



**Social** *Creatives*

**10 Years : a walk to remember**

**Annual Report 2018**

There were no text books to start a non-profit or business module on company limited by guarantee. Social Creatives started from scratch with a mission of adding colours on to society. With a believe that communities come together like a paintbrush that create masterpieces, Social Creatives has engaged many corporate groups, non profits and artists together.

From multi national companies to local brands, people added colours on public walls. Once grey, now void decks and public locations earned artworks that add life to the surroundings. Companies pay a big role in Social Creatives as through our social enterprise models, they injected the spirit of giving and funds that fuel progress of artistic appreciation for society and themselves.

From hospitals to elderly centres and once upon a time, Social Creatives was active in allowing opportunities for youth offenders to earn community work orders (CWO hours). These communities increased our social impact and impart life skills to beneficiaries.

Artists are the soul of the organisation as they bind our social fabric together. Not only do they provide a can do attitude, they provide a vigour to do better. Our artist pool are usually budding artists where their first jobs are with us. Through these opportunities, they grow art in their hearts and participate with a meaning beyond just art.

Social Creatives was never meant to do art but rather creativity onto society. We grew through demand and supply as well as market forces to be the pioneers of murals in Singapore. Through our quest to broaden our horizons, our works has reached continents.

One of my favourite experience was an initiative with Peace Boat for the ground breaking of Social Creatives Museum. An artwork travelled to many different cities and countries and a year later returned to us. This artwork encompass a canvass where anyone from any background is able to come together through the beauty of art and the mechanics of creativity.

It is indeed a humble experience having served more than 10 years with Social Creatives. We will continue to do good work and create impact but it is only through support, our initiatives reach greater heights. I would like to do an open call for companies to organise team buildings with us as well as donors to come together and fuel us with bread and butter. As a ground up initiative, resources are always not in abundance but through prosperity, progress is achieved.

Thank you one and all for growing with Social Creatives and together colours create masterpieces.

**Message**

Faris Basharahil Founder  
Social Creatives Ltd.

# Content brief



**Organisation**  
**Past projects**  
**Future initiatives**  
**& Impact**  
**Funding Mix**

# Organisation: Entity & Origins



Social Creatives is a registered Charity that operates as a Creative Enterprise (subset of social enterprise). We are guided by our artistic and social impact, to create colours in our social fabric, to engage, to educate and to expose arts and creativity in the society. We sincerely believe in bringing arts to the heART and serving the people as a catalyst for a vibrant eARTH. Our motivations are through the first form of communication - Cave Drawings (Commonly known as murals).

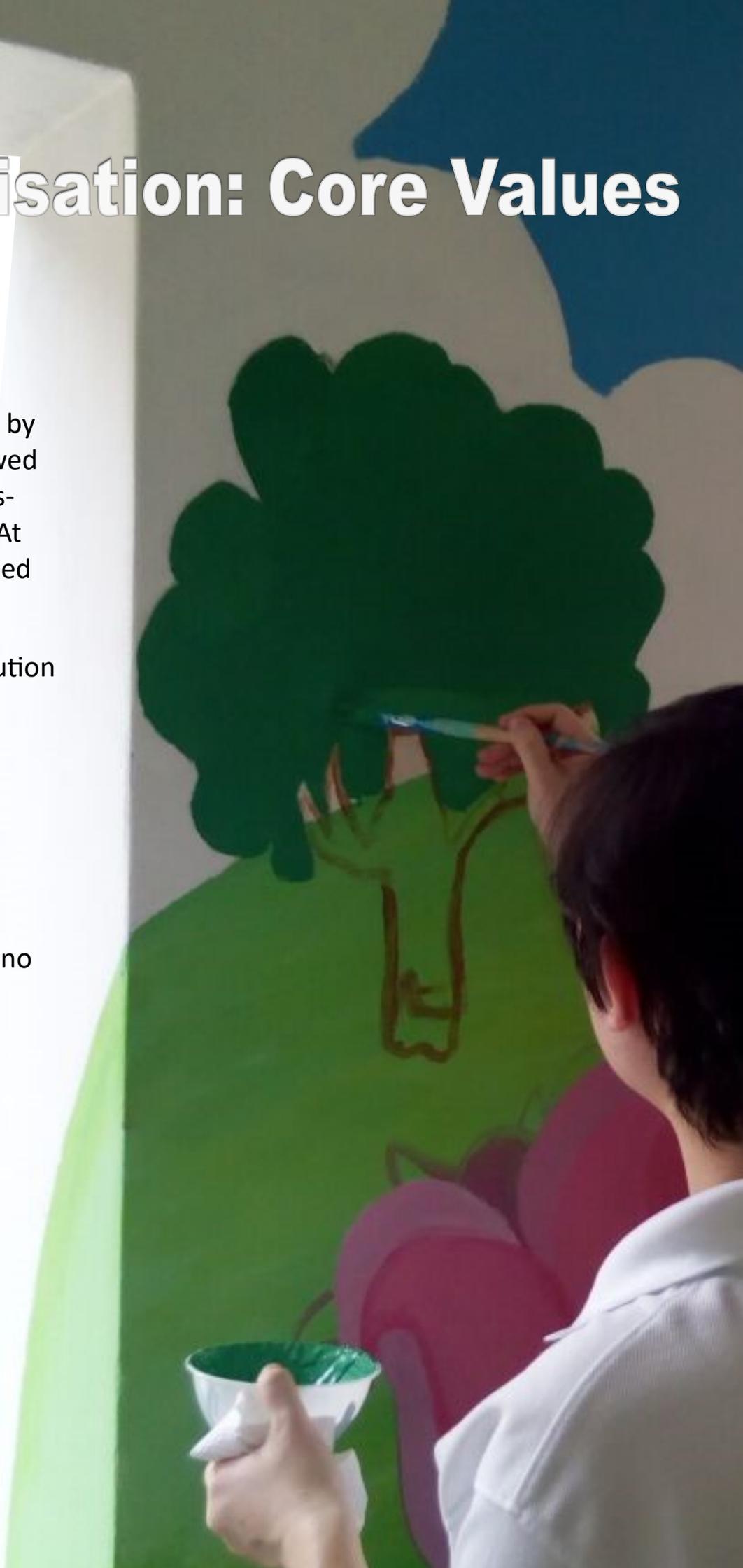
Through the approach similar to a paintbrush, the different feathers that make the paintbrush, come together to ignite social change and create masterpieces.

Our efforts started in 2006 through the transformation of public dustbins. By 2008, Social Creatives was registered as a Company Limited by Guarantee and received the Charity Status. Our projects have reached out to over 2.5 million audiences, a primary network of 50,000 participants, 700 artworks created, 250 artists, 40 companies, 30 welfare organizations and participated in 10 countries for international efforts.

# Organisation: Core Values

We are governed first by our core-values followed by the visions and missions of what we do. At the age of 3, we defined our DNA as

- Against Artistic Dilution
- Balance in our approach
- Connect people as assets
- Discrimination is a no no



**OUR PROCESSES:** Team building, corporate-social investment, participative engagement, and artworks adoption

**OUR OUTCOMES:** Public Murals, Murals in One Room Flats, Welfare Murals, Void Deck Art Galleries and Art Jam

**ARTISTIC IMPACT:** Artistic exposure, artistic appreciation, city beautification, arts therapy, cultural diplomacy, audience development and art intervention

**SOCIAL IMPACT:** Sense of belonging, improved esteem, integration inclusion of communities



**Organisation brief**

Social Creatives was built on a rhetorical exercise: If you ask anyone to draw a house on a piece of paper, we would draw the same kind of house. This is usually square shaped with a triangular roof and two windows with a door in the centre. There is even a chimney with smoke coming out. If we go deeper into this exercise, we realised that people who are environmentally friendly would draw two trees beside on each side while those with some insecurities will draw fences. Lastly, individuals that are progressive would draw an alley leading outside the house. But it is curved?

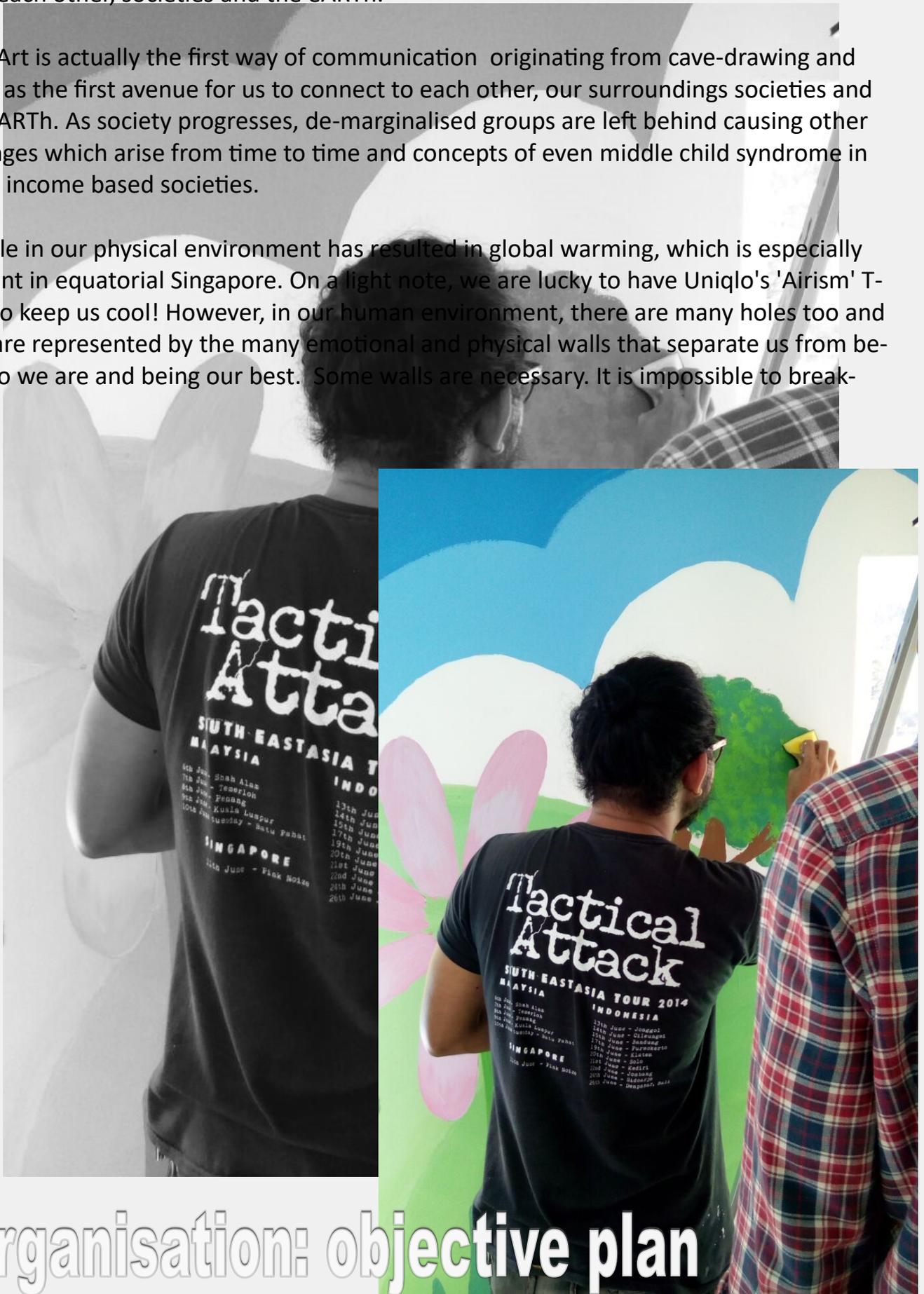
A woman with long dark hair in a ponytail, wearing a white t-shirt with blue accents, is kneeling on a tiled floor and painting a large mural on a wall. The mural depicts a field with green grass and several large, light-colored flowers with orange centers. To her left, another person's legs and feet are visible, also kneeling. On the floor in front of her are various painting supplies, including a water bottle, a bowl of orange paint, and a bowl of white paint. A metal ladder is positioned to the right of the woman. The scene is brightly lit, suggesting an indoor or well-lit outdoor space.

**Organisation: Purpose**

We, Social Creatives Ltd, do Art for social change; Art to enhance the public perception towards each other, societies and the eARTh.

Mural Art is actually the first way of communication originating from cave-drawing and served as the first avenue for us to connect to each other, our surroundings societies and even eARTh. As society progresses, de-marginalised groups are left behind causing other challenges which arise from time to time and concepts of even middle child syndrome in middle income based societies.

The hole in our physical environment has resulted in global warming, which is especially apparent in equatorial Singapore. On a light note, we are lucky to have Uniqlo's 'Airism' T-shirts to keep us cool! However, in our human environment, there are many holes too and these are represented by the many emotional and physical walls that separate us from being who we are and being our best. Some walls are necessary. It is impossible to break-



**1965** - Singapore was an accidental nation that started without any natural resources except for people. There was a need to maximize our potential through a knowledge base economy and critical education. Hopefully, together we build a city of possibilities.

**2008** - Forty-three years later, through many structure changes especially in the education sector, we were nurtured to be forward thinking, critical and business-centric. This cultivated a religion known locally as *kiasu-ism* (overly critical). Today, we have a developed economy with hundreds of billions in GDP reserves. However, socially we can do better? Our uniquely Singapore is known as a fine city with a Kindness and Courtesy campaign while on the surface, our environment represents a clean and green city due to help from our foreign friends and the many laws. Let's together bring out our inner and exterior beauty internally and externally.

The problem of *kiasu-ism* is in our mind-set, and in the way we look at things. (2015 Note: *Kiasu-ism* is not a problem, it is actually our Singapore DNA and is something to laugh about). The challenge in our perception bleeds elitism, generalization, income divide, ageing population, lack of ruggedness, lack of empathy, and the list goes on. In view of these challenges, a group of us wanted to do our part. We wanted to connect people to their surroundings and develop a stronger sense of ownership amongst each other and to our surroundings. We wanted to bring the concept of exclusivity to our heart level. We decided to transform dustbins along Orchard Road with an heARTs objectives where the arts is for all anywhere and everywhere as well as in our DNA instead of being very exclusive, high-end or we locals call it as '*atas*'.

However, the relevance of community art to Singapore is of great significance, particularly because there are no existing groups doing it on a sustainable basis. This was how Social Creatives was born. The idea of painting of dustbins ripple our efforts of a paintbrush where different feathers come together to create masterpieces to address societal gaps.

**2015** - Things are changing much faster now. We want to be part of this escalating and exciting society to shape that change. Singapore is also known by a symbol where a fantasy Lion appears with an oceanic mermaid. Perhaps this is a fulcrum for all of us to achieve and progress towards. We believe in people, and our missions and visions may be altered in the years to come to stay relevant. However, we believe that the soul of the organization

# Organisation: Foundation



## **Project: Creativity Hub: 6000sqf space at Philips Electronics**

Studio, Artist incubation, Logistics Ctr, Training Hub, Strategic HQ\* and Admin Centre

Date: Jan to Dec 2015

## **Project: SE Curriculum with Republic Polytechnic**

A one year curriculum were created with Republic Polytechnic Diploma in Social Enterprises

Date: Jan 2015 to Dec 2016

## **Project: Logistic and Admin Centre at 2400sqf in Serangoon Plaza**

A one year artist incubation centre was organised involving a project studio.

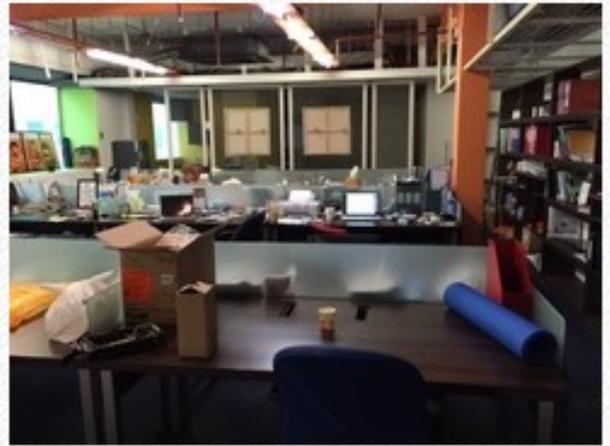
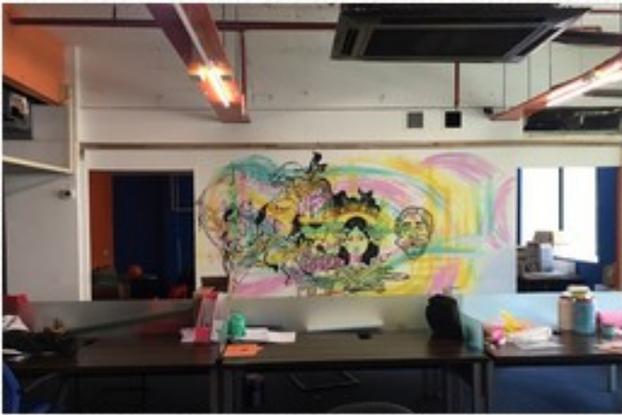
Date: Jan 2016 to Dec 2016

## **Project: Social Creatives Museum and Space**

A series of art jammings were conducted to non-profit groups at a community art space  
while the museum hosts exhibitions from embassies, art galleries

And fresh art graduates

# Past Projects



# 2015

Artworks with Bright Vision Hospital

Artworks with Sengkang Health

IMH patient engagement with Republic Polytechnic

Façade Art at Whampoa

Teambuilding Mural for Singapore Customs

UOB Mural at Aljunied Crescent

Façade Art at Tanglin CC

Shine Festival through Artery

Road Art @ Circuit Road

Dart Art @ Circuit Road

French Road Mural

# Past Projects

# 2015

Void deck Gallery Enhancement @ Pipit Road

DBS Doodles design

Tembusu College NUS and Tour of Pipit Road VDG

Philips Canvas Painting

Emergenatics workshop

Global Citizenship and Creative Arts at SCWO

Cirque du Soleil Performance

National Kidney Foundation Artworks at Centre

Typography artworks at Canosian School

## Past Projects

# 2016

Philips Art Jamming

Ascendas Canvas Painting

Painting London Overseas Production

South East Asia Arts Festival Overseas Production

3D City- Guinness World Records by CNA @ RWS

Arts4Peace in Ethiopia Africa

Painting Pianos at National Stadium Atrium

Designs for empeyhill by Country City

Agency of integrated care @VDG

# Past Projects

# 2016

Ascendas @ Angsana Home

Artworks at Spinelli

Ruscksack Inn @ Lavender

New Town Secondary

Ascendas @ Shenghong Home

Jalan Minyak Painting of one room flats

Peace Connect with ONE (Singapore)

Ascendas @ Shenghong Home

Jalan Minyak Painting of one room flats

Artworks at Lions Befrienders

# Past Projects

# 2017

Ascendas @ Shenghong Home

Jalan Minyak Painting of one room flats

Artworks at Monfortcare

Artworks at Goodlife

Credit Suisse at @ Angsana Home

Arts4Peace in Ethiopia Africa

Ascendas @ Thye Hua Kwan

Jalan Minyak Painting of one room flats

Workshop at SCWO

Cirque du Soleil Kooza

YCH Murals

**Social Creatives underwent strategic  
planning from 2018 and hence a  
reduction of activities**

# Past Projects



Projects: Cultural Diplomacy and Global Footprints

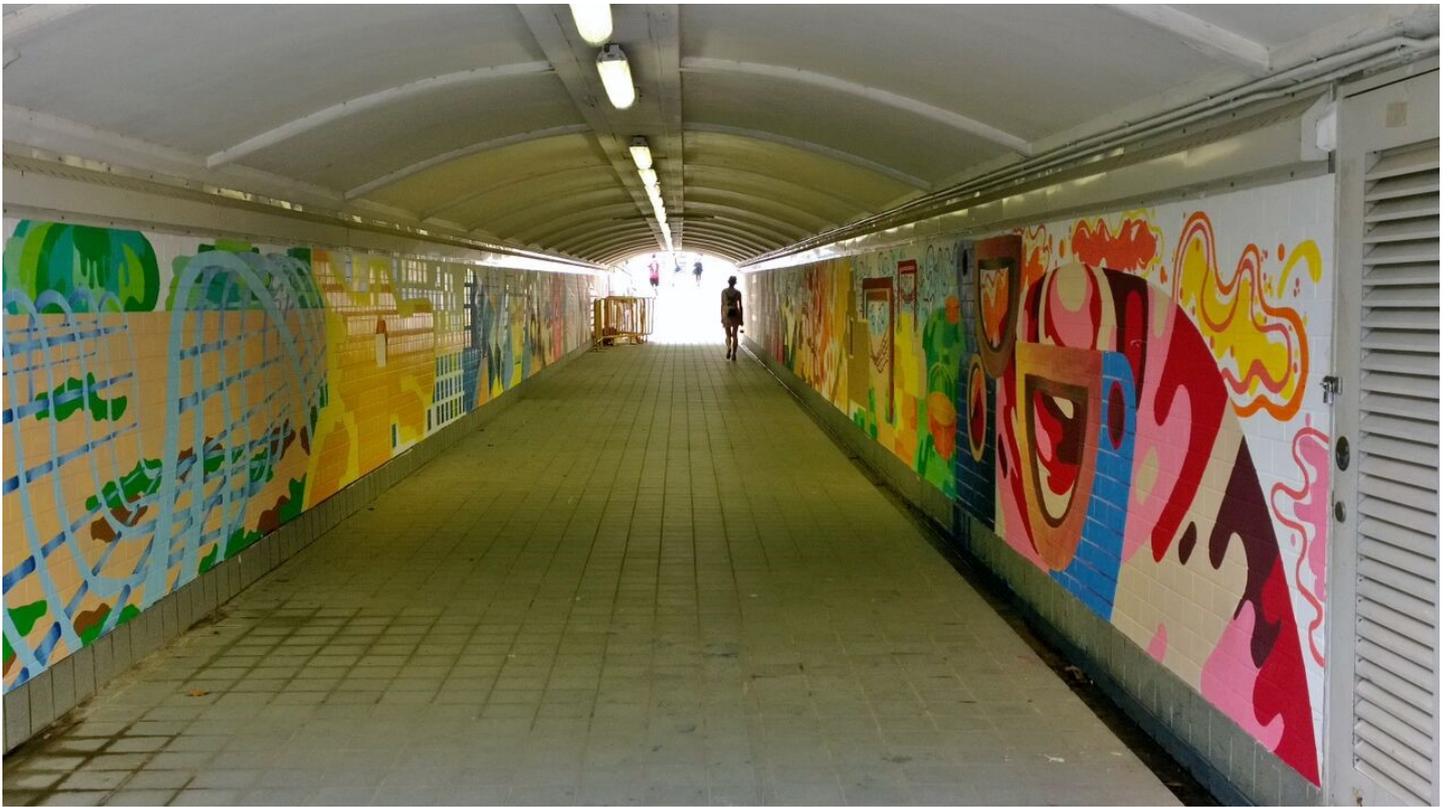


# Our three Void Deck Art Galleries

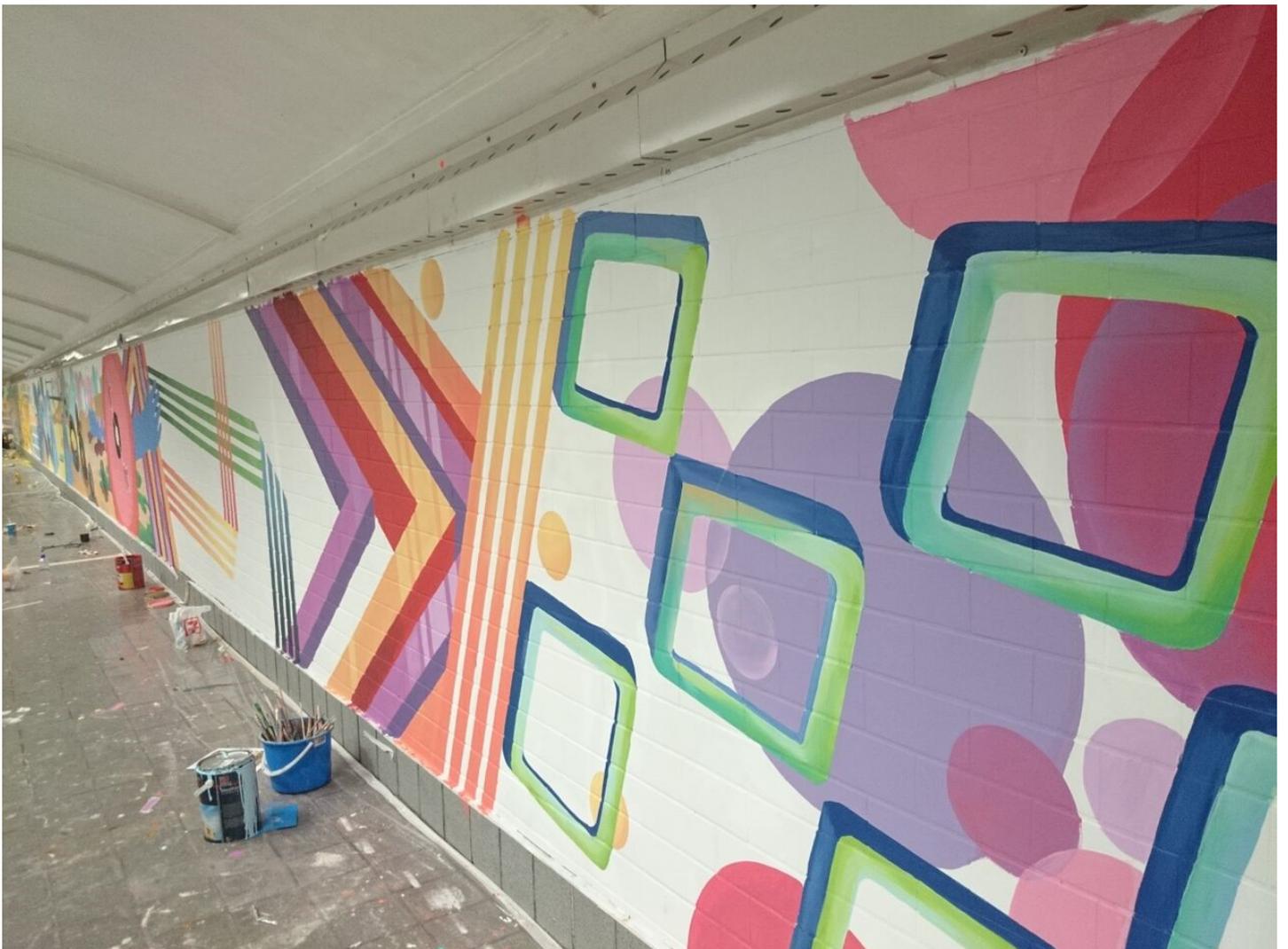








Singapore River Tunnels





**Future**

Initiatives



## MOVEMENT ACROSS MASLOW

There's many ways to learn but connect people together through 3M.  
We provide movements across maslow hierarchy of needs and Mentorship sustained by micro-financees

### WESTERN PSYCHOLOGY

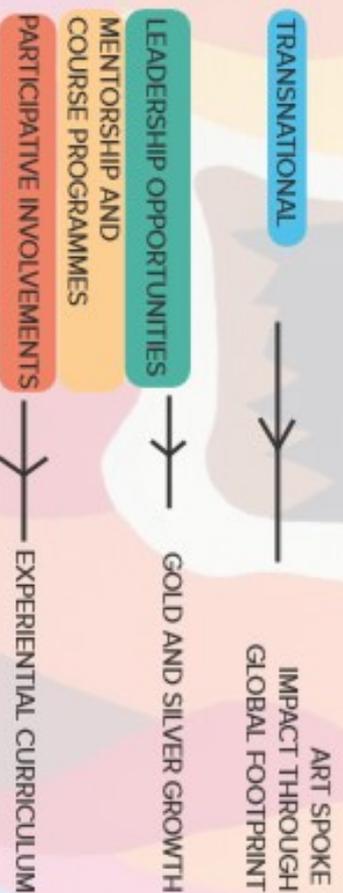
### EASTERN PSYCHOLOGY



## SOCIAL CREATIVES' ADAPTION

### PROCESS

### DEVELOPMENT AREAS



## STARVING ARTIST HOLE

If you can work with artists, you can work with anyone. The model of elevating individuals from monetary and non-monetary poverty through Maslow Hierarchy of Needs allows individuals to advance themselves and others. This model is replicable to help migrants, refugees, ethnic minorities through arts for social change.

We strive to create impact created through the Sustainable Development Goals

## LONG TERM..

## MICRO-FINANCE ACROSS ASIA

Seed funding for creative start ups is scalable to help the sustainable development goals

e.g. workshops, creative gifts, fashion, artisan in culinary and any good idea

Eventual Development of more Impact Hubs especially in developing or conflict stricken countries to execute micro finance opportunities.

Inline with helping the Sustainable Development Goals and through micro-financees we will provide participants opportunities to create possibilities by just do it themselves through a \$1000 start up support. For those who are not successful will be developed further. This concept of micro-financees was piloted through seed bombs proposal evolved from a one year engagement curriculum with Republic Polytechnic-Diploma in Social Enterprises

## IMPACT MODEL

Benchmark: Philadelphia Murals in developing nations  
+ Habitat for Humanity = Imagine large scale artworks anywhere or everywhere created by beneficiaries for beneficiaries and everyone or anyone #Inclusion

### STRATEGIC IMPACT

#### No Poverty

mural voluntourism bring economies and creative employment into developing communities. Our long term goal micro-finance > creative start ups and sustained income generation > impact on the ground

#### Inclusion and sustainable growth

employment and decent work for all: The beauty of the arts provide tangible requirements at crew and cost levels. We are able to provide participative work through a job creation vector of artwork creation to technical developments and facilitation

#### Inequality

Reduce inequality: As a social enterprise, Social Creatives address the gap between commercial and non-profit visual arts. There are just too many starving artists around while art auction houses earn millions. Through Inspiring Art Cores, we would be able to address the gaps of income and gender inequality.

#### Just, peaceful, Inclusion

The messages of artworks and art creation among communities bring people together with a sense of identity to their home. Art creation provide greater opportunities inline with UNESCO's "Silencing the Gun". Through employment opportunities, we help with the "Brothers and sisters" to aid their families with income.

#### Partnership

Currently we bring artists, corporates and community groups to come together and be involved with mural arts. Artogativandilism Future: People go overseas to build houses, why not to add colours to the lives of communities. We are hoping to promote cultural tourism and mural voluntourism through our expanding our current B2B approach to the international market. These cultural diplomacy and creative handslike efforts will create tourism packages coinciding with corporate MICE activities throughout Asia. We envision our first branch out hub in Nepal to focus on impact arts for poverty. Nepal is a landlocked country that faces a middle class syndrome on top of their economical challenges.



### MASS IMPACT

Artworks about the SDGs (NPO-Advertising)



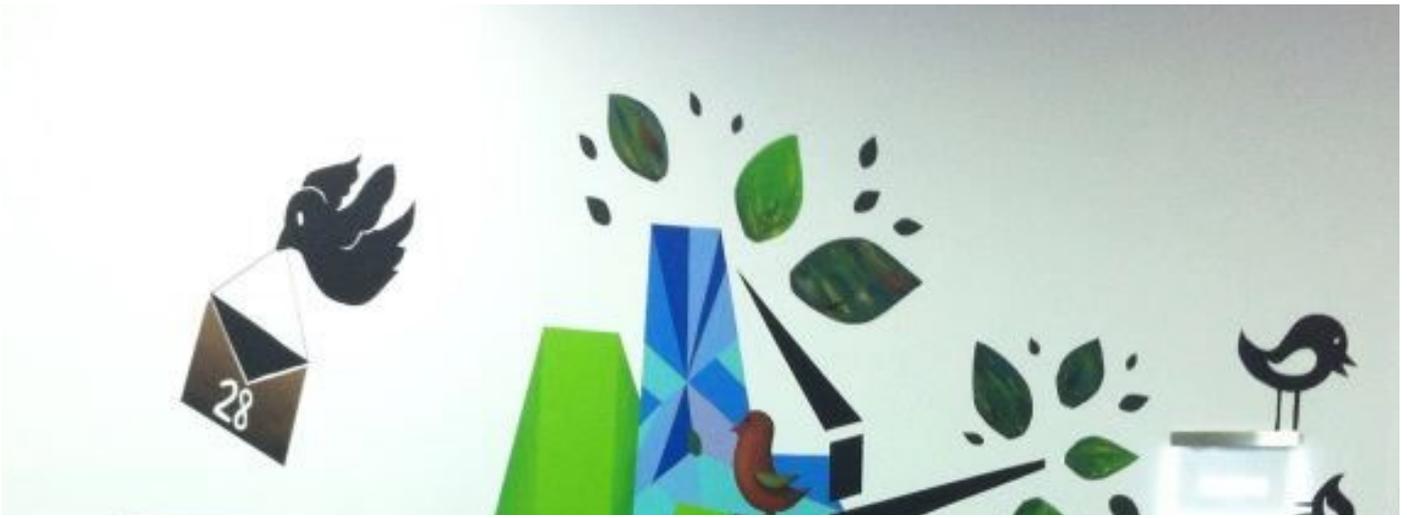
### NICHE

Social Creatives Income generation is through matching non-profit groups and corporate giving through volunteerism. We maximize the Human Resource budget of companies. Through expanding their MICE activities to a global level, we are able to bring out the hearts of the corporates.



Photos are taken by International Philadelphia Murals

# Projected projects



## **2019**

- 2 Mural Sessions
- 2 Void Deck Art Gallery Sessions
- 1 Corporate Mural
- 2 Artworks at Welfare Organisations

## **2020**

- 2 Mural Sessions
- 2 Void Deck Art Gallery Sessions
- 1 Corporate Mural
- 2 Artworks at Welfare Organisations



# Funding Mix



# FUNDING MECHANISMS

## Level 1: Projects Income

Adoption

Fees collected

Commission Projects

Project Grants

On demand projects

## Level 2: Corporate support and philanthropy

MICE

Inkind

Matching Fund

Corporate Social Investment

Venture Philanthropist

Movie Screenings

## Level 3: Social Enterprise ++

Crowd funding

Mural VolunTourism

Partnership Grants

Micro-finances

Gallery and business units

IMPACT investors

## BENEFICIARY DEVELOPMENT



### Mentor Artist

Refers to professional artist and lecturers. They are instrumental in conceptualising mural design, ensuring the aesthetic quality of the artworks, and facilitating the other groups.

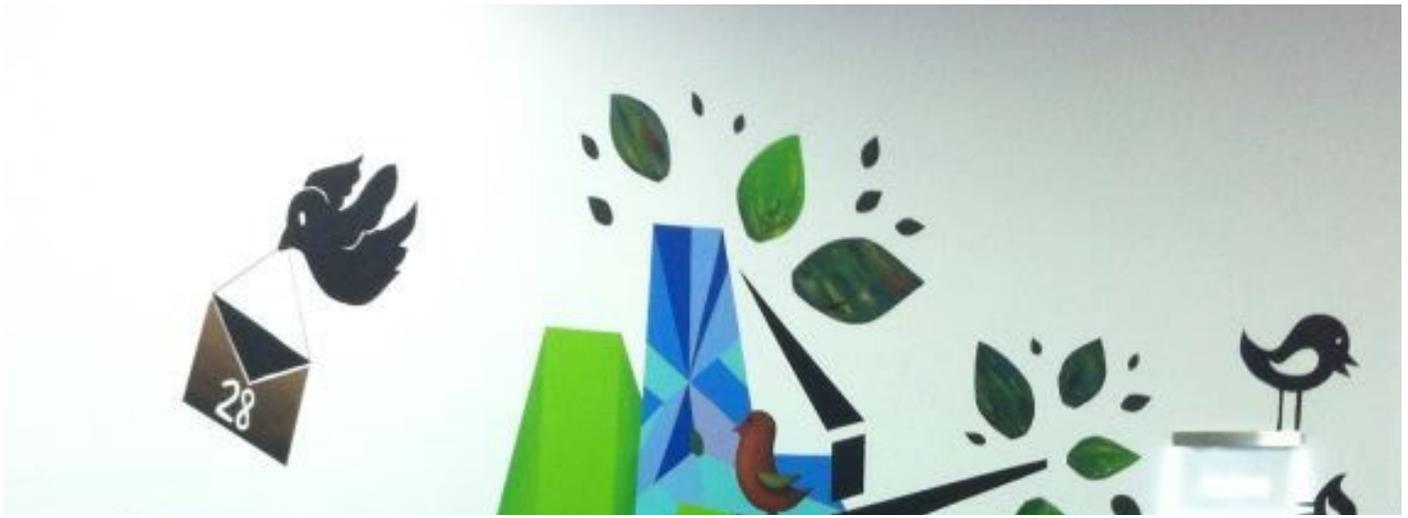
### Budding Artist

Include art students, hobbyist and volunteers who assist the mentor artists during the preparation and execution process. They facilitate community mural making sessions, prepare color mixtures and execute the mural design proposed by the mentor artist. They benefit from the guidance given by our mentor artist, improve their skills and techniques and augment their portfolio.

### Non-artist

Are an all encompassing group, that ranges from mainstream volunteers to corporate employees and communities from social service organisations. Mural projects form part of their company's CSR initiatives or team building activities, with their employees as their participants. Communities from social service organisations benefit as mural painting can act as a form of art therapy and can help them develop a greater sense of emotional well-being.

# Projected projects



## **2019**

2 Mural Sessions	(\$5000 each)
2 Void Deck Art Gallery Sessions	(\$3000 each)
1 Corporate Mural	(\$10,000 each)
2 Artworks at Welfare Organisations	(\$3000 each)
1 Stakeholders session (Auction, Dinner)	(\$50,000)

## **2020**

2 Mural Sessions	
2 Void Deck Art Gallery Sessions	
1 Corporate Mural	
2 Artworks at Welfare Organisations	
1 Mural voluntourism	(\$20,000)

**Sessions are either MICE, Adoption or Commission projects. \$\$\$ are before CMF**