



Launch of “Screen to Print”

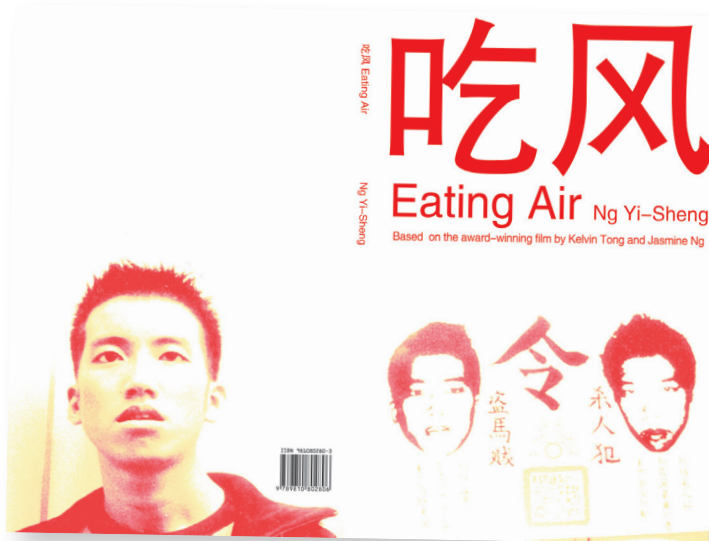
by **ANGELINA PHOON**
Assistant Manager,
Publishing and Research Services,
National Library



Guest of Honour, Mr Chan Yeng Kit, Permanent Secretary, Ministry of Information, Communications and the Arts addressing the audience at the launch

The National Library Board (NLB) and the National Book Development Council of Singapore (NBDCS) jointly launched the “Screen to Print” books at the National Library on 20 June 2008. The occasion was graced by Guest of Honour, Mr Chan Yeng Kit, Permanent Secretary, Ministry of Information, Communications and the Arts.

It was the first time local films were reproduced into books. The three films are *12 Storeys*, *Eating Air* and *4.30*. They were selected from 12 shortlisted films, which represented a cross-section of local film directors and producers across a period of 10 years and various genres. These films were sent to a panel for final selection. The film selection





Dr N Varapasad, Chief Executive, National Library Board



Panel Discussion (from left to right): Ms Jasmine Ng, Mr Kelvin Tong, Mr Ng Yi-Sheng, Mr Kenneth Chan, Dr Yeo Wei Wei and Mr Dilip Mukerjea

panel was made up of established local film reviewers and well-known personalities in the film industry. They are Dr Edna Lim, a Visiting Fellow from the National University of Singapore, Mr Felix Cheong, film reviewer & freelance writer, Mr Tan Bee Thiam, Asian Films Archive, Executive Director, and Ms Ong Sor Fern, The Straits Times Film Correspondent.

The highlight of the event was a discussion among Ms Jasmine Ng (film director, *Eating Air*), Mr Kelvin Tong (scriptwriter, *Eating Air*), Mr Ng Yi-Sheng (novel writer, *Eating Air*), Dr Yeo Wei Wei (novel writer, *4.30*) and Mr Kenny Chan (Merchandising Director, Kinokuniya), about the issues and inspirations in local film making. The discussion was facilitated by Mr Dilip Mukerjea, Managing Director of Buzan Centre, Singapore. As the director of *12 Storeys*, Mr Eric Khoo, and Mr James Toh, the scriptwriter, could not attend the launch, an interview with them was pre-recorded and shown at the launch.

“Screen to Print” is the reverse of the trend to have popular written works produced into movies. Local writers were engaged to script these films for written fiction while keeping

the essence of the films. The project broadens the scope of local films through the medium of the printed book. Those who have seen the films can now enjoy the richer story elements which written works can provide, while those who have yet to see the films, would be enticed to do so. As these books are not merely reprints of the screenplays, they allow readers to look deeper into the storylines and characters of the films.

NLB has played a significant role in stimulating the re-print and re-purposing segment of the creative industry. This project has been

applauded by the creative community for old intellectual property to be traded in new ways. NLB’s strategic lead in this initiative opens the door for other re-purposing initiatives associated with print and digital media.

These “Screen to Print” publications are available at major bookstores at S\$16.00 (or S\$17.12 with GST) each and limited copies are available for loan at NLB libraries.

