



## Geylang Serai Heritage Gallery Launches Pilot Incubator Programme to Bring Living Heritage to New Audiences

### Description

The Geylang Serai Heritage Gallery (GSHG) is branching out from the gallery walls and into the community. On 18 July 2026, it kicks off a pilot incubator programme that brings together heritage practitioners from across disciplines to explore the living heritage of Geylang Serai through newly conceived public programmes.



## What the Incubator Programme Is About

Led by Sendok Rakyat â?? a Malay food heritage ground-up initiative â?? and supported by Wisma Geylang Serai, the pilot edition brings together practitioners across intangible cultural heritage

disciplines, including food heritage and traditional craftsmanship. The goal: to spark fresh curiosity and deepen connections with the neighbourhood's rich stories, communities, and living traditions.

Through these programmes, the National Heritage Board (NHB) aims to open new platforms for exploring and documenting the living heritage of Geylang Serai — drawing on the layers of culture, memory, and community that have shaped the precinct over generations.



## First Up: Geylang Serai Cooking Club with Sendok Rakyat

The incubator programme launches on **18 July 2026** with the **Geylang Serai Cooking Club with Sendok Rakyat**. Expect an intimate, hands-on session rooted in Malay food traditions – an opportunity to learn about the heritage behind the dishes that have long defined the Geylang Serai community.



## More Programmes to Follow

Over the next six months, the incubator programme will roll out a series of curated sessions co-designed with partners across different heritage disciplines. Among the upcoming programmes:

- **Rakyat Archive: Scent Storytelling with Aroma Nostalgia** â?? exploring memory through scent
- **Rakyat Archive: Illustrating Memory with HAFI** â?? connecting visual storytelling to heritage
- **Rakyat Archive: Everyday Artefacts with Studio Kallang** â?? documenting objects of everyday life
- **Rakyat Archive: Aural Tradition with Bani Haykal** â?? listening and documenting sonic heritage

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Programme listings will be made available progressively closer to each session date. All programmes are **SG Culture Pass-eligible**.



## About Geylang Serai Heritage Gallery

Located within Wisma Geylang Serai, GSHG documents the social history of the Geylang Serai area through stories of its communities. The new incubator programme marks a step towards creating participatory, practitioner-led platforms that sit alongside the gallery's permanent programmes. Interviews with spokespersons are available upon request - contact [i-jing.kwan@tateanzur.com](mailto:i-jing.kwan@tateanzur.com).

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