



Institute of Technical Education



COMING TO WE CINEMAS: ITE STUDENTS' WINNING PROJECT

The next time you step into WE Cinemas, keep your eyes peeled for a 30-second public video message created by Institute of Technical Education (ITE) students. Based on the theme *Movies are Best in HD Digital*, the video will be one of several entries in a competition jointly organised by ITE and WE Cinemas.

2 The month-long competition, which starts on 25 April 2012, is open to all ITE students and is organised under a Letter of Collaboration (LOC) ITE has signed with WE Cinemas on the morning of **25 April 2012 at ITE College East, 10 Simei Avenue**. Stretching over a period of eight and a half months until Jan 2013, this LOC is the first that ITE will be signing with a local cinema company.

3 In 2008, ITE College East started using Real2Reel pedagogy to provide *Nitec* in Digital Audio & Video Production students with experiential learning opportunities. The LOC with WE Cinemas extends the pedagogy beyond the classroom by providing an avenue for students to immerse themselves in the demanding film and media industry.

4 This collaboration will not only put the spotlight on the creative works of ITE students; it will help WE Cinemas spot and groom talents to be cinema or media specialists. Students will also be given a chance to network with media professionals as a result of this collaboration.

5 In addition, the winning team of the competition will enjoy a one-month internship at WE Cinemas where they will learn how to distribute and market films, as well as other aspects of the industry. The winning entry will be screened at WE Cinemas for three months. Infinite Frameworks Pte Ltd will also award \$5,000 worth of colour grading services for the winning team's next short film, redeemable within three years of the win.

6 "With this collaboration, our staff and students will be able to better understand the demands and challenges faced by the film media industry. The exposure would also help raise the competency and proficiency levels of ITE students," said Mr Eden Liew, Principal of ITE College East.



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7 "WE Cinemas is privileged to partner ITE in this inaugural collaboration to bridge students to the industry. Part of our corporate social responsibility is our commitment to the community, where we hope that this opportunity would be an excellent platform for budding talents to further hone their skills acquired in school, to showcase their works, and for industry players such as us to develop an early and strong relationship of knowledge sharing. We believe that this educational experience that we have jointly tailored for the students will be fun, exciting and memorable," said Ms Vivien Ong, Sales & Marketing Director of WE Cinemas.

8 For further information and requests for interviews/pictures, please contact:

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About ITE

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and principal authority in developing national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "**One ITE System, Three Colleges**" Model of Education, ITE governs three Colleges, comprising **ITE College Central, ITE College East and ITE College West**.



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About Eng Wah Global

Founded in the 1946, the Eng Wah Group's business spans entertainment, hospitality, and real estate in Singapore and Malaysia. The Group manages a portfolio of brands that include WE Cinemas, Hotel Fort Canning, Jubilee Square, Empress Square, The Legends Fort Canning, and The Legends Golf & Resort.

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