

FOR IMMEDIATE RELEASE

Inaugural Youth Music Awards themed “Catching Feelings” To Celebrate Local Music Representing The Best Different Moments In Life

- *Thirteen awards to be given out to works that youths emotionally relate most to for different stages in life (e.g. falling in love, breaking up)*
- *Nominee list to be released on 16 January with public voting to begin on the same day at <https://youthmusicawards.typeform.com/to/Voqsuw>*

SINGAPORE, 7 January 2019 - To many of us, music is more than just a simple form of entertainment. The music we listen to often plays the role of a soundtrack resonating to the different emotions at stages in our lives. In recognition of this, the upcoming **Youth Music Awards (YMA)** on **26 January** will be the first local music awards deviating from typical contest award categories such as “Best Song” or “Best Artist”. The new format, themed “Catching Feelings” will focus on the music that tells the story of our lives.

Aside from celebrating and sustaining made-in-Singapore music, the awards ceremony also strives to help foster and build connections between the young contestants and industry veterans to collaborate and propel their careers further. The awards will be split up among 13 categories, each category defining a different mood, such as the “Best Song To Break Up To” or the “Best Song To Book Out To”.

The inaugural edition of the award ceremony brought to you by ***SCAPE** and organised by **INVASION Singapore** therefore celebrates the music that serve as the soundtracks to every moment of our lives and the creatives behind them.

“The point of this award is to give recognition to the young talents in Singapore that are able to create music that speaks to hallmark moments in our lives. We all have that songs we remember falling in love with someone to, and the song that accompanied us during that bad break up. Most of the time these songs are created by international musicians. We aim to start a culture where people start earmarking these moments with songs created by talents in / from Singapore.” said **Hyder Albar**, founder of Invasion Singapore.

“The inaugural Youth Music Awards is a platform meant to recognise our youth music talents; and to celebrate, honour and sustain made-in-Singapore music. We have outstanding local youth talents that dream of propelling their careers to the next level.” stated **Goh Kok Wee**, Executive Director of *SCAPE. Thus, the next step would be to help handshake these budding artists to the industry players to help them materialise their dreams.”

So as to ensure that full representation is achieved across different levels of experience, the ceremony will be split into two broad categories: open category (for all) and budding category (for new artists). Fans will be able to vote for their favourite artists and the songs that they relate to the most at <https://youthmusicawards.typeform.com/to/Voqsuw> from 16 January to 25 January. Links to the voting platform can also be found on the Invasion Instagram page at [@scapeinvasion](https://www.instagram.com/scapeinvasion).

Votes received from the public will account for 20 per cent of the total votes, with a judging panel formed by ten prominent figures in the local music scene contributing to the remaining 80 per cent. The list of judges have been included in the annexe below.

The inaugural YMA will be held at *SCAPE, The Ground Theatre on 26 January from 2pm to 5pm. The campaign, which will be hosted by Power 98FM DJ and personality Dee Kosh, will be a closed event attended by invited guests and exclusive ticket holders.

The program includes exciting performances from local musicians Charlie Lim, Annette Lee and rising hip-hop stars Yung Raja and Fariz Jabba, as a testament to the growth of our local music scene and the many up-and-coming talents we can look forward to. There will also be dance performances and a photo booth to make it a fun-filled event.

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Annexe A

About INVASION Singapore

Invasion Singapore is an independent creative youth engagement and development agency that creates lifestyle concepts to expose the masses to quality creative talents that call Singapore home. Their efforts can be categorised into two segments, namely talent development and audience development.

In terms of talent development, Invasion Singapore regularly conducts talks, workshops and sessions to help develop the creatives that they work with in the areas of music, dance, media and other art forms like photography.

They've also worked with many local musicians to help their music reach a new and wider audience through their programmes like Invasion's flagship school tour, which invites musicians into local school campuses to perform for students with the objective of inspiring and converting them into next generation of creatives. Musicians that have performed on the school tour include Charlie Lim, The Sam Willows, and ShiGGA Shay.

Invasion Singapore also served as the programming agency for the SHINE x *SCAPE Music Talent Development Programme across its two years (2017-2018).

Invasion's goal for audience development is to expose creative work produced in Singapore to the masses, inspiring the next generation to the presence, and possibility of an alternative career in the arts. They have served as programming partners to many youth-related events in Singapore over the years, including SHINE Festival, Noise Invasion Festival and *SCAPE Invasion.

Invasion Singapore has also helped to curate musical acts for major art and youth events held in Singapore, including Music For A Cause 2018, Singapore Coffee Festival 2016, Singapore Night Festival 2018 and Writers Festival 2018.

About *SCAPE

*SCAPE Co. Ltd is a non-profit organisation that supports youth, talent and leadership development. The organisation aims to motivate and empower youths to realise their potential, and seeks to be the home of enterprising youths committed to creating their own future.

It was set up in 2007 in response to a call for more spaces for youth social, recreational, sporting and community activities, and to showcase their talents. The *SCAPE building, incorporating community and retail spaces, was launched in 2010.

*SCAPE offers a series of programmes for youths to learn new skills, harness their creativity, and create something impactful while cultivating an enterprising spirit. The five clusters that *SCAPE focuses on are entrepreneurship, music, dance, media and esports.

In a nutshell, the organisation strives to be a hub where youths and the next generation can get a foot into the above different fields and be exposed to a community of like minded creatives that can help them grow and develop in their craft.

Annexe B - List of Judges

Nicholas Shields: Nicholas Shields is currently a Executive Music Producer with hit radio station 987FM. With over eight years of Radio and Music Industry Experience, Nicholas has experience in Live Studio Production, Audio Directing & Editing, Social Media, Outside Broadcasts, Announcing, Voice Over & Branding.

Vanessa Fernandez: Vanessa Fernandez is a musical artist and radio presenter. She used to perform and record together with hip hop groups Urban Xchange and Parking Lot Pimp and was also the Assistant Programme Director of Lush 99.5FM before it became defunct.

David Siow: David Siow is the president of SG MUSO, a non-profit entity that supports artistry, business, and production by developing skills, advocacy, and creating opportunities. He is also the bassist of local band M1LDL1FE.

Jon Chua: Jon Chua is the founder of Zendyll Productions, a aural-visual production house that complements unique sounds that resonates within viewers with visual products. He is also the lead guitarist and vocalist of The Sam Willows.

Inch Chua: Going by the moniker iNCH, Inch Chua is a veteran in Singapore's music industry, having won the Singapore Youth Award in 2018 and released several albums to her name to date.

Clarence Chan: Clarence Chan is the founder of Bandwagon, a publication founded in 2011 that covers all things music in Singapore. Over the years, the publication has been the go-to platform for all gig listings and reviews within Singapore.

George Leong: George Leong is the Chairman of the Musician's Guild Singapore, a professional association whose main aim is to support the community of working musicians in Singapore by creating and nurturing a community with shared values, cooperation and personal empowerment.

Eddino Abdul Hadi: Eddino is the music editor and correspondent for The Straits Times. He is also a member of several other homegrown acts and the co-founder of independent music collective, record label and music studio The End Of Recordings.

Hyder Albar: Hyder is the founder and CEO of INVASION Singapore He understands intimately that in creative pursuits, race, religion, class, and other factors that divide us are left behind and everyone bands together towards a common goal.

David Chua: David Chua is the Chief Executive Officer of the National Youth Council (NYC) as well as the Chairman of *SCAPE Singapore.

Chanderni Devi Polo: Chanderni is a representative from DBS and used to work as an Account Director with Ogilvy & Mather Singapore.

Etienne Lesourd: is the Associate Creative Director with The Secret Little Agency, a creative agency servicing clients such as Netflix, DBS, POSB, Nokia, and Myojo.