Ink stamp hunting in Singapore: Starbucks Adventure Journal and where the rubber pads are

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Ink stamp hunting is the rubber-pad side of Singaporeâ??s stamp season: free journals, landmark designs, and a trail of cafÃ© and mall stations rather than postage sheets. Little Big Red Dot has already covered the wider stamp-hunting and postage beat; this guide is only for ink pads and rubber stamps.

Starbucks Adventure Journal stamp card with eight landmark frames. Credit: Starbucks Singapore

Right now the clearest live trail is Starbucks Singaporeâ??s Adventure Journal, which launched on 4 September 2026. Collect your first stamp at any of eight landmark stores and take the free journal with you. Designs nod to each neighbourhood, from Chinatown shophouses to Jewelâ??s Rain Vortex. A separate Adventure Pin Set sits beside it for customers who spend S$30 nett at selected stores, while stocks last.

What an ink stamp hunt is

An ink stamp hunt, or stamp rally, is a scavenger hunt with a rubber pad. You pick up a card, journal or passport, visit listed spots, and press each stationâ??s stamp into a blank frame. Some trails are free. Others sit beside a minimum spend, a ticketed attraction or a limited freebie.

The prize is often the filled page itself: a dated record of where you walked, plus whatever sticker, pin or magnet the brand still has in stock. It is not philately. Postage stamps, first-day covers and counter cancellations are a cousin hobby with a different toolkit.

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Japanâ??s rubber-stamp culture

Japanâ??s free station stamps, or eki stamps, set the template. The first widely cited example appeared in 1931 at Fukui Station, when stationmaster Kanichi Tominaga installed a commemorative rubber stamp showing nearby Eiheiji temple. Major stations followed, and rail companies later ran timed stamp rallies with booklets and small prizes.

Collectors still chase free ink at ticket gates and tourist desks across thousands of stations. The habit is distinct from goshuin, the calligraphic seals you pay for at temples and shrines, and from Japanese postage collecting. Stamp rallies borrow the same press-and-ink gesture for limited campaigns, from PokÃ©mon collaborations to anniversary routes.

Why ink stamps went global

Once social media made filled pages easy to share, brands outside Japan started borrowing the format. New Yorkâ??s free Neighbourhood Passport for FIFA World Cup 2026 sends residents and visitors across the five boroughs collecting artist-designed rubber stamps at libraries, museums and community spots. Malls in Penang have run Stamp-lah style trails that turn a shopping trip into a four-station loop.

Karnatakaâ??s viral philately passport sits on the postage side of the same impulse: one line is enough here, because that story is inked by post offices, not cafÃ© pads.

Singaporeâ??s ink-stamp wave

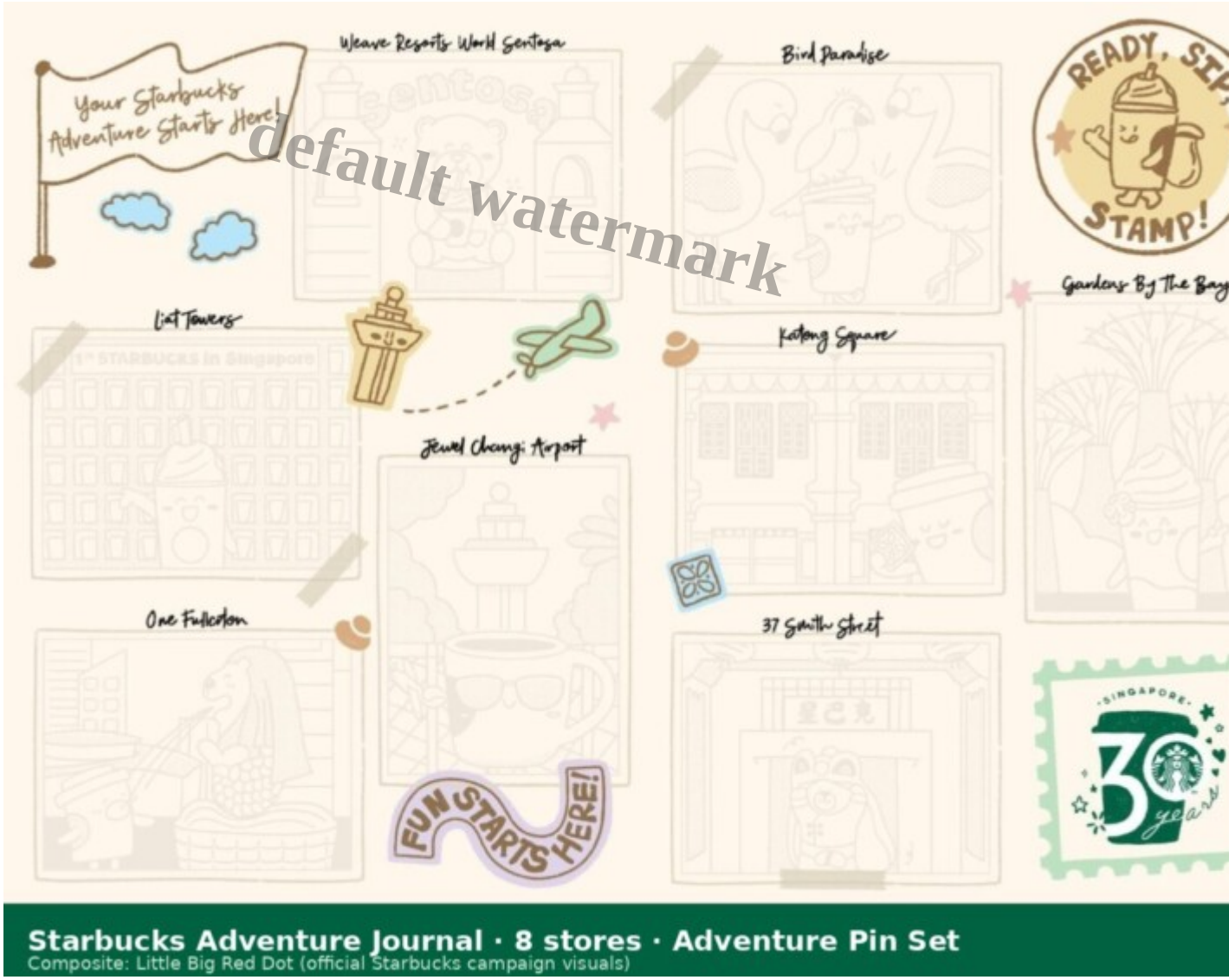
Singaporeâ??s recent wave has been short, seasonal and very Instagram-friendly. Museums, malls, toy brands and transport operators have all put rubber stamps on counters for a few weeks, then pulled them when stocks or calendars ran out.

Past trails, labelled clearly as past: Metroâ??s free stamp rally at Paragon and Causeway Point ran to 30 June 2026. POP MARTâ??s Gallop Into POP-sperity passport at Resorts World Sentosa ran from

16 January to 15 March 2026. The National Museumâ??s 138th-anniversary stamp rally filled daytime and nighttime cards from 11 to 26 October 2025. Singapore Sports Museumâ??s Make Your Mark programme, with layered sports stamps, closed on 11 May 2025. SBS Transitâ??s SG60 Fun Discovery Trail on the MRT wrapped by 31 October 2025. LTA previewed a CCL6 Move Lite stamp rally around July 2026. LEGOâ??s Sentosa and store passport stamps remain a standing attraction-style example rather than a dated campaign.

The pattern is the same each time: a free or low-friction card, a handful of stations, and a keepsake that rewards getting out of one neighbourhood.

Where to collect ink stamps in Singapore now



Starbucks Adventure Journal and Adventure Pin Set. Composite: Little Big Red Dot from official Starbucks Singapore campaign visuals.

Live now: Starbucks Adventure Journal. Launched 4 September 2026. No published end date; treat it as while stocks last and confirm at the counter before you cross the island for the eighth stamp.

The eight participating stores are:

- 37 Smith Street
- Liat Towers
- Gardens by the Bay
- One Fullerton
- Jewel Changi Airport
- Bird Paradise
- Katong Square
- WEAVE at Resorts World Sentosa

Pick up the free Adventure Journal when you collect your first stamp at any of those eight. Each pad is meant to echo the storeâ??s landmark or neighbourhood: Katong shophouses, Supertrees, Jewel, Bird Paradise, Sentosa, Chinatown, Marina Bay motifs and Liat Towers as Singaporeâ??s first Starbucks.

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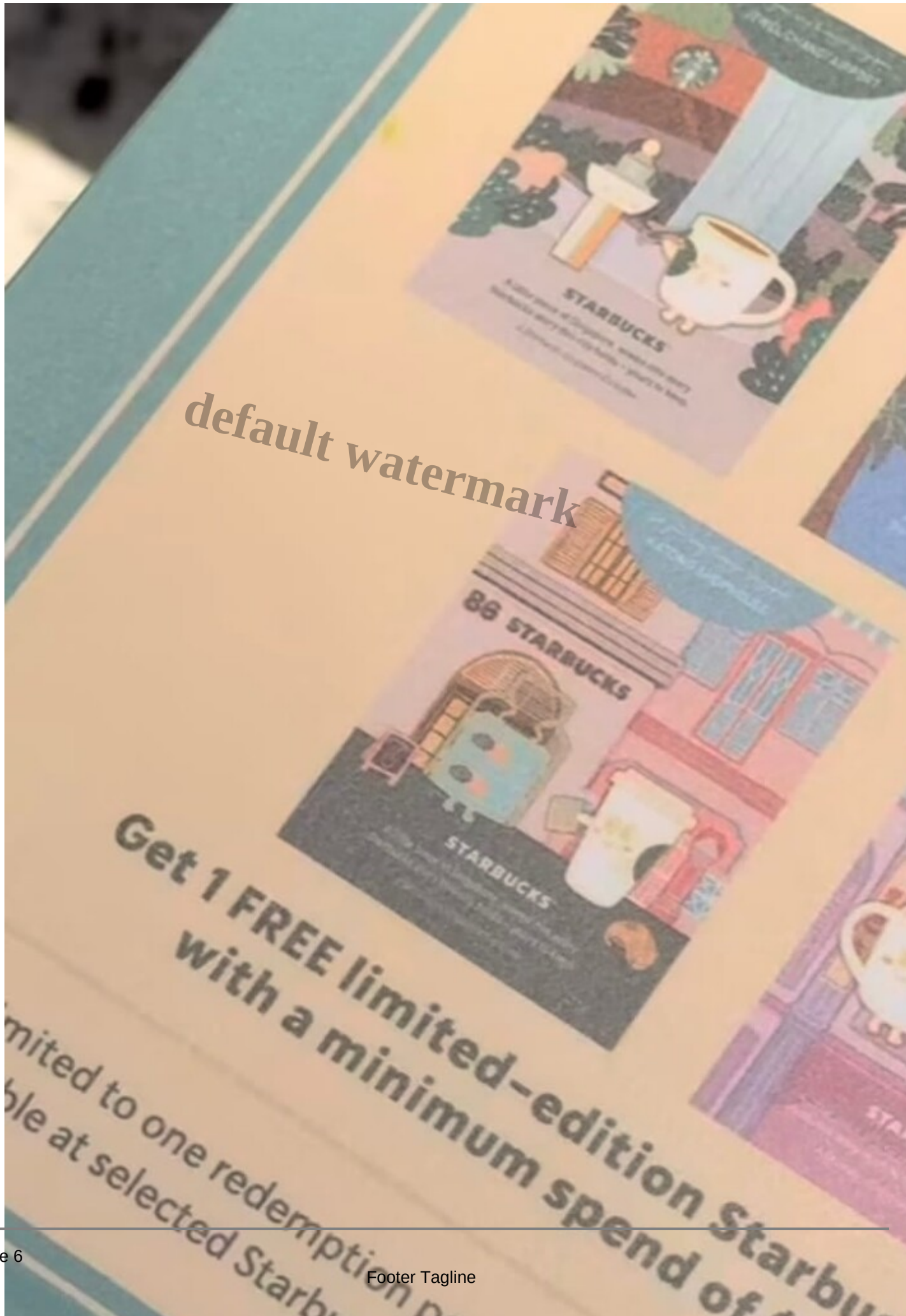

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> Free Adventure Pin Set with S$30 nett spend at selected stores, while stocks last. Credit: Starbucks Singapore

Separately, customers can redeem one limited-edition Adventure Pin Set with a minimum spend of S$30 nett at about 20 selected Starbucks stores islandwide. Each blind bag holds two pins from a five-design set; one redemption per transaction, while stocks last. Completing the stamp journal itself does not unlock the pins.

How to find the next trail. Watch mall Instagram accounts and brand apps for short-run stamp cards. Many Singapore trails never get a long press release; they surface as a story sticker or a counter display first.

Notebooks and kits

If you want a book that outlasts one campaign card, Travelerâ??s Notebook inserts, Cityluxe journals and Papaya notebooks all take rubber-stamp ink cleanly. Kokuyo on Ann Siang Hill is a solid stop for pens, washi and a journalling kit; treat it as stationery, not a stamp station, unless it is running a timed event.

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Carry a spare blank page. Some stations will stamp a personal notebook if you ask politely once the official card is done. Others will not. Either way, let the ink dry before you close the book.

How to start

1. Pick one live trail. For mid-September 2026 that is the Starbucks Adventure Journal.
2. Start at the store you already pass: Liat Towers if you are on Orchard Road, Jewel if you are flying, 37 Smith Street if you are in Chinatown.
3. Ask the barista for the stamp pad and the free journal with your first press.
4. Plan the remaining seven stores in geographic clusters so you are not zigzagging Sentosa and Changi on the same afternoon unless you want to.
5. If you also want the pin set, check which of the wider selected stores still have stock before you hit the S$30 spend.
6. Photograph the empty frames before you fill them; once inked, the page is yours.

Availability changes by store and by day. If a pad is missing or the journal stack is empty, try another of the eight rather than assuming the rally has ended.

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