto  
Tel: (+65) 6336 5675  
[abbey\\_chang@theconnoisseurconcerto.com](mailto:abbey_chang@theconnoisseurconcerto.com)



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