

**FOR IMMEDIATE RELEASE**

## **WowART Studio Sets to Inspire Creative Confidence and Expression Through Art**

*WowART officially launches the opening of its first Singapore studio with a suite of customized curriculum designed to nurture a new generation of Global Citizens.*

**SINGAPORE, 28 JUNE 2010** – WowART Studio is keyed up to put forth its philosophies in inspiring expressions and nurturing global citizens. Following a month-long pre-opening recruitment drive, WowART Studio officially debuts and opens its doors today to almost 100 students ranging from two and a half to 12 years of age.

A pioneer in their unique style of education, WowART's curriculums have continually inspired children as young as two and a half years old across Asia. The heart of its mission is to encourage creative confidence in children by allowing them to take lead in the process of their art piece and substituting the criticising process with an analytical session instead.

The artist at the helm of WowART's course design and Principal of WowART Studio, Nancy Pey, says, "Art, in many ways than one, can connect people more deeply to the world and open them to new ways of seeing, creating the foundation to build social bonds and community cohesion."

WowART recognises the importance of arts involvement as being associated with gains in math, reading, cognitive ability, critical thinking, and verbal skill. With these as key factors, WowART tailors its niche art courses wholly to minister to the development of both skills and character, nurturing children into budding global citizens.

WowART's comprehensive programme line up is customised to meet the needs of children from different age groups. For enhanced effectiveness, class sizes at WowART are also kept to a minimum to maintain a higher level of dedication from the instructors.

"As every individual is unique, so is WowART Studio. At WowART Studio, we hope to cultivate their creative confidence, critical thinking, and cultural literacy with the aim of developing them into fully engaged citizens in the global society," says WowART Executive Director, Daniel Yew.



Inspiring Expressions • Nurturing Global Citizens

Prior to the opening of the studio, WowART has taken its unique art learning to primary schools in conjunction with the Programme for Active Learning, or PAL, by MOE. PAL is assimilated into the present curriculum with aims to strengthen the emphasis on non-academic programmes.

WowART Studio is located at 200 Upper Thomson Road, #01-10 Thomson Imperial Court. Each course package spans over 12 weeks (one term) with a 75-min session every week; prices may vary depending on the day of the session.

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### Overview of Courses

#### ❖ **ARTPLAY – CREATIVE PLAY AND EXPLORATION (2 year 6 months to 4 year olds)**

At this age, children learn best through games and play – ARTPLAY is uniquely characterized by its efforts to help every child embark on a learning adventure through imagination and expression.

At WowART, children are encouraged to explore and experiment with various colors and drawing mediums through fun, games, and play.

This way, they develop both awareness and Kinesthetic skills (Linear and Circular Drawing abilities, Fine Motor skills and Dexterity) to motivate the child towards the self-discovery of their own imaginative thinking and visualization.

#### ❖ **ARTSTART – CREATIVE FOUNDATION (4 years to 12 years old)**

ARTSTART Creative Foundation is designed to start your child's journey of self discovery and self knowledge.

The course is a well-balanced combination of emphasizing the technical competencies in the elements of art as well as focusing on nurturing the child's instinctive curiosity, and to motivate the child towards creative confidence, self awareness and self-expression.

By introducing each child to a world expressed through shapes, colours, figures, space and movements, we cultivate the child's concept of visual ideas, giving them the motivation to both visualize in pictures and communicate their own sense of expression.

#### ❖ **ARTALIVE CREATIVE BASIC (4 years to 9 years with completion of ARTSTART CREATIVE FOUNDATION)**

#### ❖ **ARTKIDZ CREATIVE INTERMEDIATE (7 years to 9 years old with completion of ARTSTART CREATIVE FOUNDATION + ARTKIDZ BRIDGING COURSE)**



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❖ **YOUNG ARTIST CREATIVE ADVANCE (10 years to 12 years old with completion of ARTSTART CREATIVE FOUNDATION + YOUNG ARTIST BRIDGING COURSE)**

The continuations of the CREATIVE courses are singularly designed to nurture versatility, independent thinking, confidence and expression - life skills necessary and complementary to formal school education.

By engaging the child through the themes of Design, Art, Culture, Nature, Geography & Living, the course teaches children about Art's kaleidoscope of possibilities and the multitude of expressions it carries for them.

A truly ideal platform to engage every child's independent thinking through observation and analysis, it also encourages the child to be versatile, confident and truly free to express themselves through their own unique creations.

**About WowART Studio**

WowART Studio is a progressive and forward thinking children art learning studio utilizing the foremost thoughts and methodologies in Early Childhood Psychology, Creative Development and Art Education in its signature art courses. Established through principles that celebrate excellence, innovation and integrity, WowART's learning courses have continually inspired and nurtured children from the ages of 2 and a half years to 12 years old across Asia since 1995.

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