

\*scape Co. Ltd  
113 Somerset Road  
\*scape Youth Centre  
Singapore 238165  
phone: 6735 4144 fax: 6735 4044  
[www.scape.com.sg](http://www.scape.com.sg)



## PRESS RELEASE FOR IMMEDIATE RELEASE

### Come along, sing the vegetables song

(Singapore) 12 May 2008 - Coined by William Shakespeare, 'salad days' refers to the heyday and bloom of youth, and is an expression for enthusiasm and idealism. Similarly, *Listen to the Salad Days: A Confessions Initiative* will showcase and surprise with the best of youth bands and what they have to offer.

A \*scape-Hwa Chong Institution collaboration and co-produced with Rockstar Kids and Big Ear Music<sup>1</sup>, Team Salad Days<sup>2</sup> is presenting *Listen to the Salad Days*, as part of \*scape's monthly 'Confessions' gig series that celebrates experimental music. Hoping to encourage the incubation of musical ideas by youth music organisations and established bands, 'Salad Days' will feature fresh student bands from secondary schools, junior colleges, polytechnics, and Institutes of Technical Education (ITEs).

The project has been started with the aim to provide youth bands with a platform to showcase their talents. Not only is this a good chance for young bands to get exposure and experience, it is also a good opportunity for them to learn from other bands.

'Salad Days' will culminate into three performances held at \*scape from July to September 2008. These performances will feature six youth bands picked from rounds of preliminary auditions and a final audition, and will also be headlined and supported by upcoming and established bands. The judging panel for auditions includes local music heavyweights from Wakemeup Music, The Rockstar Collective, and Soft.com.sg.

In addition, the six bands will stand a chance to be mentored by veteran musicians, and get their original songs professionally recorded in an extended play (EP). They will also win goodie bags and prizes that include awards for 'Best Song', 'Best Vocalist', 'Best Guitarist', and 'Best Drummer' which will be given out at the final gig. These will be sponsored by the partners of the project.

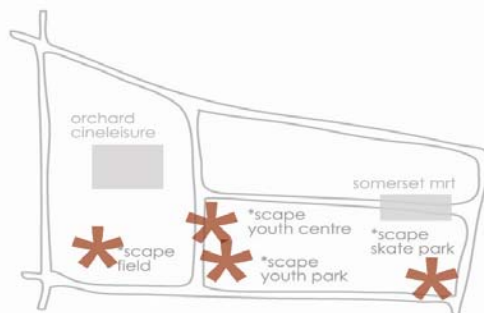
To raise money for Boys' Town<sup>3</sup> and \*scape Co. Ltd.<sup>4</sup>, the EPs will be sold along with other limited merchandise such as Revoltage T-shirts and Gibson guitar picks at the three performances and at schools.

<sup>1</sup> Big Ear Music is a local music company hoping to reach the masses. It began with a group of friends who are aspiring to make Singapore's music scene as large as possible, by helping out the local bands spread their music. The only way to do that is to establish a company that can and will promote their music, and to house the music of these bands. Big Ear Music's first show, "Acoustic Rojak", featured amazing bands playing acoustic originals and covers to their amazing audience. The response was good, and it gave Big Ear Music the opportunity to venture into other showcases. Website: <http://myspace.com/bigearmusicsg>

<sup>2</sup> Team Salad Days is a fun-loving group of students from Hwa Chong Institution (College section). *Listen to the Salad Days* started as a Service Learning project led by Jian Kai and Kenneth, and is now helmed by over twenty students. They hope to raise awareness and promote the flourishing local music scene, and also to encourage youths to participate in shaping it. Through this project, they also hope to learn more about local music, and to meet new people! So come join them in listening to the salad days, and remember to eat your greens!

<sup>3</sup> Boys' Town is an institution dedicated to providing guidance, shelter, education, vocational training and practical living skills to youths. Established in 1948 by Brothers of St. Gabriel, it provides residential care for boys aged 11-18 who come primarily from troubled and financially needy families. Although Boys' Town is a member of the National Council of Social Service (NCSS), it is a non-profit organization and is not funded by the Community Chest. It raises majority of its funds through projects such as Flag Day and walkathons.

<sup>4</sup> \*scape Co. Ltd. is a non-profit youth organization in charge of \*scape, a space for youths by youths. \*scape aims to promote, showcase, and nurture youths' talents and interests, and for youths to be involved in creating their culture. It will be a 5-storey youth community building to be ready in 2009, and will occupy 1.2 ha site next to Orchard Cineleisure. There will be six conceptual spaces that youths are encouraged to colonise – The Street, The Market, The Warehouse, The S-Park, The Grid, and The Cache.



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To sign up, bands can register on our website, <http://scape.com.sg/listentothosaladdays>. More information about *Listen to the Salad Days* can also be found there.

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For more information on Team Salad Days,  
Please contact

Jian Kai  
Team Leader  
Salad Days  
Email: [team.saladdays@gmail.com](mailto:team.saladdays@gmail.com)  
HP: 81986259

For more information on \*scape:  
Please contact

Weng Enqi  
Marketing (Head)  
\*scape Co. Ltd  
Email: [weng\\_enqi@scape.com.sg](mailto:weng_enqi@scape.com.sg)  
HP: 9666 5585

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## Annex

### Preliminary Auditions

- Held on 8, 14, and 15 June 2008 at \*scape studios from 1300-1700h

### Final Auditions

- Held on 22 June 2008 at \*scape Youth Centre: The Lab at 1300h
- Open to the public

### Gigs for *Listen to the Salad Days: A Confessions Initiative*

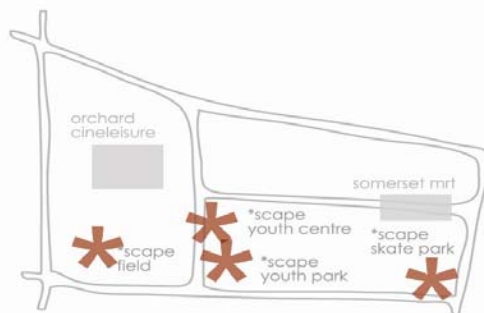
- Held on 11 July, 9 August, 13 September at \*scape Youth Centre: The Lab at 1900h
- Open to the public
- \$5 at the door

### Sales of limited-edition merchandise

- Revoltage T-shirts sold at \$15 each (3 different designs)
- EPs sold at \$8 per copy with a free Gibson guitar pick
- All profits go to Boys' Town and \*scape Co. Ltd.

### *Listen to the Salad Days* is

- Organised by Team Salad Days
- Presented by \*scape
- Co-produced with \*scape studios, Big Ear Records, and Rockstar Kids



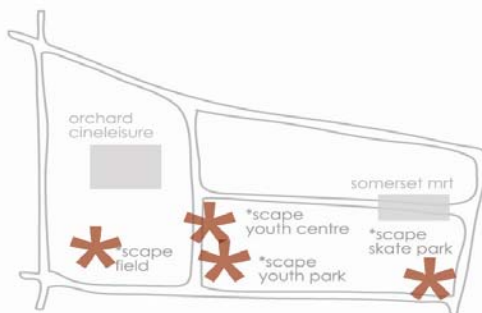
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- Mainly sponsored by Epiphone and School of Music and the Arts (SOMA)
- Sponsored by Sought After Music, Drums Resources, Red Dot Music, LKS Music Centre, The Loft Studios, Revoltage, Sennheiser
- Supported by Wakemeup Music, Invasion Productions, Rampage On the Airwaves, SOFT.com.sg, Youth.sg, JUNK magazine, Radioheatwave, Tri Media



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