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Citation

Singapore Management University. Landmark City Campus Officially Handed Over - SMU to Launch Year-long Celebratory Programme. (2005).

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20 July 2005

MEDIA RELEASE

Landmark City Campus officially handed over - SMU to launch year-long celebratory programme

Singapore (June 2, 2005) – The Singapore Management University (SMU) today took its first steps into its new 4.5-hectare purpose-built city campus in the heart of the historic and culturally rich landscape of the Bras Basah area. SMU's Chancellor, Dr Richard Hu, Chairman, Mr Ho Kwon Ping and President, Professor Howard Hunter, took significant 'first steps' on behalf of the university following the official symbolic handover of the campus by the building contractor, Obayashi. The night concluded with an appreciation ceremony for the City Campus Planning Committee, architects, engineers, designers, consultants and everyone connected with the project, from its planning and inception stage to the construction and completion phase.

The university also unveiled a full-year's calendar of celebratory activities accompanying its move to the city. The activities underscore SMU's intention to fully integrate into and engage actively with the surrounding community, which include businesses, cultural institutions and government organisations. The calendar of activities, which encompass seminars and talks on business and management topics as well as events showcasing the vibrancy of SMU's student body beyond academic rigours, run from June 2005 right through till May next year. The celebrations will include the official opening of the city campus in January 2006.

Said Professor Howard Hunter, President, Singapore Management University, "Great cities like London, New York and Paris have universities within the city environs and SMU is privileged to be the one for Singapore. SMU is in the unique position of being the only university here with a city campus, one that is purpose-built to our pedagogy. Through our executive education programmes, lectures by world-renowned visiting faculty, top-notch research capabilities and exceptional students, businesses will be able to tap into SMU's rich resources and talent. We will be the focal point of intellectual discourse and spirited academic exchanges, invigorating and enlivening the area and attracting the intelligentsia, business leaders and entrepreneurs into our campus hub and city district. At the same time, we want to reach out to other tertiary institutions to join us in academic and non-academic collaborations wherever opportunities present themselves, to turn this significant district into an area of youthful exuberance and energy. For the members of the

public, SMU will add colour and texture to the city area with activities and events, exhibitions, and a myriad of activities hosted on our campus for the enjoyment of all.”

Professor Hunter said, “For our students, being in an urban setting in proximity to the business and financial centre will facilitate interaction beyond the confines of the campus and immersion into the ‘university of life’, where they will be able to experience real situations and witness first hand, the workings of the commercial world. The surrounding historical and cultural elements will further expand their out-of-the classroom activities and experiences and give them a holistic and well-rounded education.”

The city campus project commenced as early as 2000 when the Urban Redevelopment Authority accepted the master plan for the design and building of the city campus, after intensive consultation with various stakeholders in the area, architects, the public and the building and planning authorities. The result of the painstaking process and years of planning is a modern contextual campus. Designed to be in harmony with the existing natural landscape and historical cityscape, it responds to the diversity of the historical, cultural and physical landmarks of the area. With open courtyards, porous building structures and the backdrop of natural landscaping, the campus projects the image of ‘a campus in the park’. Behind this ‘green’ campus façade is a well-equipped, state-of-the art university infrastructure, boasting seminar rooms, research facilities, art, drama and music studios, learning laboratories and various support facilities such as a fitness centre, library and multi-purpose hall, all of which epitomises SMU's pedagogical approach of active and interactive, broad-based learning. The Campus Centre with its deli, café, food courts and bookshop will be the central arena for public activities and encourage interaction and exchange between students, staff and members of the public. The university will be an oasis in the bustle of city life.

SMU will be making its move to the city campus from its present Bukit Timah campus over the next few months. There will be a symbolic move on July 31, 2005 from the Bukit Timah campus to the new campus.