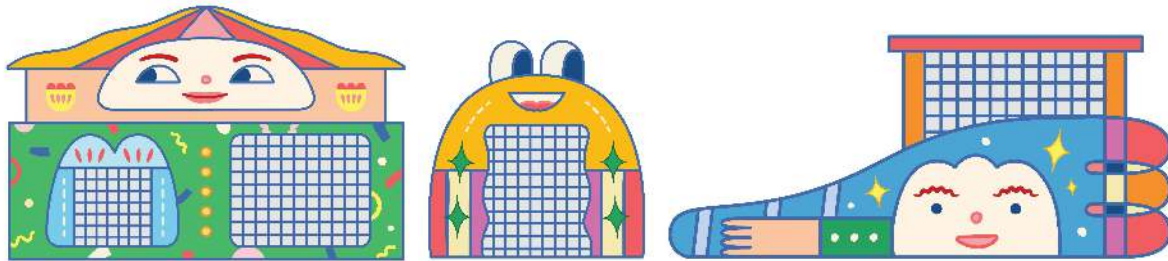


FOR IMMEDIATE RELEASE

14 March 2025 - 23 March 2025

PLAYLOOM: INTERACTIVE GIANT LOOMS FOR FAMILIES

A Fun and Creative Experience for Kids and Families at Keat Hong Community Club



Singapore – This March, Keat Hong Community Club invites families to experience *Playloom*, a delightful and interactive community art installation that brings children and families together through creativity and play. From **14 March to 23 March 2025**, the public is invited to participate in weaving upcycled fabric onto whimsical, larger-than-life characters created by local artist *Shanlyn C* and produced by social enterprise *THIRTYTWO CM*.

Playloom is a vibrant celebration of imagination, collaboration, and sustainable creativity. This playful artform encourages children to step into the creative process, as they weave colorful fabrics onto towering characters, transforming them into unique, community-driven masterpieces. Hidden in the structures are drawers filled with vibrant, upcycled materials, offering endless possibilities for weaving and exploring. Families are encouraged to engage together, fostering creativity, teamwork, and fun!

"We're excited to provide the children of Keat Hong with a space to express themselves through art. *Playloom* is our way of celebrating their creativity, curiosity, and sense of wonder," said Ms Cindy Chng, Keat Hong CCMC Chairperson, Keat Hong Community Club. "We hope this installation will inspire not only our younger residents but also families to spend quality time together, engage in hands-on creativity, and rediscover the joy of play."

Designed with all ages in mind, *Playloom* offers something for everyone. Younger children can practice their fine motor skills as they weave, while older kids and adults can experiment with different weaving techniques. The installation also invites children to explore and play by climbing onto the structures, adding an extra layer of fun to the experience.

Local artist *Shanlyn C*, known for her quirky and imaginative style, explains, "Through *Playloom*, I want to spark joy and nostalgia for all ages. The characters are designed to bring out the childlike wonder in everyone, whether you're creating or simply enjoying the experience."

To further engage families, *THIRTYTWO CM* will host complimentary weaving workshops on **16 March 2025**, from **1:00 PM to 4:00 PM** at Keat Hong Community Club's Courtyard. These

hands-on workshops offer a chance to learn new weaving techniques while spending quality time together.

“We believe that art has the power to bring people together and create meaningful connections,” said Ms Zu Wee, Creative Producer of THIRTYTWOCM. “Through this installation, we hope families can enjoy the simple process of creating, leave the stresses of daily life behind, and just have fun together.”

Event Details

Playloom: Interactive Giant Looms for Families

Dates: 14 March to 23 March 2025

Location: Keat Hong Community Club

Public Workshops: 16 March 2025, 1:00 PM – 4:00 PM (Complimentary, open to all)

Don't miss this wonderful opportunity to weave, create, and play – the perfect way to spend time with your family while nurturing creativity and imagination!

XXX

ABOUT THIRTYTWOCM

32CM is an agency dedicated to supporting and harnessing the vibrant and expressive energies of individuals to foster meaningful connections. The agency envisions a world where creativity is an integral part of everyday life, and where everyone has the opportunity to express themselves and connect with others through art. 32CM organizes art workshops and events, customizes inclusive art courses, and collaborates with local artists on various art projects.

IG: @thirtytwocm

Website: www.thirtytwocm.com

ABOUT THE ARTIST

Shanlyn C is an independent illustrator and artist based in Singapore. She enjoys drawing quirky thoughts and inspiration, translating them into stories and characters that form her imaginary world. With a playful and whimsical illustration style, she has illustrated activity books, programme visuals, murals, editorials, beverage labels etc, and has worked with clients from different organisations and agencies. She hopes that her creations will add a little sprinkle of quirkiness and bring out the inner child of every adult in this fast paced society.

IG: @shanlync_

Website: www.shanlync.com

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