

專題演講：

「觸動新加坡人民的『新憶工程』」

Topical presentation:

“Moving Singaporeans through the Singapore Memory Project”

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大家好，我係新加坡『新憶工程』陳惠勇。你對香港最開心的記憶是什麼？我在成長的時候，是梅豔芳的超級歌迷，所以在2003年，我來了香港看她在紅磡體育館舉行的告別演唱會。後來到了12月，因我喜歡在香港過聖誕節，於是我又來了。在2003年12月30日那天，我在尖沙咀的酒店裡得悉她的死訊。我很喜歡粵語流行曲，尤其是其中一首，它總能喚起人們對香港的記憶，每當我聽到它，我彷彿看到、甚至聞到香港的氣息，那就是陳百強的《偏偏喜歡你》。

大家好，我係新加坡『新憶工程』陳惠勇。 What is your favorite memory of Hong Kong - 你最開心的記憶？When I was growing up, I was a very big fan of Anita Mui Yim Fong. So I was in Hong Kong in 2003 when she did her final concert at the Coliseum. I came back to Hong Kong again that year in December as I love to spend Christmas in Hong Kong. So on December 30th, 2003, 聖誕, I was here in a hotel in Tsim Sha Tsui when the news came she had passed away. I love Cantopop and there is a particular song that is so evocative of Hong Kong – when I hear it, I can see and even smell Hong Kong -偏偏喜歡你，陳百強。

很多香港人，包括今天在座的你，都告訴我，香港改變得太快了。自90年代開始，我已來港十多次，但是每次我踏足香港，我就知道，我是來了香港，而不是其他地方。香港的街道——灣仔、尖沙咀，以及粵語的聲音，都是別的地方找不到的。

在新加坡，我們也開始有相同的憂慮。我們也感到新加坡發展得太快了，她也許不像香港，隨著社會建設發展，新加坡街頭的氣味可能終有一天會消失。但也許最重要的是人們即使離開了新加坡，他們永遠留在新加坡的記憶內。

我曾接受國家中文報章的訪問，名為「有情家園」。事實上，圖書館正建構一個有情家園。也許，圖書館將來不單只收藏書籍，而是收集人的生命、生活。正如阮甘納桑的其中一項圖書館學法則所說，每本書都有一位讀者，每位讀者都有一本書。我有一個願景，希望新加坡國家圖書館有一天可以讓每位國民都有一本書，讓圖書館成為一個集體的國民記憶。這樣，當你走進圖書館的時候，你就可以找到一本屬於你、你的家人、你的朋友的书。


我們也將會進一步收集非新加坡人的記憶，主要是那些曾到訪新加坡並留下深刻記憶的人。正如我，對香港也有好些不可磨滅的記憶。我非常喜歡香港的電影，尤其是徐克的電影。所以，新加坡的記憶工程並不局限於新加坡人。最近，我看到

A lot of Hongkongers, including some of you today, tell me that Hong Kong is changing too quickly. But every time I step into Hong Kong – and I have been here more than ten times since the nineties – I know I am in Hong Kong, I know I am not in anywhere else in the world. The streets of Hong Kong – Tsim Sha Tsui, Wanchai – and the sound of Cantonese – there is no place like this anywhere else in the world.

In Singapore, we are beginning to have the same anxiety. We think that Singapore is changing far too quickly. Perhaps, unlike Hong Kong, the smell in the streets of Singapore may one day disappear because of all the development we have to carry out. But perhaps what makes it important is that people that came and went will be remembered forever.

That is an interview I did on national Chinese newspaper, 有情家園. What has the library have to do with building a 有情家園? Perhaps the library of the future is not just a collection of books but a library of lives. One of the laws of library science by Ranganathan is this – every book its reader; every reader his book. For the National Library of Singapore, my hope one day is that we will fulfil the vision of “every citizen a book”. For the national library, we are planning a library with the memories of citizens. So that when you walk into this library, you will be able to pick up a book and that book will contain stories that belong to you, to your family or to your friends.

The library will be further enriched by those who may not be Singaporeans but have passed through Singapore and left with deep memories. I, for instance, have very indelible memories of Hong Kong. I love Hong



有一位馬來西亞的博客在當地報紙上也說到她獲邀請，為新加坡國家圖書館的新憶工程提供有關她對新加坡回憶的博客文章。

新加坡的記憶工程是由我們總理在2011年的國慶日大會上正式發佈。我們所收集的記憶屬於典型的長尾巴模式。除了向圖書館及資料館等大量記憶收藏家徵集，我們也十分熱衷收錄新加坡人的個人回憶。我們希望新憶工程收集的內容範疇，包括上述提及的傳統機構手上的資料，以至那些已存在互聯網上，甚至是那些只存在個人的心中及腦海中的故事。除此，我們還進一步，在已收集的記憶基礎上，創造一些新內容。這方法有點像投資那樣——錢生錢。我們希望投放越多的內容，可以啟發創造更多新的內容，就像內容繁殖內容。

新憶工程也十分着力從多個層面展示任何單一主題、事件、地方或人物。就以881這部電影為例，它是由陳子謙先生執導的音樂劇，記錄新加坡農曆七月的鬼節期間舉行的大型音樂和舞蹈匯演。從這影片中，你會被引領去探索著名演奏家劉玲玲女士的記憶，還有其他休閒勝地，例如舊的遊樂場。新憶工程的想法是從一個記憶資料，帶領你去探索其他更多意想不到的事情。由過去和歷史的線性觀，走進類似星座的視野，每件事物都可以觸發其他更多的事情。

Kong cinema, especially the Tsui Hark movies. So the Singapore Memory Project is not just about Singaporeans. I recently saw an article from a Malaysian newspaper where a Malaysian blogger said that she was invited by the National Library of Singapore to contribute her blog articles on her memories of Singapore to the Singapore Memory Project.

The Singapore Memory Project was announced by our Prime Minister in 2011 at our National Day Rally. The memories that we collect belong to a classic long tail. Besides heavy collectors of memories and content like libraries and archives, we are also keen to collect single memories from Singaporeans. The content that the Singapore Memory Project wishes to collect ranges from those that are in the hands of the traditional collecting institutions mentioned above, to those already existing on the internet, to those that currently exist only in the hearts and minds of individuals. Further, we would like to go beyond collecting memories to creating new content based on memories. The approach is somewhat like investment - 錢生錢. By putting out more and more content, we hope to inspire the creation of new content – like how content breeds content.

The Project is also keen to showcase multiple perspectives on any one subject, event, place or person. So we could take a film like 881, a musical that was directed by Mr Royston Tan and features the major music and dance extravaganzas that occur throughout Singapore in the seventh lunar month during the hungry ghosts festival. From this film, you could be led to explore the memories of a renowned performer Ms Liu Ling Ling, the memories of other great leisure haunts like the old amusement parks.

這項工程推出3年以來，我們利用錢生錢的方法製造了大量的記憶產品，包括電影、電子書，甚至是飲食節目。我們讓新加坡著名的博客走訪那些推特網客推介的懷舊食肆，進行長達18小時的食物記憶追蹤。最後，這個節目共收集了超過8,000項關於新加坡美食的記憶。

此外，我們也熱衷於讓國民以跨代的形式共同參與活動。我們在學校裡舉辦了一個比賽，名為「我記憶中的校園日子」(irememberschooldays)，讓學生向長輩或其他學校職員進行採訪，收集他們的回憶。其中一間學校隊伍選了一位在該校已從事30年清潔工作的校工為訪問對象。一般而言，很少活動項目會走去採訪這位沒有「顯著成就」的校工。但她卻娓娓道出了她的感人故事，在70年代後期至80年代，洪水頻繁，她講述了關於災後清潔學校的軼事。


這是我們的網站：singaporememory.org。我們也有應用程式可供蘋果的手機下載。這是我們的Facebook，到目前為止，已獲得約58,000個讚。新加坡只有5百萬人口，因此這個數字已非常龐大了。這是其中一個非常成功的項目。我們最成功的貼文，瀏覽人次已達到288,000。實際上，在一個月內我們已接觸到約130萬新加坡人。我們非常喜歡利用社交媒體，因為我們認為與數碼世代接軌是很重要的，而且它也緊緊聯繫著青少年人。我們所付出的努力也收到不

The idea of the Project is to lead one to explore many other things that might be unexpected. It is moving from a linear view of history and the past into a constellation-like view where each event can be the trigger of many others.

In the three years that the Project has been in existence, we have engendered many great memory products in the manner of 錢生錢 – films, ebooks and even a food show where the most popular bloggers in Singapore went on a food memory trail for 18 hours going to nostalgic food places suggested by twitterers. The show collected more than 8,000 memories of food in Singapore.

We were also keen to engage the citizens in an inter-generational manner. In a project entitled “irememberschooldays”, we held a competition for schools to interview their seniors and other school staff for their memories. A particular school team managed to interview a cleaner in the school who’s been cleaning the school for 30 years. The cleaner would usually not be interviewed for any projects as she is not historically significant in a traditional sense. The resulting story was a moving and personal one of her memories of cleaning the school after the floods that were very frequent in the late 70s and 80s.

This is our website: singaporememory.org. Our app is available on Apple. This is our Facebook. We have about 58,000 likes so far. Singapore has only 5 million people, so that’s quite significant. This is one of the initiatives that was very successful. Our most successful post has reached 288,000 people and in the course of a month, we actually reach about 1.3 million Singaporeans. We are



少回響，國家人民都體會到這公眾歷史計劃不只是寫在教科書上或只關於著名的人物，他們也是其中的一分子。除了Twitter和Facebook，我們還發現網上有500,000個博客貼文。

較早前，一位美國有線電視新聞的高級記者偶然發現了我們的新憶工程，於是走來跟我做了一個半小時的訪問。在結束時，他們問我從這個項目當中學習到什麼。我回答說，我學習到不要太過驕傲及自以為是。當要開展這個計劃時，我想出了一堆要放進去的主題，一些最具代表性的對象群體，目的是要展現一個國家及具代表性的民族故事。但在進行收集記憶之後，我才發現每個人都擁有非常有趣而且獨特的記憶。訪問的對象不需要是任何群體的代表人物。唯一的準則是，她有一個願意與人分享的故事，並且樂意向我們透露所有細節。我們便是採用這方法去接觸很多不同的人。

新憶工程項目曾在大巴窰的街頭擺放展覽，這是新加坡歷史最悠久的屋苑之一。那時有一位59歲的女士剛巧遇上我們的嘉年華會，知道我們正收集居民的記憶。她於是立刻乘坐公車回家，從雜物中撿起一疊家庭相冊，並且返回會場，與我們的記憶義工分享她父母的故事。我們為她做了五輯視像採訪，因她實在有許多話要說。在採訪結束前，這位女士跟我們說，她從來沒想過她的記憶會被其他人如此重視。

very big on social media because I think it is important that we connect with the digital generation as well as the young. The engagement effort has resulted in feedback that citizens feel that they are part of the public history project – one where history is not just what is written in textbooks or by someone famous. Besides Twitter, and Facebook, we have also unearthed and captured 500,000 blog posts.

I did an interview with a senior correspondent from CNN who chanced upon the Singapore Memory Project. At the end of the interview which lasted one and a half hours, they asked me what I have learnt about Singapore memories. I replied that I learnt not to be so arrogant and presumptuous. When I started the project, I had all these thoughts about the themes we should address, the target groups we should get representative memories from – all for the objective of getting a national and representative national narrative. But as I did the project, I realized that every individual has very interesting specific memories. A person needs not be representative of any profile or target group to be interviewed. The only criterion is that she has a story to tell and is willing to share all of its details. Taking this approach has moved many who were approached.

In a roadshow that Singapore Memory Project ran in Toa Payoh – one of the oldest housing estates in Singapore – a 59 year-old lady Mdm Chao Yu Fen chanced upon the carnival that we were running to collect memories from residents. Overladen with groceries, she promptly took a public bus home, deposited her groceries, picked up stacks of family photo albums and came back to the event venue to share stories of her parents with our memory volunteers. She did a five-part video interview as she

次日，她在國家報紙上出現了，對她而言，這也是一個值得珍惜的記憶。

我夢想將來國家圖書館可以將多年來收集的出版物、唱片及收藏品，整體集結出一個人民及家族的記憶故事。對每個讀者來說，記憶是親切的，也是走進國家歷史和文化遺產的一個情感切入點。

我夢想有一天，每個公民都會開始為自己的個人圖書館留下記憶種子。就像飛蛾撲火，所有的事情都因著記憶，將時、地、人聯繫在一起，人們就會被這顆種子所吸引，然後培養出一個國家圖書館的版本，由個人的記憶進而想起在心中佔第一位的摯愛。

這就是新加坡的記憶公共圖書館的夢想。

我做這些事情，部分原因是為了我77歲的母親。我希望將來她可以成為這記憶圖書館的第一位試用者。她將會看到所有和她有關的記憶，而且是永遠不會忘記的記憶。我希望香港也可以實現這個目標。即使並非人人像梅艷芳那麼出名，但各人的記憶也可以收集到香港的記憶內。

had so much to say. At the end of the interview, Mdm Chao said that never once did she think that her memories would be treasured by anyone other than herself. She appeared in the national newspaper the day after and that in itself was a memory worth treasuring for Mdm Chao.

I dream of the National Library of the future integrating the memories and stories of its citizens and their families with the publications, records, ephemera that the library has collected over the years. Each memory dear to the reader is the emotional entry point into the collection of the nation's history and heritage.

I dream one day of a personal library of every citizen that starts with the seed of his memory. Like moths to a flame, all the content somewhat linked to the memory by time, place and people would be attracted to this seed and grow a version of the National Library that would be personal to the one who remembered something dear in the first place.

This then is the dream of the Singapore Memory Public Library.

I'm doing this partly for my mum, because my mum is 77 years old, and I hope that I will bring her to this library, and she will be the first to try it. And then she would see all the memories that are related to her. And that these will never be forgotten. I hope that in Hong Kong we can also achieve this goal - so that all the memories of Hong Kong, even if they are not of someone as famous as Anita Mui Yim Fong can also be captured.