



What is your Singaporean Dream? Let's play to find out

Description

We all have dreams. Dream of becoming someone famous, rich or achieving some outcomes in life. Whatever it is, it is important to have dreams, without which we are no different from a salted fish, in the words of the famous Hong Kong actor Stephen Chow.

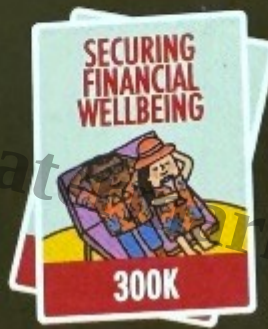
For a Singaporean, I think our dreams are uniquely identical. Unique to our Singaporean identity compared to our international counterparts, but eerily similar among Singaporeans. All we ever wanted to feel achieved and approved, are bigger homes, flashy cars, branded schools and higher-paying jobs. Do you agree? Leave your comments on what you think.

Now, to prove your worth as a true-blue Singaporean, you need to play this card game, it's called 'The Singaporean Dream'. Being a born and bred Singaporean myself, I must say it is extremely relatable and entertaining. For our foreign friends, you need to try too, and you can learn a whole new multiverse about us Singaporeans.

THE SINGAPOREAN DREAM IS AN INTERACTIVE CARD GAME THAT LETS YOU
YOUR WAY TO BE THE PERFECT SINGAPOREAN.



Choose your
Singaporean Personality



Collect as many
Singaporean Dreams
as you can



Use Action Cards to
Gain, Steal or Protect
your Dreams



KEEP GOING UNTIL ALL DREAM CARDS RUN OUT. THE PLAYER WITH THE MOST



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The Singaporean Dream: Income's 55th Anniversary ed
partnership with Income Insurance. All names, characte
events, or incidents are fictitious. Any resemblance to a
dead, or actual events, are purely coincidental. Proudly

This card game is launched by Income Insurance together with a local developer, SYNT Studio, to mark 55 years of serving Singaporeans. The objective of this game is to accumulate the most number of dreams until all dreams run out. I would recommend playing with the maximum number of players of 6. As you can see, you can pay, steal, and sabo, i.e. sabotage your way to be the perfect Singaporean.

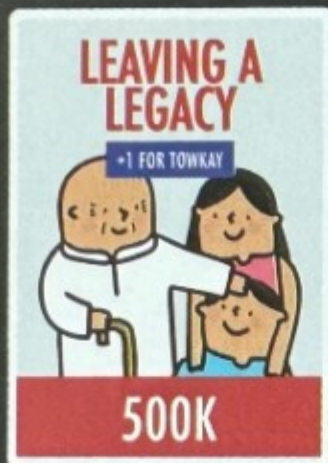
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HOW TO WIN

The game ends when all Dream Cards in the D

The player with the most number of Drea

1. If 2 or more players have the most number of Dream Cards:



The player with the highest total value of Dream Cards wins.

2. If 2 or more players have the same number of Dream Cards:



The player with the highest value of Cash Cards wins.

The player with the most Dream Cards wins. If there is a tie, the next determining factor is the player with the highest value of Cash Cards in their bank. Apparently, dreams are more valuable than cash in the bank. Hmmm?

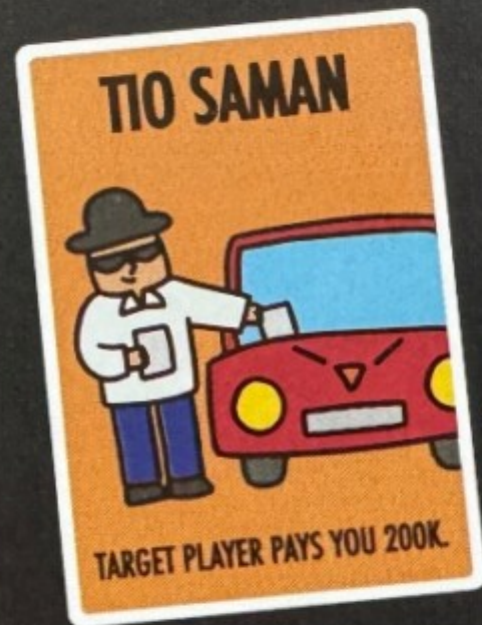
TAKE NOTE!

Look out for the Dream Cards that match your Personality Card



This Dream Card counts as 2 Dreams for your Personality!

Some Action Cards allow players to steal Cash Cards



If you don't have enough Cash Cards in your bank, players can take your Dream Cards (of equivalent value) away instead!

Some bonuses and tips to look out for. There are matching Dream Cards to your unique Personality Card that can give you an advantage. Or special cards with the ability to create havoc and enemies in the game. Now I see where all the sabo-ing is coming from!..

CHILD PRODIGY



TO START
START WITH "GOVERNMENT SCHOLARSHIP"
CARD ON TABLE AND 4 CARDS ON HAND

SPECIAL DREAMS

BECOMING A DOCTOR OR LAWYER 10 YEARS TO GO 500K	GIFTED PROGRAMME 10 YEARS TO GO 300K
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AUNTY



TO START
START WITH 7 CARDS ON HAND

SPECIAL DREAMS

CASH OUT CPF 4 YEARS TO GO 500K	RETIRE EARLY 10 YEARS TO GO 300K
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TOWKAY



TO START
START WITH 500K IN BANK AND
3 CARDS ON HAND

SPECIAL DREAMS

LEAVING A LEGACY 10 YEARS TO GO 500K	GIVING BACK TO SOCIETY 10 YEARS TO GO 300K
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CAREER QUEEN



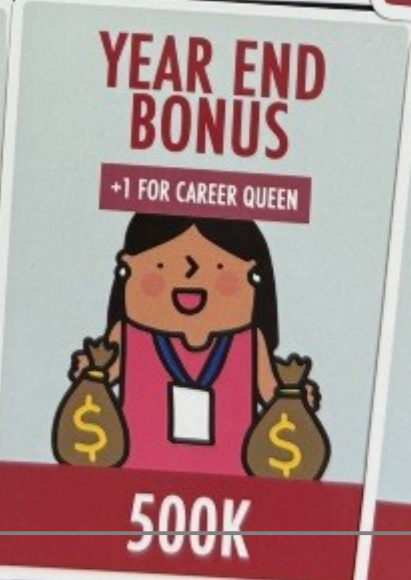
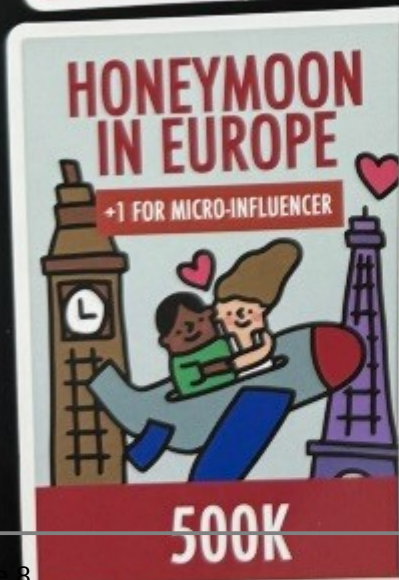
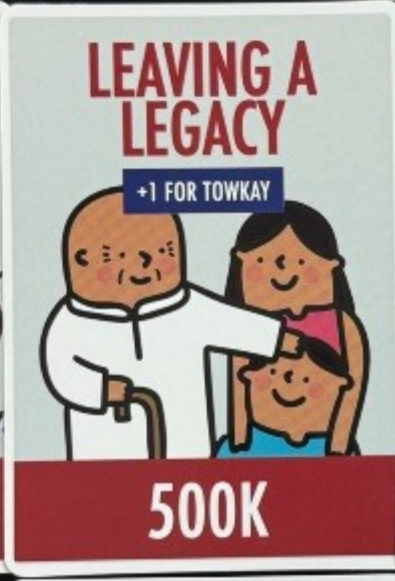
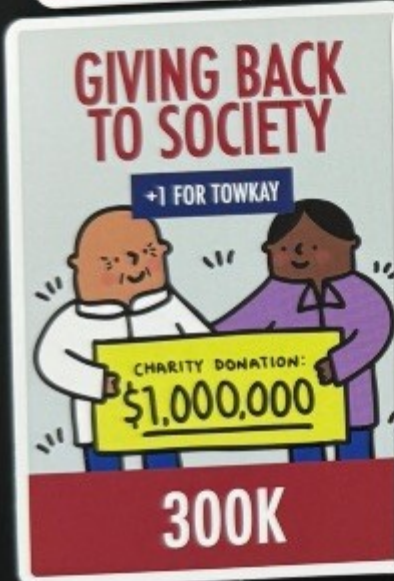
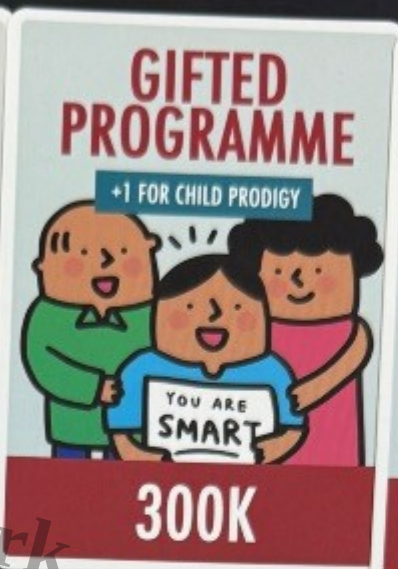
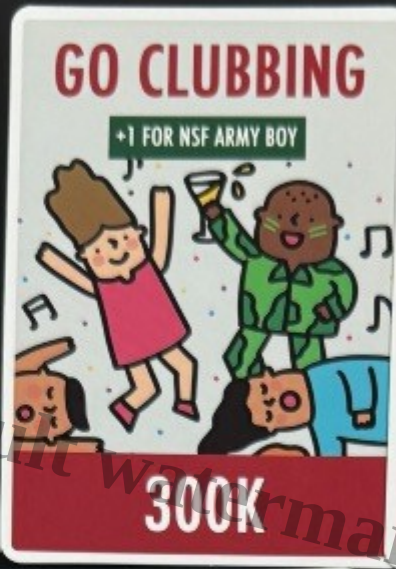
TO START
START WITH 400K IN BANK AND
4 CARDS ON HAND

SPECIAL DREAMS

YEAR END BONUS 10 YEARS TO GO 500K	JOB PROMOTION 10 YEARS TO GO 300K
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There are 6 Personality Cards that each player will undertake. Each has its prerequisites before the game starts, such as a certain level of cash or a certain number of action cards. •Towkay• is the dialect equivalent of a business owner. He starts with the most cash but the fewest action cards, with zero hair. I assure you, not all Singaporean towkays are bald.

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From here, it gets interesting. Ladies and gentlemen, I present to you the perceived dreams of a typical Singaporean! Apparently, at different stages in life, the dreams differ, but most of them are uncannily representative.

ORD LO! In Singapore, it is mandatory for every Singaporean and PR (Permanent Residents) male to commit to National Service via our national defence vocations for two years once they turn 18 years of age. ORD stands for Operationally Ready Date, the date when these servicemen complete their Basic Military Training and become operationally ready. It is definitely a date they look forward to, but it remains a dream until they have served their dues.

BECOMING A DOCTOR OR LAWYER This is probably an Asian thing, more fitting a dream for Asian parents, not just for the Singaporean ones. Coming from a rural village with early settlers of humble beginnings, academic education in Singapore has always been seen as the epitome of success. We have some of the top-ranked universities on a global scale currently.

CASH OUT CPF CPF stands for Central Provident Fund, a mandatory social security savings scheme that funds Singaporeans' and Permanent Residents' retirement, healthcare and housing needs. Sounds good, right? It does, but it also has its limitations in terms of liquidity.

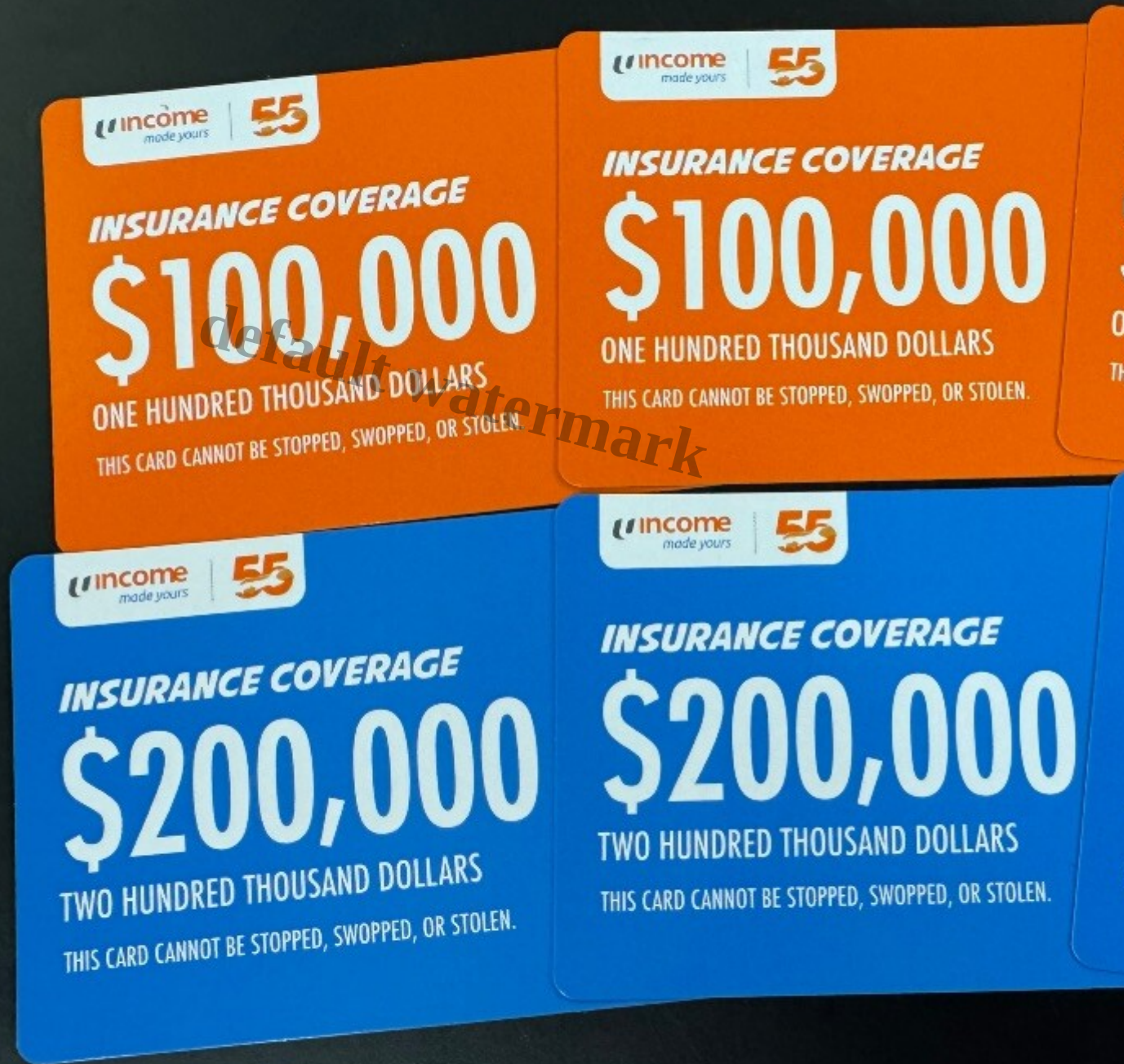
RETIRE EARLY As much as any Singaporean wishes for this, this is probably one of the hardest dreams to materialise in Singapore. This is due to rising costs in housing, living expenses and lagging wage increments generally.

JOB PROMOTION For the career-minded Singaporeans, a job promotion does not only mean higher wages but a career progression/ladder that pits you against your peers. This position of where you are in your career has also become a major criterion when it comes to choosing a life partner.



These are Cash Cards that you can accumulate throughout the game to buy dreams and to prevent your dreams from being stolen. Back when I was playing Monopoly, the dollar value of your cash reserves was in the hundreds. Today, it is in the hundreds of thousands.

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These Insurance Coverage Cards are pretty useful to deflect Life Event Cards, which cannot be stopped or prevented. This clearly drives home the importance of insurance coverage for the average Singaporean.

Some of these Action Cards got me bursting with laughter.

THE “ROLE MODELS”

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TAICHI



REDIRECT AN ACTION
USED AGAINST YOU TO
ANOTHER PLAYER.

KANCHIO SPIDER



PAY 400K TO GAIN 2

KAYPOH



WAYANG



Taichi (top left) 太極 or 太極拳 is a form of martial art from Classical Chinese Philosophy. Its flowing circular strokes resemble a constant pushing motion, signifying pushing of one's responsibilities, or being not accountable for things.

Kanchiong Spider (top right) 蜘蛛 is to describe someone who has anxiety easily, and jumps at the slightest thing. Almost like a spider?

Kaypoh (bottom left) 𢵇 It originates from Cantonese, a Chinese dialect, that reads 𢵇chicken old lady or 𢵇 (gai-po). It refers to someone who is overly fussy, talkative or meddles in other people's affairs.

Wayang King (bottom right) 𢵇 𢵇Wayang can mean acting, being overly dramatic or putting up a show in Malay. It is mostly used to describe someone who is constantly garnering attention and trying hard to impress.

THE MONEY CITY

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**COE PRICE
INCREASE**



**MOST EXPENSIVE PIECE OF PAPER.
TARGET PLAYER LOSES 200K.**

**DAY TRIP
JOHOR BA**



**BUY 1 DREAM
GET 1 DREAM F**

**OWE MONEY
PAY MONEY**



BANK SC



COE (top left) â?? It stands for Certificate of Entitlement, a permit that allows you to own and use a vehicle in Singapore for a period of 10 years. Whatâ??s more shocking, before you drop your jaw, is that this certificate can cost as much or even more than the car itself, depending on market demand.

Johor Bahru (top right) â?? This town in Malaysia is just 1.09km away from the Woodlands customs checkpoint, connected by one of the busiest causeways in the world. Due to its favourable exchange rate, the Sing dollar commands more spending power and is a favourite hunt for most Singaporeans looking for a bargain. However, during peak hours, the traffic jam lasts for up to 2-3 hours on a typical weekend. So near yet so far.

Owe Money Pay Money (bottom left) â?? Nothing new in the financial world of banks and loans. In Singapore, there is another type of lender that operates outside the law, known as loan sharks. When borrowers default on payment, these loan sharks would hang the head of a pig and spray red paint as a threat of more dangers to come. I guess a shark head is too exotic to be found in a wet market in Singapore.

Bank Scam (bottom right) â?? In 2024, Singaporeans lost at least S\$1.1â?? billion to various scams â?? a record high and an increase of approximately 70.6% over 2023. There is a high degree of digital connectivity and affluence among the average Singaporean compared to most countries, thus a target for most scam organisations. If you draw this card, this could be a game-winner.

WE ARE SINGAPORE

NATIONAL DAY

WE THE CITIZENS OF SINGAPORE...



RECITE THE SINGAPORE PLEDGE
TO GAIN 1 DREAM.
IF NOT, LOSE 1 DREAM.

(CAN BE PLAYED ON YOURSELF OR ON OTHER PLAYERS)

GAHMEN CANNOT



STOP A PLAYER'S A
CAN BE PLAYED AN

LEE FAMILY



DEATH PENALTY



Singapore Pledge (top left) â?? This is one of my favourite cards to play. You gain a dream without having to pay for it! Until I misread my own country pledge. Back in our school days, we were made to recite the pledge EVERY single morning before school started. You cannot blame me for being over-confident.

Gahmen (top right) â?? Gahmen is not an actual word. It means â??governmentâ?• pronounced in an extremely lazy manner, and yes, I do that sometimes. Singapore is known for its strict rule of law. The government plays a pivotal role in maintaining the law and order of this country. No means no.

Lee Family (bottom left) â?? Mr. Lee Kuan Yew, the founding father of Singapore, and his son, Mr. Lee Hsien Loong, the recently stepped down Prime Minister, are prominent political figures of the Lee Family. I have no idea why the card involves stealing dreams, but hey, I did not come up with this game. Definitely a twist, till the very last minute.

Death Penalty (bottom right) â?? Singapore is one of the countries that carries the death penalty for serious crimes, such as murder and drug trafficking. It is still a much-debated topic from a global perspective, as around two-thirds of the world has abolished the death penalty in law. Playing this card, as it seems, is literally game over for any player.

Do you think this game is a good representation of Singapore and Singaporeans? Are Singaporeans truly all about accumulating wealth, worrying about the future, and getting ahead?

Whatever your dream may be, realise it.

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