



## PRESS RELEASE

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### For immediate release

Presenting: **Singapore CityScoops 2<sup>nd</sup> Edition**

**Singapore's hip independent guide is back with new picks and a bigger mix.**

**1 November 2006.** After the sell-out success of the 1<sup>st</sup> edition launched in 2005, Singapore CityScoops is back with an even bigger assortment of the city's eclectic best.

The 2<sup>nd</sup> edition of Singapore CityScoops serves up more cosmopolitan hot spots, hidden and beloved local finds ... and above all, *real* experiences. Discover a bustling creative enclave nestled in a back alley or exquisite joss-stick figurines handcrafted by a lone artist in an industrial estate; explore trendy urban playgrounds or offshore kampong escapes, and sample homestyle eats in a heritage shophouse or exciting cuisine surrounded by nature. What's more, each page and every experience provides inspiring insight to the daring entrepreneurs who are spicing up the city with their global vision and local soul.

With its striking design and photographs, the handy-sized 144-page guide reflects the dynamism of this mini metropolis. Insightful texts and easy-to-use maps make it the ideal companion for foreigners who want to experience the city like a local, or for Singaporeans to rediscover their country like a first-time visitor.

In addition to the full-page reviews, there is a SuperScoops section featuring extra 'toppings': cool activities and useful finds categorised according to experience or service type. The 2<sup>nd</sup> edition also has 90% all-new content – with a handful of irreplaceable and still irresistible favourites from the 1<sup>st</sup> edition – plus 20% more scoops compared to the previous edition.

Singapore CityScoops is 100% natural – there are no advertisements or paid reviews – which keeps it refreshingly independent and real.

*The 2<sup>nd</sup> edition of Singapore CityScoops is available at major bookstores and selected venues. It is priced at S\$25.00 (including GST). Visit [www.cityscoops.com](http://www.cityscoops.com) for a list of stockists or to buy online.*

## The CityScoops concept and why a 2<sup>nd</sup> edition?

Singapore CityScoops is conceptualised, produced and published by CityScoops Media.

Its partners are art director Marijke den Ouden, business and financial analyst Sietske van Harte – both Dutch, and writer Dawn Mok – a Singaporean. All three CityScoopers are proud to call Singapore home.

Instead of resting on their laurels after successfully launching Singapore's first hip, independent guide in July 2005, these urban curators decided to come up with a 2<sup>nd</sup> edition. With all the exciting changes in the city, it wasn't difficult to fill another book with new and inspiring discoveries.

The CityScoops concept is about must-have experiences and captivating finds that reflect Singapore's diversity ... and its heart and soul. As with the earlier book, the CityScoopers scoured the entire island and consulted their trusted CityGurus – a savvy bunch of folks from all walks of life – to uncover the city's best-kept secrets and distinctive experiences. This time, fans of the 1<sup>st</sup> edition gave their own favourite recommendations and encouraged the team by constantly enquiring, "When is your new book coming out?"

The CityScoopers take pride in the fact that their guide is not just about the latest in-thing or most popular venue. It's about *real* experiences. Whether it's an innovative concept, an enticing setting or wonderful products and service – it's always something that makes you go 'wow'. All the outlets selected are run by individuals who are passionate about what they do. These daring visionaries make a difference to life – and living – in Singapore. And the CityScoopers are proud to showcase their efforts.

Currently, the CityScoopers are working on new editions for other cities. So, stay tuned ...

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## **Media and reader reviews**

“We of all people know a good guide book on Singapore when we see one.”

### **Where Singapore**

“This hip little city guide will bust Singapore’s ‘boring town’ reputation. Read it for the inside scoop on what’s fun to do, cool to buy and good to eat here. This book is like a box of Willy Wonka chocolates – you never know what you’re gonna get!”

### **8 Days**

“Highlights zany escapes from the city.”

### **The New York Times**

“Will surprise even the locals ...”

### **South China Morning Post**

“Our recommendation: flip the book, pick a page and head to that venue. The places highlighted are all just that little bit special, so you’ll never be disappointed.”

### **Harper’s Bazaar**

“My absolute must-have guide to stylish Singapore. Brilliantly written, fabulously researched and intuitive to boot, this is the book that every connected urbanist wished they had written themselves.”

### **Anita Kapoor, writer and TV presenter, Singapore**

“This book reintroduces Singapore to me – it presents all that is new, fun and funky, and does it with infectious enthusiasm. Singapore? Now the coolest spot on the equator!”

### **Keshen Teo, Singaporean creative director, London**

“At last, an independent guide to the most unique finds Singapore has to offer, covering food, fashion, the arts, accommodation, and more. Packed with all sorts of “did you know” news bites on a variety of destinations, there are secrets to share in this book that would make your popularity ratings soar overnight.”

### **The Relocation Centre**

“I have spent the last 7 months exploring every recommendation in your book. It is pure gold and right on the money. Your book has become the basis for how my girlfriend and I spend our weekends. It is more than a book, it is an adventure guide.”

### **Dan Neary, vice president of South East Asia, eBay**

## The CityScoopers

**Marijke den Ouden** is a graphic designer and art director with over 20 years' experience. She ran her own design company in The Netherlands for 8 years before moving to Singapore in 2000. As an active volunteer for The Friends of the Museums, Marijke has organised numerous events that introduce Singapore's fascinating cultural facets to both locals and foreigners. Also a talented artist, she designed and illustrated 'Fun With Asian Food', an Asian kids' cookbook. Marijke remains intrigued and inspired by Singapore's cultural diversity and her years exploring the city proved useful as a CityScoop.

**Dawn Mok** is a Singaporean writer with more than 12 years' experience working with various companies and government organisations as both writer and editor. Writing remains her passion as it satisfies her soul, pays the bills and supports her other passion: travelling. As a CityScoop, she is grateful for the opportunity to keep rediscovering her own country and finding reasons (other than the amazing food) to love living here.

**Sietske van Harte** brings her finance, marketing and business development skills to the team, along with her cool flair for trend spotting. She lived and worked in The Netherlands, Curacao and Hong Kong, before moving to Singapore in 2000. With a university background in architecture, Sietske has contributed articles on Singapore urban trends to Dutch publications. She's been invited by The Friends of the Museums to give lectures on urban planning, architecture and real estate housing in Singapore, and also to organise programmes on culture and architecture.

## The PhotoScoopers

**Dewi-Marie Vincoy** is a full-time photographer with a keen eye for the 'alternative'. A Filipino born and bred in Singapore, Dewi shoots family portraits by day; by night, she can be found at rock performances – with her trusty camera, of course. A gifted singer, Dewi is a founding member of local indie rock band, marchtwelve.

**Call** +65 9435 9125 **Click** <http://quietcore.org>

**Marcel Heijnen** hails from Holland and has lived in Asia for 16 years. This designer, musician and photographer is part of a creative network, 'Chemistry'. The CityScoops experience allowed him to take a fresh look at his adopted hometown, Singapore, and inspired him to explore his photographic skills in new ways.

**Call** +65 6481 8589 **Click** [www.chemistryteam.com](http://www.chemistryteam.com)

**Simon Wong** loves sharing his travel experiences through photography. Shooting for CityScoops was a natural extension of his passion for exploration and capturing images. While running around Singapore to shoot for CityScoops, this London-born designer discovered the "seriously impressive funkiness" of this city.

**Email** [simon@chemistryteam.com](mailto:simon@chemistryteam.com) **Click** [www.chemistryteam.com](http://www.chemistryteam.com)

**Terence Tay** is happiest zipping around with his camera when he's not flying the friendly skies. This talented Singaporean photographer enjoyed checking out new venues, meeting people and experimenting with different photography styles. Always on the lookout for humanitarian causes to photograph, Terence has exhibited a poignant photo-documentary on 'Calcutta Rescue', a non-governmental organisation dealing with social and health issues.

**Email** [images@21frames.com](mailto:images@21frames.com) **Click** [www.mrsanguine.com](http://www.mrsanguine.com)

**Wil Kolen** likes capturing the unexpected as it allows him to try out new angles – finding that inspirational moment is like music to his eyes. Born in Holland, Wil came to work in Singapore as a designer 11 years ago. Also a 'Chemistry' partner and musician, Wil's improvisational skills are reflected in his spontaneity as a photographer.

**Call** +65 6487 4414 **Click** [www.chemistryteam.com](http://www.chemistryteam.com)

## **Singapore CityScoops 2<sup>nd</sup> Edition – Fact Sheet**

### **Format:**

- 144 full-colour pages
- Size 15 x 18 cm, portrait
- Thread sewn, with gate cover and front and back cover flaps
- Cover matt-laminated

### **Content:**

- 89 full page reviews accompanied with useful contact details
- 90% all-new content plus 10% favourites from 1<sup>st</sup> edition, with 20% more scoops
- Subjects: 21% food, 12% fashion, 10% chills & clubs, 8% body & soul, 7% escapes, 7% arts and crafts, 6% kids, 5% services, 5% home & living, 4% thrills & skills, 3% sleeps, and 12% other shops and buys.
- 100 additional 'SuperScoops' listings featured according to subject, with snippet reviews.
- 7 comprehensive area maps, plus an overview map of Singapore.
- Index by alphabet and by subject

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**Available at:** major bookstores and selected venues in Singapore, as well as selected bookstores in Kuala Lumpur, Hong Kong and The Netherlands. Also available for sale online at [www.cityscoops.com](http://www.cityscoops.com)